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

Board of County Commissioners
Stephen P. Clark Center
111 Northwest 1st Street
Miami, Florida 33128

April 21, 2011
As Advertised

Harvey Ruvin, Clerk
Board of County Commissioners

Diane Collins, Division Chief
Clerk of the Board Division

Zorana Gainer, Commission Reporter
(305) 375-3570

Tourist Development Council
4/21/2011

The Tourist Development Council (TDC) convened in the Citizen's Independent Transportation Trust's 10th Floor Conference Room, at the Stephen P. Clark Center 111 N.W. 1st Street, Miami, Florida at 10:00 a.m. on April 21, 2011. There being present Chairman Dennis C. Moss and members, Mr. Stuart Blumberg, Mr. George Cozonis, Mr. William Perry III, and Ms. Olga Ramudo; (City of Miami Beach Mayor Mattie Herrera Bower, City of Miami Commissioner Wilfredo Gort, Mr. Rex Oleson and Mr. Gene Prescott was absent).

The following staff members were present: Ms. Deborah Margol, Deputy Director, Department of Cultural Affairs; Mrs. Nikenna D. Benjamin, Grants Program Administrator, Department of Cultural Affairs; Ms. Lillie Hernandez, Administrative Officer, Department of Cultural Affairs; Assistant County Attorney Daniel Frastai; and Deputy Clerk Zorana Gainer.

Also present on the behalf of Mr. Bill Talbert, President/CEO of the Greater Miami Convention Visitor's Bureau was Mr. George Neary.

Chairman Moss called the meeting to order at 10:46 a.m.

I. Additions, Deletions, Withdrawals

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

III. Items for Approval

A. Minutes of the December 16, 2010 Meeting

B. 2010 Sunset Review

Ms. Margol noted that the 2010 Sunset Review summary of activities and recommendations has been submitted to the Board of County Commissioners for their consideration. She noted that the recommendation was that this board be continued.

IV. Reports and Discussion Items

V.

A. Updated Budget/Financial Position and Funding Recommendations for the FY 2010-11 Third Funding Period

Ms. Margol gave an update regarding the TDC's budget. She noted the TDC's budget for FY 2009-10 was approximately $1.1 million including unused and carried forward grant funds from last year. She noted in the Third Funding Period they received 32 applications requesting a little over half a million dollars. She pointed out that six (6) of the organizations represent new or first time projects that have never requested funding from the board and 26 are continuing projects.

VI. Citizens' Presentations

VII. Grant Applications and Recommendations-Third Funding Period

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

1. Aqua Foundation For Women, Inc. — **Final Recommendation**
Aqua Girl Festival 2011 — **$5,000**

Ms. Alison Burgos, Representative, Aqua Foundation for Women expressed appreciation for the council's support and noted the councils support was critical to this event. Ms. Burgos requested an increase of funding for the Aqua Girl Festival.

2. City Theatre, Inc. — **Final Recommendation**
16th Annual Summer Shorts Festival — **$7,000**

Ms. Stephanie Norman, Representative, City Theatre, Inc. noted that this year's festival would feature J. Rodriguez, the star of televisions "Queer Eye for the Straight Guy". She noted this year's festival included "Heads in Beds" which was a literary conference and 1200 playwrights were invited to attend this conference. Ms. Norman noted that advertisement on the Bravo and Lifetime Cable stations were airing.

4. Creation Art Center Corporation — **Final Recommendation**
Orinoco — **$5,000**

Ms. Regina Moore, Representative, Creation Art Center Corporation expressed appreciation for the Councils full support of the Orinoco event.

5. Cuban Classical Ballet of Miami, Inc. **Final Recommendation**
La Fille mal gardee Ballet **$6,000**

Ms. Regina Moore, Representative, Cuban Classical Ballet of Miami noted that she wanted to make the Council aware that the quality of this show was very high and that this event would take place in the Fillmore on Miami Beach. Ms. Moore noted that they wanted everyone national and international to experience this high quality production.

6. Florida Grand Opera, Inc. **Final Recommendation**
FGO Spring Weekends **$5,000**

Ms. Lisa Merritt, Representative, Florida Grand Opera expressed appreciation to the council for its funding recommendation.

8. Friends of the Miami-Dade County Public Library, Inc. **Final Recommendation**
Art of Storytelling: International Festival **$8,750**

Ms. Vinora Hamilton, Representative, Art of Storytelling Festival noted that the festival was in its 11th year and this year over 20 storytellers from various countries would be featured and 7 of these storytellers were from Denmark. Ms. Hamilton noted that last year over 7,000 people attended the festival and anticipated approximately 15,000 this year. Ms. Hamilton expressed appreciation to the Council for funding the event and requested they consider the original funding amount of $12,500.

10. GABLESTAGE, INC. **Final Recommendation**
2010-2011 Season **$13,500**

Mr. Joseph Adler of Gablestage Inc. expressed appreciation to the council for its support.

20. The Musical Arts Association of Miami, Inc. **Final Recommendation**
The Cleveland Orchestra Miami Residency-Orchestral & Family Concerts **$9,000**

Ms. Etain Connor gave a brief description of the The Cleveland Orchestra Miami Residency-Orchestral & Family Concerts. She requested an increase of funding for this year's event.

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

2. Coral Gables Cinemateque, Inc. **Final Recommendation**
One World, Many Cinemas **$7,500**

Mr. Robert Rosenberg, Representative, Coral Gables Cinemateque noted that the Coral Gables Arts Cinema was one of the newest and best venues in South Florida to experience alternative films. Mr. Rosenberg noted that their event One World, Many

Cinemas event was beginning and showcased films from Canada, Korea, France, Argentina and Spain. He noted the Cinema would primarily present first run exclusive films. He noted that due to promotion through Social Networks and Media advertisement this venue attracted a significant number of town guests.

3. The Sicilian Cultural and Film Festival Inc. **Final Recommendation**
VI Sicilian Film Festival **$2,500**

Mr. Emanuele Viscuso, Representative, The Sicilian Film Festival noted that this event was focused on the artists and that they received the Key to the City of Miami Beach as well as recognition from the Italian Parliament. Mr. Viscuso expressed appreciation and requested an increase of funding for the event.

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

1. ARTISTAMUNDO, L.L.C. **Final Recommendation**
Miami Virtual Arts Tour **$0.00**

Ms. Alexandra Figueredo, Representative, Artistimundo noted that she applied for the TDC grant to present something new and different for tourism in Miami. Ms. Figueredo noted because her project was virtual she understood the Council apprehensiveness to recommend funding. She pointed out that the virtual tour was a way to view and attract visitors and residents to attractions within Miami and find information online versus simply reading about it. Ms. Figueredo noted that she was attempting to obtain sponsorships from hotels and restaurants; she said this was a way to promote other TDC projects and the Arts in Miami. Ms. Figueredo asked the Council to reconsider her request for funding.

E. Sports (For Profit) – Continuing

1. Media USA/DBA STUDIOMILANO **Final Recommendation**
Miami Sailing Week **$5,025**

Mr. Gabriel Cordone gave a brief description of the Miami Sailing Week event and expressed appreciation to the council for its funding recommendation.

2. The Polo Life, LLC. **Final Recommendation**
Miami Beach Polo World Cup VII and The South Beach Polo World Cup III **$5,000**

Ms. Karen Arake (phonetic), Representative, The Polo Life noted that this year's event was bigger and better and requested a funding increase from $5,000 to $7,000.

F. Sports (For Profit) – First Time

1. Miami Tri Events LLC **Final Recommendation**

Rohto Ironman 70.3 Miami **$12,500**

Mr. Christian Anderson, Representative, Miami Tri Events gave a brief description of the Rohto Ironman 70.3 Triathlon event. He noted that last year 2010 was the first year this event was held in Miami, pointing out that the event consisted of a 1.2 mile swim, 2.6 mile bike and a 3.4 mile run. Mr. Anderson stated people came from all over the world to participate in this triathlon and requested the Council to consider increasing the events funding amount.

It was moved by Mr. Stuart Blumberg to approve the Subcommittee Recommendations. This motion was seconded by Chairman Moss and upon being put to vote, passed unanimously by those members present.

Mr. George Neary suggested that the representatives of The Musical Arts Association of Miami to add the words "Miami's Winter Home" on their advertisement brochure for their Cleveland Orchestra Miami Residency events.

Agenda Item No.	Organization Name	Final Recommendation
VI. A-1.	Coconut Grove Chamber of Commerce	$5,000
VI. A-7.	Friends of the Bass Museum Inc.	$6,000
VI. A-9.	Fundarte, Inc.	$12,500
VI. A-11.	Miami Gay & Lesbian Film Festival, Inc.	$20,000
VI. A-12.	Miami Momentum Dance Company, Inc.	$9,000
VI. A-13.	Miami River Fund, Inc.	$5,600
VI. A-14.	Michael-Ann Russell Jewish Community Center, Inc.	$6,300
VI. A-15.	New Theater, Inc.	$8,000
VI. A-16.	Patrons of Exceptional Artists, Inc.	$3,000
VI. A-17.	Red Chemistry, Inc.	$8,000
VI. A-18.	Teatro Avante, Inc.	$5,250
VI. A-19.	The Miami Children's Museum, Inc.	$16,000
VI. A-21.	THE RHYTHM FOUNDATION, INC.	$5,000
VI. A-22.	Women's International Film & Arts Festival Inc.	$5,000
VI. B-1.	Community Arts and Culture, Inc.	$5,000
VI. B-4.	University of Wynwood, Inc.	$15,000
VI. D-1.	Miami Northwest Express Track Club, Inc.	$12,000
VI. G-1.	City of Miami Gardens	$15,000

There being no further business to come before the Council the meeting was adjourned at 11:14 a.m.

Chairman Dennis C. Moss
Tourist Development Council

TOURIST DEVELOPMENT COUNCIL
(TDC)

April 21, 2011

Prepared by: Kerry Khunjar

EXHIBITS LIST

NO.	DATE	ITEM #	DESCRIPTION
1	04/21/2011		Final Minutes
2	04/21/2011		Exhibit List
3	04/21/2011		Citizen's Presentations
4	04/21/2011		FY 2010-2011 Tourist Development Council Application Summary Worksheet Panel Meeting – April 21,2011 10.00 a.m. Third Funding Period
5	04/21/2011		Printout Re: CityWrights Miami
6	04/21/2011		Flyer Re: The Art of Storytelling International Festival
7	04/21/2011		Business Card for Robert Rosenberg – Director for Coral Gables Art Cinema
8	04/21/2011		Flyer for "Even the Rain" Movie
9	04/21/2011		Flyer for "Nine Nation Animation"
10	04/21/2011		Film Calendar (April – May 2011) for Coral Gables Art Cinema
11	04/21/2011		Memorandum Re: Sunset Review of County Boards for 2011 – Tourist Development Council

Panel Meeting
Thursday, April 21, 2011 10:00 AM
Stephen P. Clark Center
111 NW 1st Street
Citizen's Independent Transportation Trust
10th Floor Conference Room
Miami, Florida

Citizens' Presentations

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

		Request	Subcommittee Recommendation
2.	**City Theatre, Inc.** *Stephanie Norman*	25,000	7,000
4.	**Creation Art Center Corporation** *Regina Moore*	5,000	5,000
5.	**Cuban Classical Ballet of Miami, Inc.** *Regina Moore*	15,000	6,000
8.	**Friends of the Miami-Dade Public Library, Inc.** *Vinora Hamilton*	15,000	8,750
10.	**GABLESTAGE, INC.** *Joseph Adler*	25,000	13,500
16.	**Patrons of Exceptional Artists, Inc.** *Barbara Muze*	6,000	3,000
20.	**The Musical Arts Association of Miami, Inc.** *Etain Connor*	15,000	9,000

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

2.	**Coral Gables Cinemateque, Inc.** *Robert Rosenberg*	10,000	7,500
3.	**The Sicilian Cultural and Film Festival Inc.** *Emanuele Viscuso*	5,000	2,500
4.	**University of Wynwood. Inc.** *P. Scott Cunningham / Peter Barrebach*	19,500	15,000

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

1.	**ARTISTAMUNDO, L.L.C.** *Alexandra Figueredo*	5,000	0

F. Sports (For-Profit) – First Time

1.	**Miami Tri Events LLC** *Cristian Anderson*	25,000	12,500

Citizens Presentations (Later in Mtg)

1) Karen Araque
The Polo life (Miami Beach polo world cup)

2) Lisa MERRITT
Florida Grand Opera

3) Alison Burgos
Aqua Girl

4) Miami Gay & Lesbian Film Festival, Inc.
Lilly

FY 2010-2011 Tourist Development Council
Application Summary Worksheet
Panel Meeting -- April 21, 2011 10:00 am
Third Funding Period

Special Events/Promotions
Non-Profit Organizations (Continuing)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*
VI. A-1	Aqua Foundation for Women, Inc.	5,000	Aqua Girl Festival 2011	05/11/11 to 05/16/11	15,000	Continuing / 3rd	5,000	5,000	Exempt	10,000	R
VI. A-2	City Theatre, Inc.	7,000	16th Annual SUMMER SHORTS FESTIVAL	05/17/11 to 06/26/11	25,000	Continuing / 3rd	5,000	5,000	Exempt	18,000	R
VI. A-3	Coconut Grove Chamber of Commerce Inc.	5,000	The Great Taste of the Grove	04/16/11 to 04/17/11	10,000	Continuing / 3rd	5,000	5,000	Exempt	5,000	R
VI. A-4	Creation Art Center Corporation	5,000	Orinoco	03/26/11 to 04/03/11	5,000	Continuing / 2nd	5,000	5,000	Exempt	0	R
VI. A-5	Cuban Classical Ballet of Miami, Inc.	6,000	La Fille mal gardee Ballet	05/14/11 to 05/15/11	15,000	Continuing / 5th	7,000	10,000	0.6	9,000	R
VI. A-6	Florida Grand Opera, Inc.	5,000	FGO Spring Weekends	04/01/11 to 05/31/11	25,000	Continuing / 5th	5,000	5,000	0.6	20,000	R
VI. A-7	Friends of the Bass Museum, Inc.	6,000	Hot Nights, Cool Jazz!	06/17/11 to 09/30/11	15,000	Continuing / 3rd	6,000	7,500	0.8	9,000	R
VI. A-8	Friends of the Miami-Dade Public Library, Inc.	8,750	Art of Storytelling: International Festival	04/23/11 to 05/01/11	15,000	Continuing / 4th	10,000	12,500	0.7	6,250	R
VI. A-9	Fundarte, Inc.	12,500	A Tribute to Beny More	03/12/11 to 03/12/11	15,000	Continuing / 2nd	5,000	5,000	Exempt	2,500	R
VI. A-10	GABLESTAGE, INC.	13,500	2010-2011 Season	10/23/10 to 09/25/11	25,000	Continuing / 2nd	15,000	15,000	0.9	11,500	
VI. A-11	Miami Gay & Lesbian Film Festival, Inc.	20,000	13th Annual Miami Gay & Lesbian Film Festival	04/20/11 to 05/01/11	25,000	Continuing / 3rd	22,500	25,000	0.8	5,000	R
VI. A-12	Miami Momentum Dance Company, Inc.	9,000	Miami Dance Festival 2011	04/02/11 to 05/15/11	15,000	Continuing / 2nd	10,000	10,000	0.9	6,000	R
VI. A-13	Miami River Fund, Inc.	5,600	Miami Riverday 2011	04/02/11 to 04/02/11	15,000	Continuing / 4th	6,400	8,000	0.7	9,400	R
VI. A-14	Michael-Ann Russell Jewish Community Center, Inc.	6,300	Festival Yachad	05/27/11 to 06/05/11	11,000	Continuing / 2nd	7,000	7,000	0.9	4,700	R
VI. A-15	New Theatre, Inc.	8,000	THE RADIANT & A STREETCAR NAMED DESIRE	04/01/11 to 06/05/11	15,000	Continuing / 3rd	9,000	10,000	0.8	7,000	R
VI. A-16	Patrons of Exceptional Artsist, Inc.	3,000	2011 Miami International Piano Festival	04/10/11 to 05/23/11	6,000	Continuing / 3rd	3,000	3,000	Exempt	3,000	R
VI. A-17	Red Chemistry, Inc.	5,250	Romance in a Can	05/05/11 to 05/10/11	15,000	Continuing / 4th	6,000	7,500	0.7	9,750	R
VI. A-18	Teatro Avante, Inc.	8,000	XXVI International Hispanic Theatre Festival of Miami	06/02/11 to 07/24/11	25,000	Continuing / 3rd	15,000	10,000	0.8	17,000	R
VI. A-19	The Miami Children's Museum, Inc	16,000	Bob the Builder- Project: Build It!	06/04/11 to 09/11/11	25,000	Continuing / 3rd	18,000	20,000	0.8	9,000	R
VI. A-20	The Musical Arts Association of Miami, Inc.	9,000	The Cleveland Orchestra Miami Residency - Orchestral & Family Concerts	01/25/11 to 05/09/11	15,000	Continuing / 2nd	10,000	10,000	0.9	6,000	R
VI. A-21	THE RHYTHM FOUNDATION, INC.	5,000	2011 TransAtlantic Festival	04/01/11 to 05/15/11	5,000	Continuing / 3rd	5,000	5,000	Exempt	0	R
VI. A-22	Women's International Film & Arts Festival, Inc.	5,000	Women's International Film Festival	03/30/11 to 04/03/11	25,000	Continuing / 5th	5,000	5,000	Exempt	20,000	R
	Subtotals:	**173,900**			**362,000**					**188,100**	

*D = Direct

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*
VI. B-1	Community Arts And Culture Inc	5,000	13th Annual Afro Roots World Music Festival	04/01/11 to 04/02/11	5,000	First Time / 1st	N/A	N/A	N/A	0	R
VI. B-2	Coral Gables Cinemateque, Inc.	7,500	One World, Many Cinemas	04/01/11 to 06/30/11	10,000	First Time / 1st	N/A	N/A	N/A	2,500	R
VI. B-3	The Sicilian Cultural and Film Festival Inc.	2,500	VI Sicilian Film Festival	04/07/11 to 04/13/11	5,000	First Time / 1st	N/A	N/A	N/A	2,500	R
VI. B-4	University of Wynwood. Inc.	15,000	O, Miami	04/01/11 to 04/30/11	19,500	First Time / 1st	N/A	N/A	N/A	4,500	R
	Subtotals:	**30,000**			**39,500**					**9,500**	

*D = Direct R = R

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*
VI. C-1	ARTISTAMUNDO, L.L.C.	0	Miami Virtual Arts Tour	04/01/11 to 06/24/11	5,000	First Time / 1st	N/A	N/A	N/A	5,000	R
	Subtotals:	**0**			**5,000**					**5,000**	

*D = Direct R = R

Sports
Non-Profit Organizations (Continuing)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*
VI. D-1	Miami Northwest Express Track Club, Inc.	12,000	36th Annual Northwest Track & Field Classic	06/10/11 to 06/12/11	15,000	Continuing / 2nd	10,000	10,000	0.9	3,000	R
	Subtotals:	**12,000**			**15,000**					**3,000**	

*D = Direct R = R

Sports
For-Profit Organizations (Continuing)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*
VI. E-1	Media USA/DBA STUDIOMILANO	5,025	Miami Sailing Week	03/07/11 to 03/12/11	25,000	Continuing / 2nd	7,500	7,500	0.33	19,975	R
VI. E-2	The Polo Life, LLC.	5,000	Miami Beach Polo World Cup VII and The South Beach Polo World Cup III	04/21/11 to 04/24/11	5,000	Continuing / 3rd	6,700	10,000	0.66	0	R
	Subtotals:	**10,025**			**30,000**					**19,975**	

*D = Direct R = R

Sports
For-Profit Organizations (First Time)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*
VI. F-1	Miami Tri Events LLC	12,500	Rohto Ironman 70.3 Miami	10/30/10 to 10/30/10	25,000	First Time / 1st	N/A	N/A	N/A	12,500	R
	Subtotals:	**12,500**			**25,000**					**12,500**	

*D = Direct R = R

Government
Non-Profit Organizations (Continuing)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*
VI. G-1	City of Miami Gardens	15,000	6th Annual Jazz in the Gardens Musical Festival	03/18/11 to 03/21/11	25,000	Continuing / 4th	12,000	15,000	0.7	10,000	R
	Subtotals:	**15,000**			**25,000**					**10,000**	

*D = Direct R = R

Private/ Individual Support		
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
		-
		-
Govt Grants: Local	-	-
		-
		-
		-
		-
Govt Grants: The Childrens Trust		-
Merchandise/ Concessions/ Gift Shop Revs	108651	-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand	25000	-
Other Project Revenues		
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:	25000	-
		-
		-
		-
Total Cash Revenues and In-Kind Contributions	2171212	420000

TOTAL REVENUES 2591212

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Proje FY20 Othe Revenues	OTHER PROJECT REVENUES	CASH	In-Kind
	TOTAL OTHER REVENUES	0	0

Previous Next

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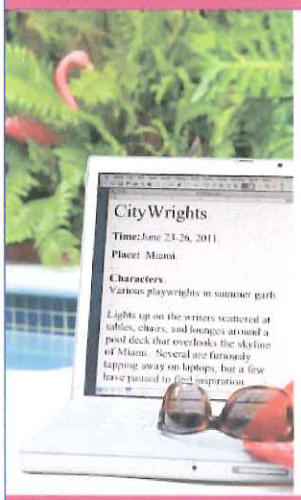
A Weekend for Playwrights in Miami



June 23 - June 26

CityWrights MIAMI

City Theatre invites playwrights to put on shorts, pack up the laptop and **come to Miami for CityWrights**, a lively weekend of writing & performances, panels & conversations, professional development & recreational networking.

RESERVE BY MAY 20 FOR EARLY BIRD SAVINGS!

Call 305.755.9401, ext. 10 or email susan@citytheatre.com for more information.

EPIC MIAMI A KIMPTON HOTEL

CityWrights activities will take place at the beautiful **EPIC Hotel** overlooking the Miami skyline, and at the **Adrienne Arsht Center for the Performing Arts**, home of City Theatre's annual SUMMER SHORTS FESTIVAL.

Adrienne Arsht Center

PLAYWRIGHTS WILL WORKSHOP BY DAY WITH MASTER PLAYWRIGHTS AND THEATRE INDUSTRY PROFESSIONALS. BY NIGHT, ATTENDEES WILL ENJOY MIAMI'S HOTTEST PROFESSIONAL THEATRE:

- ***SUMMER SHORTS*** **– featuring the nation's best "short" works, entering its 16th season as "America's Short Play Festival", Summer Shorts features plays from the nation's best established and emerging writers**
- ***DIRTY LITTLE SECRETS*** **- Jai Rodriguez, star of Bravo TV's "Queer Eye for the Straight Guy", brings his fabulous and filthy late-nite revue, sure to make you blush.**
- ***CAMP KAPPAWANNA*** **– City Theatre's must-see rock musical for families, penned by Grammy-Nominated singer/songwriter Lisa Loeb with a book by two-time Heideman Award winner Marco Ramirez.**

DETAILS

The CocoNuts & Bolts of CityWrights

By Day
Playwrights will workshop by day with master playwrights and theatre industry professionals, including Arielle Arthur, David Feux, Gary Garrison, Larry Harbison, Israel Horovitz, Lisa Kron, Susan Schulman, the Summer Shorts playwrights, and regional artistic directors.

By Night
Attendees will mix and mingle at Bombay Sapphire and enjoy performances at the Adrienne Arsht Center for the Performing Arts, including *Summer Shorts, Dirty Little Secrets, and Camp Kappawanna.*

Traveling Masters
Concurrent to the CityWrights schedule, Lisa Kron will lead writing sessions for ten young, South Florida based playwrights. *Traveling Masters is sponsored by the Dramatists Guild Fund.*

To be considered, please contact Susi Westfall at susan@citytheatre.com

CITYWRIGHTS FEES

Register EARLY by May 20 to take advantage of savings

Playwright – General Rate
$390

2010 Heideman Award Finalists
$340

Dramatists Guild – current members
$340

South Florida Theatre League – current members
$250

Student Discount
$250

CITYWRIGHTS FEES

Registrations received AFTER May 20 - Registration Limited Act Now!

Playwright – General Rate
$440

2010 Heideman Award Finalists
$390

Dramatists Guild – Current Members
$390

South Florida Theatre League – Current Members
$300

Student Discount
$250

Afternoon Professional Development Panel Day Rate
$50

Dramatists Guild Fund Traveling Master Workshop with Lisa Kron (limited to ten)
$200
- This workshop will be offered as a special invitation for South Florida playwrights.

Epic Hotel Weekend Getaway for the Industry
$375
2 nights @ $129.00 and tickets for 3 Summer Shorts performances!

OTHER INFORMATION

Hotel | Airline | Car

HOTEL ACCOMMODATIONS
City Theatre partners with the EPIC Hotel to offer conference attendees a discount rate of $129, a greatly reduced rate at this premier luxury boutique hotel in downtown Miami. **Click here for hotel reservations and use promo code AAD for discounts.**

Come early or stay late and have an extended vacation in tropical Miami – families welcome!

AIRLINE RESERVATIONS
City Theatre's sponsor American Airlines is offering discounted fares for CityWrights attendees. **Visit www.aa.com/group and enter promo code A1551DA.**

RENTAL CAR RESERVATION
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EMAIL: susan@citytheatre.com

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Saturday, April 30 2011

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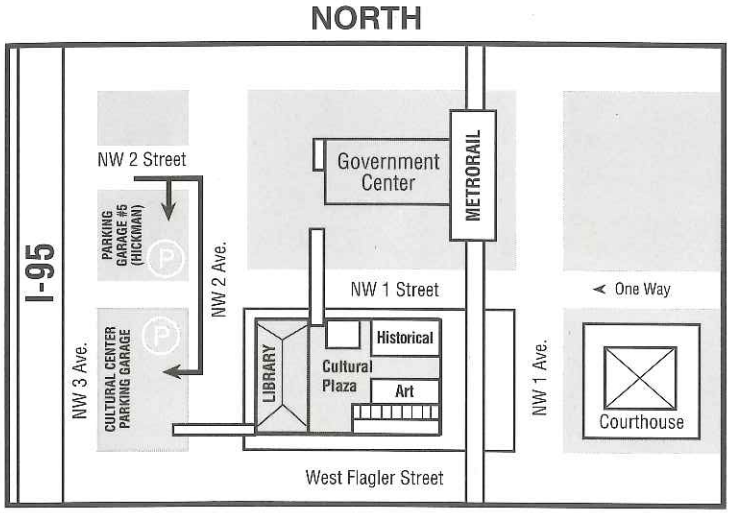

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Miami-Dade Cultural Center Garage – 50 N.W. 2nd Avenue
(entrance on N.W. 2nd Avenue - take south elevator to level 2,
cross walkway to the Cultural Center Plaza).
Garage #5 (Hickman) – 270 N.W. 2nd Street (entrance on N.W. 2nd Street)

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I-95 southbound, take Exit 3B (N.W. 8th Street) on the right, turn left onto N.W. 2nd Street

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I-95 northbound, Exit at N.W. 2nd Street

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Exit at Government Center, walk south and cross N.W. 1st Street

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Robert Rosenberg
Director

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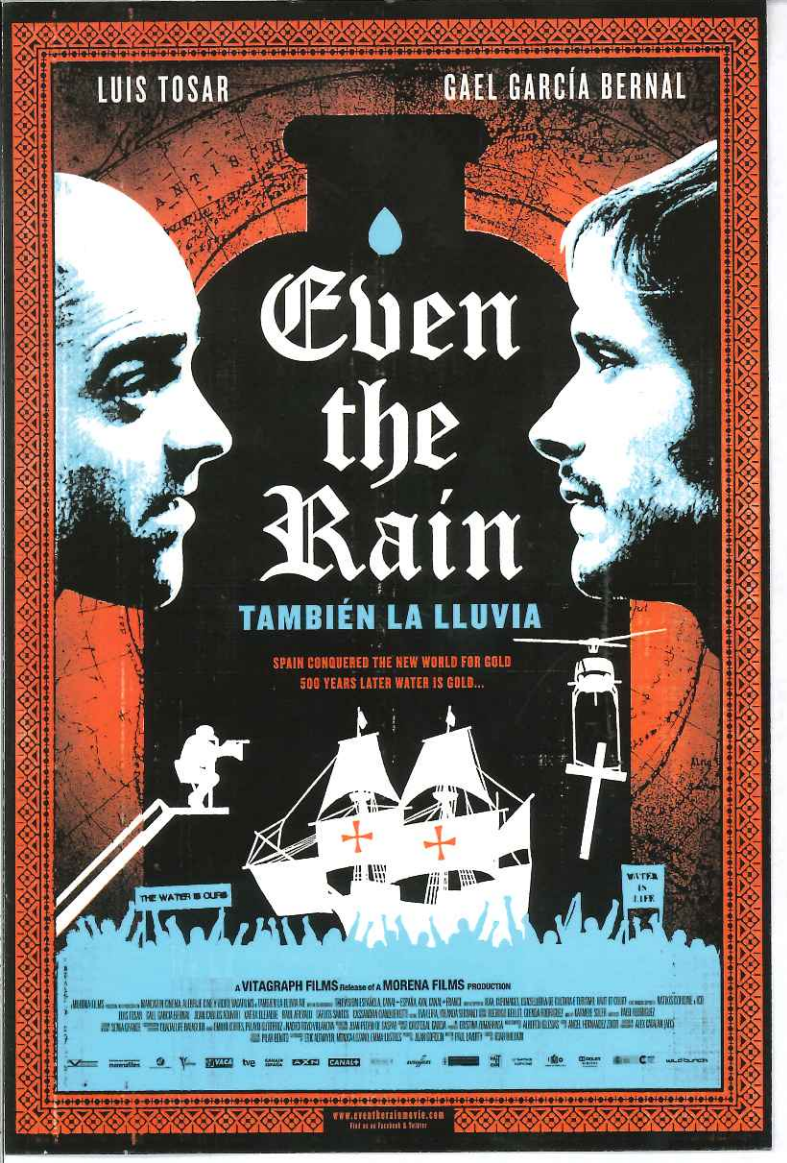
LUIS TOSAR
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Even the Rain
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500 YEARS LATER WATER IS GOLD...
THE WATER IS OURS
WATER IS LIFE
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Directed by Icíar Bollaín ~ Screenplay by Paul Laverty

(Take My Eyes & Mataharis) *(The Wind That Shakes the Barley)*

13 GOYA AWARD NOMINATIONS

JAMES AGEE CINEMA CIRCLE PROGRESSIVE FILM AWARDS NOMINEE

"'Even the Rain' is a brilliant movie. At a time when the poor of the world seem to be rising up, I found myself deeply moved and completely enthralled by this film. I encourage everyone in search of a great movie to go see 'Even the Rain.'"

–Michael Moore (Filmmaker, *Farenheit 9/11*)

A Spanish film crew helmed by idealistic director Sebastian (Gael García Bernal) and his cynical producer Costa (Luis Tosar) come to Bolivia to make a revisionist epic about the conquest of Latin America – on the cheap. When riots break out in Cochabamba, protesting excessive fees for water, a staple of life – production is interrupted and the convictions of the crew members are challenged. Sebastian and Costa are forced to make an unexpected emotional journey in opposite directions.

"...Tosar's performance is at once subtle and shattering."

–Stephen Farber, THE HOLLYWOOD REPORTER

With ample irony and the influence of Howard Zinn, *Even the Rain (También la Lluvia)* explores the effects of Spanish imperialism, still resonating some 500 years later in the continued struggle against oppression by indigenous people.

"...powerful, richly layered..."

–Jonathan Holland, VARIETY

"...melding stinging irony with riveting, personal drama. Dark, incisive, and ultimately hopeful."

–Daniel Persons, HUFFINGTON POST

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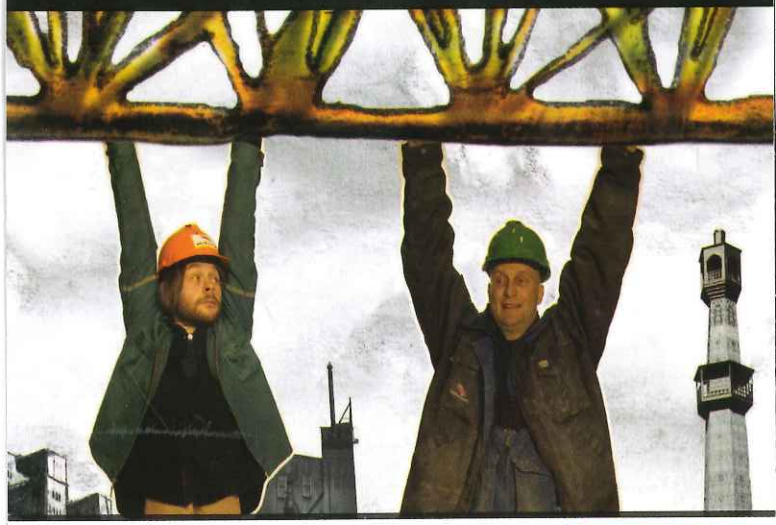

• Deconstruction Workers
by Kajsa Naess, Norway

NINE NATION ANIMATION

She Who Measures •
by Veljko Popovic, Croatia

Average 40 Matches •
by Burkay Dogan, Turkey

Please Say Something •
by David O'Reilly, Ireland/Germany

Flatlife •
by Jonas Geirnaert, Belgium

• Home Road Movies
by Robert Bradbrook, UK

• Bamiyan
by Patrick Pleulin, France

• The Tale of How
by The Blackheart Gang, South Africa

• Never Like the First Time!
by Jonas Odell, Sweden

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"★★★★" -Slant Magazine

NINE NATION ANIMATION

Nine Nation Animation presents a selection of recent award-winning animated short films from the world's most renowned festivals, including Cannes, Berlin, Annecy, Clermont-Ferrand and others. The program spans the globe and a wide variety of animation styles.

A cat and a mouse carry on a dysfunctional relationship in a futuristic landscape. A Chinese monk sets out on foot with a tiger during the Tang dynasty and happens upon the giant Buddhas of Bamiyan. Two bluecollar workers dissect the meaning of "normal" life, as the world crumbles around them. A box of matches succumb, to their detriment, to the appeal of a cigarette.

Titles include "Deconstruction Workers" by Kajsa Naess (Norway); "Average 40 Matches" by Burkay Dogan (Turkey); "Bamiyan" by Patrick Pleutin (France); "Please Say Something" by David O'Reilly (Ireland/Germany); "Flatlife" by Jonas Geirnaert (Belgium); "She Who Measures" by Veljko Popovic (Croatia); "Home Road Movies" by Robert Bradbrook (United Kingdom); "The Tale of How" by The Blackheart Gang (South Africa); and "Never Like the First Time!" by Jonas Odell (Sweden).

www.WorldAccordingtoShorts.com

This program is supported, in part, by public funds from the New York State Council on the Arts (NYSCA).

Showing 4/29 – 5/5

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April – May 2011
FILM CALENDAR

I Saw the Devil (uncensored cut) – Opening Friday April 15

South Korea, 141 min., 35mm, Dir. Kim Jee-Woon, unrated but contains graphic violence
Korean with English subtitles, South Florida Theatrical Premiere

A critically acclaimed, accomplished tale of murder and revenge from South Korean genre master Kim Jee-woon (*The Good, The Bad, The Weird* and *A Tale of Two Sisters*), *I Saw the Devil* pushes and transgresses the boundaries of on-screen violence. A dangerous psychopath who kills for pleasure finds his latest victim, the beautiful daughter of a retired police chief and pregnant fiancée of an elite special agent. The taut, serial killer plot that unspools holds your attention for its fast paced two hours plus, even as the disturbing and vivid bloodshed challenges you to not avert your gaze. *Variety* calls the film "an unflinching gaze into the heart of pure evil and a perverse genre entertainment par excellence."
Friday 4/15 at 9:15 pm; Saturday 4/16 at 4:00 & 9:00 pm; Sunday 4/17 at 2:45 & 7:45 pm; Monday 4/18 at 8:45 pm; Tuesday 4/19 at 6:30 pm; Wednesday 4/20 at 6:15 & 9:00 pm; Thursday 4/21 at 6:30 pm

Potiche (Trophy Wife) – Held Over Week of April 15

France, 103 min., 35mm, Dir. François Ozon, Rated R, French with English subtitles
South Florida First Run Engagement

Set in the polyester disco years of 1977, *Potiche* stars the legendary Catherine Deneuve as Suzanne, a well-kept "trophy wife" (*potiche* in French). She is drafted into running her family's umbrella factory when her philandering, reactionary, misogynist husband has a heart attack. Suzanne makes an alliance with Maurice (Gérard Depardieu), her old extra-marital flame and current Left-wing politician, and the fun begins! Director François Ozon (*8 Women, Swimming Pool*) creates a satirical and hilarious take on the war between the sexes and classes that is both nostalgic and forward looking, and a wonderful star vehicle for Deneuve. *The Village Voice* says "Its camp screwball fizziness gives way to a surprisingly cogent feminist parable, in which the personal proves again and again to be the most volatile variable in the political." *Friday 4/15 at 4:45 & 7:00 pm; Saturday 4/16 at 1:45 & 6:45 pm; Sunday 4/17 at 12:30 & 5:30 pm; Monday 4/18 at 6:30 pm; Tuesday 4/19 at 9:15 pm; Wednesday 4/20 at 4:00 pm; Thursday 4/21 at 4:15 & 9:15 pm*

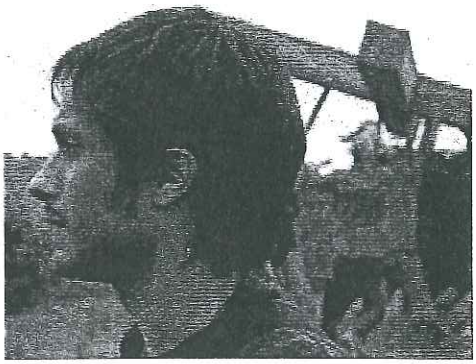
Carancho – Opening Friday April 22

Argentina, 107 min., 35mm, Dir. Pablo Trapero, unrated but recommended for adults only
Spanish with English subtitles, South Florida Premiere

Ricardo Darín, star of last year's Oscar-winning *The Secret In Their Eyes,* returns in this dark, gritty thriller from Argentine filmmaker Pablo Trapero (*Born and Bred, Lion's Den*). Darín is an ambulance-chasing personal injury attorney with questionable ethics whose path crosses that of a young, idealistic woman doctor working the emergency detail at a city hospital. The slow-burning relationship that ensues is bracketed by the crashes and after midnight encounters of their respective work, and the dark side of Buenos Aires that threatens to engulf them. *The Village Voice* raves that the "camera navigates the physical and emotional spaces with the fatalistic urgency and despair of film noir." Official selection of the Cannes and Toronto film festivals, and Argentina's official selection for Best Foreign Language Film at this year's Oscars. *Opening Night Special Event on 4/22 includes Complimentary reception with Argentine food and wine from Graziaono's, tango dancing and more!*

Even the Rain (Tambien la lluvia) – Opening Friday April 29

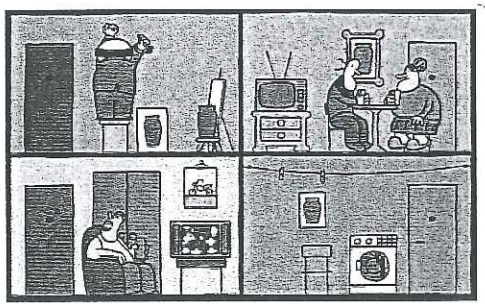
Spain-France-Mexico, 103 min., 35mm, Dir. Icíar Bollaín, unrated but includes adult themes, Spanish with English subtitles, South Florida Premiere



Spain's official submission this year for the Foreign Language Oscar, *Even the Rain* stars Gael Garcia Bernal (*Y tu mama tambien, The Motorcycle Diaries, Bad Education*) as a director heading up a Spanish film crew off to Bolivia to make a historical drama about Christopher Columbus's arrival in the New World. The many layered, resonant *Even the Rain* also encompasses the contemporary and powerful story of the indigenous leader of a revolt (based on true events) against the soaring cost of Bolivian water - controlled by foreign companies - who also happens to be the lead actor in the Columbus film-within-a-film. *The Washington Post* says the film is "...graced by a lushly evocative natural setting, gritty, documentary-like urban scenes and fantastic performances from its gifted cast." *Opening Night Special Event on 4/29 includes complimentary reception with tapas from Xison and specialty tequila drinks from Bacardi, Bolivian music & dancers, and more!*

Nine Nation Animation – Opening Friday May 6

82 min., digital, unrated but subtitled in English, South Florida Premiere



A cat and a mouse carry on a dysfunctional relationship in a futuristic landscape; a Chinese monk sets out on foot with a tiger during the Tang dynasty and happens upon the giant Buddhas of Bamiyan; two blue collar workers dissect the meaning of "normal" life, as the world crumbles around them. These and other stories are all part of *Nine Nation Animation*, a select program of award-winning short animated films from across the globe. In an age when animation looks more and more high tech and is produced in large part by major Hollywood companies, this program allows audiences to experience the breadth and depth of what artists working in many different countries are achieving with the medium. *Variety* calls it "a filling multicourse meal for the discerning grownup toon fan."

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Tickets are available for purchase with cash or credit card only at the Cinema box office during screening hours, which begin a half-hour before the first screening of the day for current shows and up to one week in advance.

Adults $10, Seniors (65 & over with ID) and full-time students (with ID) $8
Members $6 and Children (12 & under) $5

3-Hour Pass for adjacent Museum Parking garage $1.50 (on sale at box office)

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President & Founder - Steven Krams
Cinema Director - Robert Rosenberg

Great Films Coming Up!

Over the next month we have week after week of great film premieres, each one in beautiful 35mm on our big screen. Mark your calendars now for:

Starting April 8, the South Florida Theatrical Premiere of ***Heartbeats***, the stylish new comedy from rising young Quebecois director Xavier Dolan

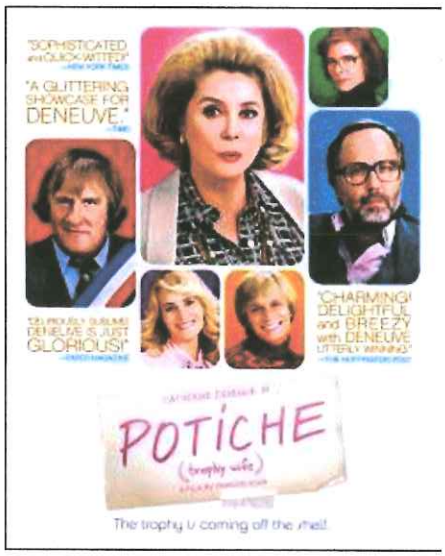
Starting April 15, the South Florida Theatrical Premiere of the taboo-busting serial-killer film ***I Saw the Devil***, from acclaimed South Korean director Kim Jee-woon

Starting April 22, the South

Cinema E-News · March 30, 2011

Catherine Deneuve & Gerard Depardieu Together Again In François Ozon's "Potiche"

South Florida First Run Engagement Starting April 1



"*Potiche* is a glossy throwback made with a modern eye, an old-fashioned romantic fantasy...knowingly updated with tart, contemporary touches." - *Los Angeles Times* (read the full review here)

Potiche (Trophy Wife) is the latest film from critically-acclaimed French director François Ozon (*Swimming Pool, 8 Women*), starring the legendary actress Catherine Deneuve (*The Last Metro, Belle De Jour, The Umbrellas of Cherbourg*). Gerard Depardieu (*The Last Metro, Cyrano de Bergerac, 1900*) one of France's other most recognized actors, joins Denueve as her former paramour to create a crowd-pleasing, breezy farce and gentle feminist parable.

Potiche begins it's South Florida First Run Engagement at the Cinema on Friday, April 1. Watch the trailer here.

Screening times are:

Friday 4/1 - 5:00, 7:15 & 9:30 pm
Saturday 4/2 - 3:00, 5:15, 7:30 & 9:45 pm
Sunday 4/3 - 2:30, 4:45, 7:00 & 9:15 pm
Monday 4/4 - 6:30 & 8:45 pm
Tuesday 4/5 - 4:30, 6:45 & 9:00 pm
Wednesday 4/6 - 4:30, 6:45 & 9:00 pm
Thursday 4/7 - 4:30, 6:45 & 9:00 pm
Potiche (France, 103 min., Dir. François Ozon, Rated R, French with English subtitles, South Florida First Run Engagement)

Potiche is set in 1977, the height of the polyester disco years. Deneuve plays Suzanne, a well-kept "trophy wife" (*potiche* in French) who is drafted into running her family's umbrella factory when her philandering, reactionary, misogynist husband (played by French comic star Fabrice Luchini) has a heart attack. Suzanne makes an alliance with an old extra-marital flame and current Left-wing politician (Depardieu), and the fun begins! Director Ozon creates a satirical and hilarious take on the war between the sexes and classes that is both nostalgic and forward looking, and a wonderful star vehicle for Catherine Deneuve.

Florida Premiere of ***Carancho***, Argentine filmmaker Pablo Trapero's scorching film noir starring Ricardo Darin of last year's Oscar-winning *The Secret In Their Eyes*

Starting April 29, the South Florida Theatrical Premiere of Jordan Scott's ***Cracks***, set in a 1930s all-girls English boarding school and starring former "Bond-girl" Eva Green from *Casino Royale*

"Its camp screwball fizziness gives way to a surprisingly cogent feminist parable, in which the personal proves again and again to be the most volatile variable in the political."- *The Village Voice* (see the full review here)

Bardem & *Kaboom* Are Leaving Soon!

Don't miss the final screenings this week of two critically acclaimed titles. ***Biutiful*** is a moving film by Mexican *auteur* Alejandro González Iñárritu (*Babel*, *Amores Perros*), nominated for an Oscar for Best Foreign Language Film and for Best Actor for Spanish superstar Javier Bardem. It plays one final 35mm screening on **Wednesday 3/30 at 9:00 pm.** Watch the trailer here.

The wickedly diverse sexy horror comedy-thriller ***Kaboom,*** from iconoclastic independent director Gregg Araki, finishes its South Florida Theatrical Premiere run with three final 35mm screenings, **Wednesday 3/30 at 7:00 pm and Thursday 3/31 at 6:30 & 8:30 pm.** Watch the trailer here.

Purchasing Tickets & Memberships

Tickets to all regular screenings are $10 general admission; $8 for seniors 65 and over and full-time students, I.D. required; and $5 for children 12 and under. Tickets are currently only available with cash or credit card purchase at the Cinema box office during screening hours. Tickets may also be purchased at the box office up to one week in advance.

Members pay just $6 at regular screenings for a full year plus receive other benefits depending on level. To join online visit Coral Gables Art Cinema or call us at (786) 472-2249 to do it over the phone.

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POETRY
FRI 9 PM, SAT 2:45 & 7:15 PM, SUN 5:15 PM
AS YOU LIKE IT
Recorded at London's Old Globe Theater
SAT 12 PM, SUN 12:30 PM, MON 7:30 PM
TRUE GRIT
SAT 10 PM, SUN 8 PM

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South Florida Premiere
CARANCHO *(ARGENTINA, 35MM, SUBT)*
FRI 4/22 - THU 4/28
OPENING NIGHT 4/22 AT 7:30 & 10 PM WITH FREE RECEPTION
Ricardo Darín stars as an ambulance-chasing lawyer whose ethics & love life are corrupted in this dark thriller.
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POETRY *by Lee Chang-Dong*
FRI-MON, APRIL 22-25, 9:30 PM & TUE-THU, APRIL 26-28, 9 PM:
BILL CUNNINGHAM NEW YORK
Documentary by Richard Press
TUE-THU, APRIL 26-28, 7 PM:
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THE MAKING OF DARKNESS ON THE EDGE OF TOWN

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An intimate portrait of 80 year old, bicycle-riding NY Times fashion photographer Bill Cunningham
THURSDAY APRIL 21, 8 PM
FRIDAY APRIL 22, 7:45 & 10 PM
SATURDAY APRIL 23
3:15, 5:30, 7:45 & 10 PM
SUNDAY APRIL 24
1, 3:15, 5:30 & 7:45 PM

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POETRY
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TRUE GRIT
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Estreno en el Sur de la Florida
CARANCHO (ARGENTINA, 35MM)
VIE 4/22 - JUE 4/28
NOCHE DE APERTURA 4/22 CON FIESTA GRATIS 7:30 & 10 PM
Ricardo Darín es un abogado sin ética persiguiendo ambulancias cuya vida amorosa se corrompe en este thriller.
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THU, APRIL 21, 8 PM:
Chaplin's ***THE CIRCUS***
FRI-MON, APRIL 22-25, 7 PM:
POETRY *by Lee Chang-Dong*
FRI-MON, APRIL 22-25, 9:30 PM
& TUE-THU, APRIL 26-28, 9 PM:
BILL CUNNINGHAM NEW YORK
TUE-THU, APRIL 26-28, 7 PM:
THE MAKING OF DARKNESS
ON THE EDGE OF TOWN

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SUNDAY APRIL 24
1 , 3:15, 5:30 & 7:45 PM

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CHANCE *(A. Benaim, Panama)*
EL HOMBRE AL LADO *(Argentina)*
POETRY *(Lee Chang-dong, Corea)*
FILMS DE CATHERINE DENEUVE
REPULSION, UN CUENTO DE NAVIDAD, INDOCHINA, LA CHICA DEL TREN, BELLE DE DIA, EL ULTIMO METRO, LOS PARAGUAS DE CHERBURGO
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Memorandum

MIAMI-DADE COUNTY

Date:

To: Honorable Chairman Joe A. Martinez
and Members, Board of County Commissioners

From: Alina T. Hudak
County Manager

Subject: Sunset Review of County Boards for 2011 – Tourist Development Council

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In accordance with the provisions of Section 2-11.40 of the Code of Miami-Dade County, I am transmitting the 2011 Sunset Review of County Boards Report for the Tourist Development Council. The Board approved the attached report at its meeting of March 10, 2011 and has recommended the continuation of its board.

Michael Spring
Assistant County Manager

Date:

To: Alina T. Hudak
County Manager

From: Commissioner Dennis C. Moss
Chairperson, Tourist Development Council

Subject: Sunset Review of Count Boards for 2011 – Tourist Development Council

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Pursuant to Section 2-11.40 of the Code of Miami-Dade County, I am submitting the 2011 Sunset Review of County Boards Report for the Tourist Development Council for transmittal to the Board of County Commissioners (BCC). The Board will review the attached report at its next scheduled panel meeting.

It is recommended that the BCC approve the continuation of the Tourist Development Council.

BACKGROUND

On April 4, 1978, the Board of County Commissioners adopted Ordinance No. 78-28 establishing the Tourist Development Council. 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.

Since its inception, the TDC has invested its annual appropriations in support of programs and projects, which promote Miami-Dade County tourism. These investments have contributed significantly to Miami-Dade's attractiveness as a distinctive tourist destination, one which possesses an active, year-round calendar of interesting and unique activities, with world class venues and cultural institutions, and a caliber of programmatic offerings characterized by artistic excellence and popular appeal. The importance of supporting and promoting these assets and their positive impact on Miami-Dade's image as a premiere tourist destination is demonstrated by the steady annual growth in Miami-Dade's tourism figures and the international reputation the County has earned as a culturally rich, dynamic and exciting place to visit.

It is recommended that the Board approve the continuation of the Tourist Development Council because Miami-Dade County is the direct beneficiary of the invaluable and incalculable contributions made by Council members in the form of their time, expertise and voluntary contributions made in support of advancing Miami-Dade County's tourist development, investments, and policies.

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Dennis C. Moss
Board Chairperson

SUNSET REVIEW QUESTIONNAIRE
MIAMI-DADE COUNTY BOARDS
2011

I. GENERAL INFORMATION

1. Name of Board reporting:
   Miami-Dade County Tourist Development Council (TDC)

2. Indicate number of board members, terms of office, and number of vacancies:
   Number of Board Members: 9
   Term of Office: Council members serve for staggered terms of two or four years
   Number of Vacancies: 2

   The Tourist Development Council is a nine (9) member volunteer board. The membership of the Tourist Development Council is established pursuant to Florida State Statute Section 125.0104 which provides that the chair of the governing board of the of the County or any other member of the governing board as designated by the chair shall serve on the Council; two members of the Council must be elected municipal officials, at least one of whom must be from the most populous municipality in the county; and six members of the Council must be persons who are involved in the tourist industry and who have a verifiably demonstrated interest in the tourist development of Miami-Dade County, of which members, not less than three nor more than four shall be owners or operators of motels, hotels, recreational vehicle parks, or other tourist accommodations in the county and subject to the tax. The Statute further defines that the governing board of the County shall have the option of designating the chair of the council or allowing the council to elect a chair.

3. Identify number of meetings and member's attendance (Attach records reflecting activity from **January 1, 2009** through **December 31, 2010):**

   Number of Meetings: 9
   Number of Meetings with a Quorum: 8
   Attendance Records: See Attachment

4. What is the source of your funding?
   The following revenue sources support the Tourist Development Council's grants program: 2% Tourist Development Room Tax Revenue; 2% Hotel/Motel Food and Beverage Surtax Revenues; and annual revenues from the Greater Miami Convention and Visitors Bureau pursuant to a multi-year arrangement with them.

5. Date of Board Creation: April 4, 1978

6. Attach a copy of the ordinance creating the Board (Please include all subsequent amendments.
   See Attachment

7. Include the Board's Mission Statement or state its purpose:
The Tourist Development Council provides support to promote Miami-Dade County's appeal as a tourist destination by sponsoring tourist-oriented sports events, cultural and special events (visual and performing arts, including theater, concerts, recitals, opera, dance, art exhibitions, festivals and other tourist related activities) and television origination projects.

8. Attach the Board's standard operating procedures, if any.

N/A

9. Attach a copy of the Board's By-Laws, if any.

N/A

10. Attach a copy of the Board minutes approving the Sunset Review Questionnaire, **including a vote of the membership.**

See Attachment

II. EVALUATION CRITERIA

1. Is the Board serving the purpose for which it was created? (Please provide detailed information)

Yes. The Tourist Development Council meets quarterly to review applications from significant cultural and/or special events, including sports activities and television/film origination projects that promote tourism in Miami-Dade County. Annually, the program funds more than 120 major tourism-generating events.

2. Is the Board serving the current community needs? (Please provide detailed information)

Yes. The TDC operates with the full participation of elected officials and hotel and tourism leaders from the private sector and other municipalities including representatives from the W Hotel Miami Beach, Biltmore Hotel, Redland Hotel, Greater Miami Convention and Visitors Bureau, and the City of Miami Beach and City of Miami Commissions. The application process is fully interactive involving staff at all levels of the application development and subsequent review process. Recipients of TDC funding for the previous two completed fiscal years are attached hereto for reference.

3. What are the board's major accomplishments?

a. Last 24 months:

See Attached "TDC Activity Summary Worksheet"

b. Since established:

Since its inception, the TDC has invested its annual appropriations in support of programs and projects which promote Miami-Dade County tourism by sponsoring tourist-oriented sports, cultural and special events such as visual and performing arts including theater, concerts, recitals, opera, dance, art exhibitions, and festivals. These investments have contributed significantly to Miami-Dade's attractiveness as a distinctive tourist destination, one which possesses an active, year-round calendar of interesting and unique activities, with world class venues and cultural institutions, and a caliber of programmatic offerings characterized by artistic excellence and popular appeal. The importance of supporting and promoting these assets and their positive impact on Miami-Dade's image as a premiere tourist destination is demonstrated by the steady annual growth in Miami-Dade's tourism figures and the international reputation the County has earned as a culturally rich, dynamic and exciting place to visit.

4. Is there any other board, either public or private, which would better serve the function of this board?
No.

5. Should the ordinance creating the Board be amended to better enable the Board to serve the purpose for which it was created? (If "Yes", attach proposed changes)
No.

6. Should the Board's membership requirements be modified?
No.

7. What is the operating cost of the Board, both direct and indirect (Report on FY 2009 and FY 2010)?

The TDC board serves in a fully voluntary capacity; there is no specific county budget for the board itself. The Department of Cultural Affairs staff serves the TDC in developing and implementing County cultural tourism and special events policy. The County is the direct beneficiary of the invaluable, incalculable contributions made by Council members

in the form of their time, expertise and voluntary contributions made in support of advancing Miami-Dade County's tourist development, investments, and policies.

8. Describe the Board's performance measures developed to determine its own effectiveness in achieving its stated goals.

The TDC evaluates all requests for support presented to it on the basis of the impact of the event in promoting Miami-Dade County as a visitor destination, including the amount of anticipated media coverage, nationally and internationally, the effectiveness of the proposed marketing strategy, and the financial viability of the event's presenter(s). Each grant contract entered into by the TDC stipulates concrete reporting requirements, eligible uses of TDC/County funds, and clear objectives for promoting and marketing Miami-Dade County as an attractive destination to visit. The submission of reports and paid invoices required to substantiate grant payments thus provides tangible evidence as to the promotion and advertising being accomplished on behalf of the County, the broad reach of programs locally, nationally, and internationally, and the impact of funded activities on the local tourism industry.

Also: Include a disk, saved in Word, of the County Manager's transmittal memorandum to the Board of County Commissioners with the Board's recommendation.

Submitted _____

ATTACHMENT I

TOURIST DEVELOPMENT COUNCIL ATTENDANCE REPORT 2008-2009

TDC BOARD MEMBERS	Nov. 6, 2008 1st Qtr.	Mar. 17, 2009 *2nd Qtr.	Apr 16, 2009 2nd Qtr.	Jun 2, 2009 3rd Qtr.	Jul 21, 2009 *4th Qtr	Aug. 18, 2009 4th Qtr.
Chairman José "Pepe" Diaz	P	P	P	P	P	P
Mayor Matti H. Bower	P	A	A	P	P	P
Stuart L. Blumberg	P	P	A	P	A	P
Carmen Corvois-Roig	A	A	P	A	A	A
George Cozonis	A					
Rex Oleson						P
Juan Carlos Palacios	P	A	P	P	P	P
William Perry, III	P	P	P	P	P	P
Olga Ramundo	P	P	P	A	A	P
Commissioner Michelle Spence-Jones	P	A	A	A	A	A

*** - No Quorum**
Key: A = Absent
P = Present

TOURIST DEVELOPMENT COUNCIL ATTENDANCE REPORT 2009-2010

TDC BOARD MEMBERS	Nov. 17, 2009 1st Qtr.	Feb. 9, 2010 2nd Qtr.	May 20, 2010 3rd Qtr.	July 29, 2010 4th Qtr.
Chairman José "Pepe" Diaz	P	P	P	P
Mayor Matti H. Bower	P	P	P	A
Stuart L. Blumberg	A	P	P	P
Carmen Corvois-Roig	A	P		
Olga Ramundo	P	P	P	P
Rex Oleson	P	P	P	P
Juan Carlos Palacios	P	A		
Gene Prescott			P	P
William Perry, III	P	P	P	P
George Cozonis			P	P
Commissioner Michelle Spence-Jones	A	A		
Commissioner Wifredo Gort			P	A

Key: A = Absent
P = Present

ATTACHMENT I (cont'd)

TOURIST DEVELOPMENT COUNCIL
ATTENDANCE REPORT 2010-2011

TDC BOARD MEMBERS	Dec. 16, 2010 1st Qtr.	Dec. 16, 2010 2nd Qtr.	TBD 3rd Qtr.	TBD 4th Qtr.
Chairman José "Pepe" Diaz	P	P		
Mayor Matti H. Bower	P	P		
Stuart L. Blumberg	P	P		
Olga Ramundo	P	P		
Rex Oleson	P	P		
Gene Prescott	P	P		
William Perry, III	P	P		
George Cozonis	P	P		
Commissioner Wifredo Gort	A	A		

Key: A = Absent
P = Present

ATTACHMENT II

ORDINANCE NO. 78-28

ORDINANCE DECLARING INTENTION OF THE COUNTY TO CONSIDER ENACTMENT OF AN ORDINANCE LEVYING AND IMPOSING TOURIST DEVELOPMENT TAX AS AUTHORIZED BY FLORIDA LAW; ESTABLISHING METROPOLITAN DADE COUNTY TOURIST DEVELOPMENT COUNCIL; SETTING FORTH PURPOSES OF COUNCIL; PROVIDING FOR APPOINTMENT OF MEMBERS BY RESOLUTION; ESTABLISHING QUALIFICATIONS FOR MEMBERSHIP; ESTABLISHING TERMS OF MEMBERS; PROVIDING FOR REMOVAL OF MEMBERS; PROVIDING FOR ORGANIZATION OF COUNCIL; PROVIDING FOR NO COMPENSATION; PROVIDING A FINDING OF PUBLIC PURPOSE; PROVIDING FOR SEVERABILITY; PROVIDING FOR INCLUSION IN THE CODE; AND PROVIDING AN EFFECTIVE DATE

WHEREAS, the Florida Legislature in their 1977 session enacted Chapter 77-209, Laws of Florida, known as the "Local Option Tourist Development Act" (hereinafter sometimes referred to as the "Enabling Act"); and

WHEREAS, the Local Option Tourist Development Act provides for the levying of a local option tourist development tax by any county if such tax is imposed through an ordinance of the governing body of the county (hereinafter sometimes known as "the Levying Ordinance") and said Levying Ordinance is approved by the electorate through a referendum election; and

WHEREAS, the Enabling Act provides that at least 60 days prior to the enactment of the Levying Ordinance, the County Commission shall establish and appoint the members of a tourist development council to be known as the "Dade County Tourist Development Council" and shall indicate the intention of the county to consider the enactment of an ordinance levying and imposing the tourist development tax; and

WHEREAS, the Board of County Commissioners of Dade County has determined that it is in the best interests of the residents and taxpayers of Dade County to establish a Dade County Tourist

ATTACHMENT II

Development Council and to indicate the County's intention to consider the enactment of the Levying Ordinance; and

WHEREAS, the Commission desires further input from interested citizens prior to appointing the membership of the Council and has determined that it is in the best interest of the people of Dade County to name the members of the Council by resolution,

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COUNTY COMMISSIONERS OF DADE COUNTY, FLORIDA:

Section 1. Statement of Intent. -- It is the intent of the Dade County Board of County Commissioners to consider the enactment of an ordinance levying and imposing a tourist development tax as authorized by Chapter 77-209, Laws of Florida, known as the "Local Option Tourist Development Act". The ordinance is intended to be effective throughout Dade County except for the municipal areas of Bal Harbour, Miami Beach, and Surfside.

Section 2. Dade County Tourist Development Council. -- There is hereby created and established in Dade County, Florida, a (9) nine member advisory board to be known as the Metropolitan Dade County Tourist Development Council (hereinafter referred to as the "Council") for the purposes and with the powers conferred by the Enabling Act. As part of its purpose and power, the Council shall prepare and submit a plan for tourist development to the Board of County Commissioners for its consideration.

Section 3. Appointment of Members; Qualifications for Membership; Terms of Membership. -- The Board of County Commissioners shall, by Resolution, appoint the members of the Council. The Mayor of Dade County shall be the chairman of the Council. Two members of the Council shall be elected municipal officials. Three members of the Council shall be owners or operators of motels, hotels or other tourist accommodations in the county and subject to the tax. Three members of the Council shall be persons who are involved in the tourist industry and who have demonstrated

ATTACHMENT II

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. All members of the Council shall be electors of the County. Members shall serve staggered term of four years as determined in the appointing resolution.

Section 4. Removal of Members. -- Any member of the Council who ceases to be a qualified elector of Dade County shall immediatel forfeit his or her office. Should a vacancy result from such forfeiture, or should any member of this Council fail to attend (3) consecutive meetings of the Council without due cause, the chairperson of the Council shall certify the same to the County Commission which shall fill the vacancy created thereby by appointment. Any member of the Council may be removed from office without cause by a majority of the entire membership of the County Commission.

Section 5. Organization of the Council. -- The chairperson of the Council shall be the Mayor of Dade County. The members of the Council, by majority vote, shall select any other officer as may be deemed necessary or desirable. Any other such officer shall serve at the will of the Council. A majority vote of the entire membership of the Council shall be necessary to take any action. A majority of the members of the Council shall constitute a quorum necessary to hold a meeting or take any action. The chairperson may call meetings of the Council, and meetings may be called by written notice signed by five (5) members of the Council, and the Council at any meeting may fix and call a meeting for a future date. Minutes shall be kept of all meetings of the Council. All meetings shall be public. The County Manager shall provide adequate and competent clerical and administrative personnel as may be reasonably required by the Council for the proper

ATTACHMENT II

performance as may be reasonably required by the Council for the proper performance of its duties and functions, subject to budget limitations as fixed by the County Commission.

Section 6. Providing for No Compensation. -- Members of the Metropolitan Dade County Tourist Development Council shall serve without compensation, salary or remuneration of any nature, but the County Commission may provide in the annual county budget sufficient funds for the reasonable and necessary expenses incurred by the Council in performance of its duties and functions.

Section 7. Public Purpose. -- This ordinance being for a public purpose and for the welfare of the citizens of Dade County, Florida, shall be liberally construed to effect the purposes hereof.

Section 8. Severability. -- If any section, subsection, sentence, clause or provision of this ordinance is held invalid, the remainder of this ordinance shall not be affected by such invalidity.

Section 9. Inclusion of Code. -- It is the intention of the Board of County Commissioners, and it is hereby ordained that the provisions of this ordinance shall become and be made a part of the Code of Metropolitan Dade County, Florida. The sections of this ordinance may be renumbered or relettered to accomplish such intention, and the word "ordinance" may be changed to "section", "article", or other appropriate word.

Section 10. Effective date. -- This ordinance shall become effective ten (10) days after the date of its enactment.

PASSED AND ADOPTED:

Prepared by: CACitri

Approved by County Attorney as to form and legal sufficiency. SLS

ATTACHMENT III

CLERK'S SUMMARY OF AGENDA ACTION
AND OFFICIAL MINUTES
TOURIST DEVELOPMENT COUNCIL
TBD

PENDING

ATTACHMENT IV

TDC Activity Summary Worksheet
FY 2008-2009

Organization	Project Title	Award
Actors' Playhouse Productions, Inc.	2008-2009 Mainstage Season	20,000
Actors' Playhouse Productions, Inc.	2008-2009 Mainstage Season	20,000
ALLIANCE FRANCAISE DE MIAMI, INC.	Make Music Miami	2,500
American Choral Directors Association	2007 ACDA National Convention	17,500
American Public Media/ Classical South Florida	SymphonyCast Special Edition - The Cleveland Orchestra Live From Miami	13,500
Artformz, LLC	Giants in the City	10,000
Back Bone Cultural Group, Inc.	Ghana Art & Culture for Black History Month	2,300
Bayfront Park Management Trust Corporation	Downtown Miami's 2008 New Year's Eve Celebration	7,500
Camposition, Inc.	1000 Homosexuals	12,500
Center for Emerging Art, Inc.	Music Map of the World	5,000
Center for the Advancement of Jewish Education, Inc.	12th Annual Miami Jewish Film Festival	6,000
Centro Cultural Brasil-USA da Florida, Inc.	Minas Gerasis, Brazil: Land of Gold and Gems, Baroque Art and Culture	3,500
City of Miami Beach - Department of Tourism and Cultural Development	Miami Beach Festival of the Arts	5,250
City of Miami Gardens	4th Annual Jazz in the Gardens Music Festival	12,000
City of Sunny Isles Beach	Sunny Isles Beach Jazz Fest	15,000
City Theatre, Inc.	Summer Shorts 2009: America's Short Play Festival	5,000
Classical Review, Inc., The	South Florida Classical Review.com	3,500
Coconut Grove Arts & Historical Association, Inc.	46th Annual Coconut Grove Arts Festival	22,500
Coconut Grove Chamber of Commerce, Inc.	Great Taste of the Grove 2009	5,000
Council of International Fashion Designers, Inc.	Miami Fashion Week	
Cuban Classical Ballet of Miami, Inc.	Carmen Ballet	10,000

ATTACHMENT IV

TDC Activity Summary Worksheet
FY 2008-2009

Organization	Project Title	Award
Cultural Council, Inc., The	18th Annual in the Park with Art	5,400
Dade Community Foundation f/a Miami Beach Gay Pride, Inc.	Miami Beach Gay Pride	5,000
Dave and Mary Alper Jewish Community Center, Inc.	2008-2009 Visual Arts Season	13,500
Deering Estate Foundation, Inc.	5th Annual Deering Seafood Festival on the Bay	5,000
Diaspora Vibe Cultural Arts Incubator, Inc.	Caribbean Crossroads Fest	7,500
Dr. Martin Luther King Jr. Parade & Festivities Committee, Inc.	Dr. Martin Luther King, Jr. Parade & Festivities Committee, Inc.	5,000
Edge Zones, Inc.	Zones Contemporary Art Fair	7,500
Entertainment Industry Incubator, Inc.	Collaboration: A Short Film Contest ~ 10th Year Retrospective	5,400
Excel Events and Productions, LLC	Miami International Triathlon	5,000
Exponica International, Inc.	Exponica International 2008 "La Feria de las Americas"	13,500
Fairchild Tropical Botanic Garden, Inc.	17th Annual International Mango Festival	16,000
Family & Children Faith Coalition, Inc.	Arts @ CCDA Miami 08	7,500
Florida Dance Association, Inc.	Florida Dance Festival Winterfest	18,000
Florida Film Institute, Inc. f/a Florida Media Market, Inc.	Florida Media Market Global Conference 2008	3,000
Florida Grand Opera	Superstar Concert with Bryce Terfel featuring Sarah Coburn	5,000
Florida International University Board of Trustees, for the benefit of Institute for Public Management	Annual Inter-American Conference of Mayors and Local Authorities	14,400
Florida International University Board of Trustees, for the benefit of Frost Art Museum	The Frost Art Museum Grand Opening	7,500
Florida International University Board of Trustees, for the benefit of the Department of Intercollegiate	"Fun & Fit as a Family" (Part of 2009 South Beach Wine & Food Festival)	15,750
For the Love of You, Inc.	Community Cultural Enrichment Style-A-Child Event	2,000
Friends of the Bass Museum, Inc.	Cool Jazz: Hot Summer Nights at the Bass	7,500
GableStage, Inc.	Gablestage 2008-2009 Season	9,000

ATTACHMENT IV

TDC Activity Summary Worksheet
FY 2008-2009

Organization	Project Title	Award
GALA Choruses, Inc.	GALA Choruses Festival 2008 Miami	16,960
Galata Haitian Culture Enrichment & Self Empowerment Inc.	One People, One Community Multi-Cultural Street Festival	2,500
Galata, Inc. f/a Haitian Historical Academy	Haitian History Month Exhibit	5,000
Gold Coast Railroad Museum, Inc.	Day Out With Thomas 2009	5,000
Greater Miami Billfish Tournament	Yamaha Contender Miami Billfish Tournament	10,000
Greater Miami Convention and Visitors Bureau, Inc.	International POW WOW Miami 2009	25,000
Greater So. Dade/So. Miami/Kendall Chamber of Commerce, Inc. D/B/A Chamber South	37th Annual South Miami Art Festival	6,000
Ground Up & Rising, Inc.	Ground Up & Rising 2009 Season	3,500
Hispanic Theater Guild Corporation	World Premiere in Miami	5,600
Historical Association of Southern Florida, Inc.	2009 Miami International Map Fair	5,250
Infinito Art & Cultural Foundation, Inc.	13th Brazilian Film Festival of Miami	10,000
Jamaica Awareness, Inc.	Caribbean Celebration Series 09	10,000
Jewish Museum of Florida, Inc.	Judy Chicago: Jewish Identity & the Multicultural Connection	7,000
Junior Orange Bowl Committee, Inc.	International Tennis, Golf and Chess and National Basketball and Ice Hockey	10,000
Kiwanis Club of Little Havana, Inc.	Calle Ocho Festival	18,000
M. Athalie Range Cultural Arts Foundation, Inc.	A Musical Celebration of Life - Honoring Mrs. Athalie Range	15,000
Mad Dog Mandich Fishing Classic, LLC.	Publix Mad Dog Mandich Fishing Classic	5,000
Miami Bach Society, Inc.	Tropical Baroque Music Festival X	6,000
Miami Beach Arts Trust, Inc.	MiamiARTzine.com	3,500
Miami Beach Chamber of Commerce	Miami Beach Visitors Center	20,000
Miami Beach Latin Chamber of Commerce of Miami Beach/Camara de Comercio Latina de	Tourist Hospitality Center/Centro de Hospitalidad Turistico	20,000

ATTACHMENT IV

TDC Activity Summary Worksheet
FY 2008-2009

Organization	Project Title	Award
Miami Book Fair International, Inc.	Miami Book Fair International - 25th Edition	22,500
Miami Carnival, Inc.	Miami Carnival - The Caribbean Mardi Gras	10,000
Miami Children's Museum, Inc., The	Blue Man Group - Making Waves Traveling Exhibit	20,000
Miami City Ballet, Inc.	Miami City Ballet's Manhattan Debut at New York City Center	15,000
Miami Contemporary Dance Company	International Dance Project: Miami Italia	6,750
Miami Dade College Foundation, Inc.	2006 Miami International Film Festival	16,000
Miami Dade College Foundation, Inc.	2009 Miami International Film Festival	20,000
Miami Design Preservation League, Inc.	Art Deco Weekend 2009	14,000
Miami Hispanic Ballet Corporation	XIV International Ballet Festival of Miami	7,000
Miami Hispanic Ballet Corporation	XIV International Ballet Festival of Miami	7,000
Miami Light Project, Inc.	Global Cuba Fest	5,000
Miami Momentum Dance Company, Inc.	Miami Beach Dance Festival 2009	7,290
Miami Northwest Express Track and Field Club, Inc.	34th Annual Northwest Track & Field Classic	8,000
Miami Overseas Chinese Association, Inc.	Miami Hong Kong Dragon Boat Festival	10,000
Miami River Fund, Inc.	Miami Riverday 2009	7,200
Miami Short Film Festival, Inc.	The 7th Miami Short Film Festival	6,750
Miami Symphony Orchestra, Inc.	Miami Symphony Orchestra's 20th Anniversary Season	5,000
Miami-Dade Beacon Council	Arts and Business Initiative: Cultural Exchange with Italy's Biblioteca Ambrosiana	5,000
Miami-Dade County Days, Inc.	Miami-Dade County Days in Tallahassee 2009 - "Paella Fest"	15,000
Miami-Dade County Park and Recreation Department (Operations Region 4)	Miami International Agricultural and Cattle Show	15,000
Miami-Dade County Park and Recreation Department (Operations Region 5)	Ribfest 2008	12,000

ATTACHMENT IV

TDC Activity Summary Worksheet
FY 2008-2009

Organization	Project Title	Award
Miami-Dade Office of Film & Entertainment	FilMiami Marketing Campaign including collateral and promotional items	13,500
Miami-Dade Public Library Foundation, Inc.	Art of Storytelling	11,250
Miami-Dade Sports Commission, Inc.	2009 USA Junior Olympic Volleyball Championships - Girls	8,000
Michael Epstein Sports Productions, Inc.	Nautica South Beach Triathlon	13,200
Michael-Ann Russell Jewish Community Center, Inc.	Festival Yachad - Israeli Folk Dance Festival	5,000
Museum of Contemporary Art, Inc. (MoCA)	Convention	13,500
Museum of Science, Inc.	Music/Musica: Access All Areas & American Sabor	12,000
Musical Arts Association of Miami, Inc., The	The Cleveland Orchestra Miami Residency - Orchestral & Family Concerts	10,000
Mystery Park Arts Company, Inc. d.b.a. SoBe Music Institute	Summer Multi-Media Interdisciplinary Cabaret	3,500
National Foundation for Advancement in the Arts, Inc.	youngARTS Week 2009	12,000
National Gay and Lesbian Task Force Foundation, Inc.	Winter Party Festival 2009	5,000
New World Festival, Inc.	Coral Gables Cultural Calendar County-wide Tourism Cultural Activities	12,000
New World Symphony, Inc.	Charles Ives, Pioneer Modernist: An NWS In-Context Festival	11,250
Nueva Entertainment, LLC	Globaile!	3,000
Patrons of Exceptional Artists, Inc.	Miami International Piano Festival - 2010 Discovery Series	
Peninsula Sculpture, LLC.	Drawing in Space: The Peninsula Project	10,000
Performing Arts Center Trust, Inc. dba The Adrienne Arsht Center for the Performing Arts of	Flamenco Festival Miami	7,000
Polo Life, LLC, The	Polo Miami Beach World Cup V	6,700
PR Racing Miami, LLC.	Escape to Miami Triathlon	5,000
Red Chemistry Inc.	Romance in a Can 2009	6,750
Rhythm Foundation, Inc.	Transatlantic Festival 2009	5,000

ATTACHMENT IV

TDC Activity Summary Worksheet
FY 2008-2009

Organization	Project Title	Award
Rotary Foundation of South Miami, Inc.	South Miami Rotary Art Festival	3,000
South Florida Bluegrass Association, Inc.	31st Annual Everglades Bluegrass Festival	6,750
South Florida Composers Alliance, Inc.	Subtropics Experimental Music and Sound Arts Festival	5,000
South Florida Super Bowl Host Committee, Inc.	Super Bowl XLIV Marketing Plan	25,000
St. Stephen's Episcopal Church, Inc.	St. Stephen's Arts and Craft Show	4,000
Teatro Avante, Inc.	XXIV International Hispanic Theatre Festival	10,000
Tigertail Productions, Inc.	Tigertail International & Special Projects 2008/2009	12,500
Trinidad & Tobago Saga Boys International, Inc.	Miami Calypso Fiesta Program	5,000
Tropical Everglades Visitor Association, Inc.	Tropical Everglades Visitor Center	20,000
Unconservatory, Inc., The	The Unconservatory 2008-2009 Second Quarter Events	4,000
United Haitian American Artists, Inc.	21st Annual Haitian Independence Day Gala	5,000
United States Volleyball Association	2009 Women's VIII Pan American Cup Championships	15,000
University of Miami School of Music	Festival Miami 2008	13,500
Virginia Key Beach Park Trust	Fun in the Sun Youth Festival	13,500
Walenstein Musical Organization	A Romantic Evening with Tchaikovsky - Part II	3,500
Women's International Film & Arts Festival, Inc.	4th Annual Women's International Film & Arts Festival	5,000

ATTACHMENT IV

TDC Activity Summary Worksheet
FY 2009-2010

Organization	Project Title	Award
Actors' Playhouse Productions, Inc.	2009-2010 Mainstage Season	18,000
Bayfront Park Management Trust Corporation	Downtown Miami's 2009 New Year's Eve Celebration	6,750
Center for Emerging Art, Inc.	Music Map of the World	5,000
Center for the Advancement of Jewish Education, Inc.	13th Miami Jewish Film Festival	5,400
City of Miami Beach - Department of Tourism and Cultural Development	Sleepless Night 2009	7,500
City of Sunny Isles Beach	Sunny Isles Beach Jazz Fest	15,000
City Theatre, Inc.	Summer Shorts Birthday Bash - 15th Anniversary Celebration	5,000
Classical South Florida, Inc.	Summer Symphonies from South Beach featuring Miami's New World Symphony	12,000
Coconut Grove Arts & Historical Association, Inc.	47th Annual Coconut Grove Arts Festival	20,000
Coconut Grove Chamber of Commerce, Inc.	Great Taste of the Grove 2010	5,000
Community AIDS Resource, Inc., dba Care Resource	White Party Week - 25th Anniversary	22,500
Coral Gables Congregational Church (United Church of Christ), Inc.	2010 Summer Concert Series (25th Season!) & Young Musicians' Summer Master Classes	5,000
Council of International Fashion Designers, Inc.	Miami International Fashion Week	15,000
Creation Ballet II Company, Inc. d/b/a Creation Art Center	The Lorca Theater Festival	5,000
Cuban Classical Ballet of Miami, Inc.	Don Quixote Ballet	7,000
Cultural Council, Inc., The	19th Annual in the Park with Art	5,000
Culture in the City, Inc. a/f/a for Alejandro Mendoza & Giants in the City	GIANTS IN THE CITY Cultural Event Series	9,000
Dade Community Foundation, Inc. f/a Miami Poster Project	Miami Poster Project	5,000
Dance Now! Ensemble, Inc., The	Dance Now! 10th Anniversary Performance	5,000
Dave and Mary Alper Jewish Community Center, Inc.	2009-2010 Visual Arts Season	12,000
Deering Estate Foundation, Inc.	6th Annual Deering Seafood Festival on the Bay	7,500

ATTACHMENT IV

TDC Activity Summary Worksheet
FY 2009-2010

Organization	Project Title	Award
Dr. Martin Luther King, Jr. Parade and Festivities Committee, Inc.	Dr. Martin Luther King, Jr. Parade and Festivities Committee, Inc.	10,000
Edge Zones, Inc.	Zones Contemporary Art Fair	7,500
Excel Events and Productions, LLC	Miami International Triathlon (MIT)	5,000
Exponica International, Inc.	Exponica International 2009 "La Feria de las Americas"	12,000
Fairchild Tropical Botanic Garden, Inc.	Kusama at Fairchild	14,000
Florida Dance Association, Inc.	Florida Dance Festival Winterfest	18,000
Florida Grand Opera	2010 The Barber of Seville Family Festival	5,000
Florida International University Board of Trustees, for the benefit of Institute for Public Management	Annual Inter-American Conference of Mayors and Local Authorities	14,400
Florida International University Board of Trustees, for the benefit of Women Basketball	FIU Thanksgiving Tournament and FIU Sun & Fun Classic 2009	4,000
Florida International University Board of Trustees, for the benefit of Frost Art Museum	Frost Art Museum Fall Programming	4,350
Florida International University Board of Trustees, for the benefit of the Department of Intercollegiate	"Fun & Fit as a Family" (Part of 2010 South Beach Wine & Food Festival)	14,000
Friends of the Bass Museum, Inc.	Cool Jazz: Hot Summer Nights at the Bass	6,750
Fundarte, Inc.	First Annual Out in the Tropics Gay Performing Arts Festival	5,000
GableStage, Inc.	Gablestage 2009-2010 Season	15,000
Galata, Inc. F/A for Ayiti History and Resources, Inc	Haitian History Month Exibition	5,000
Greater Miami Billfish Tournament, Inc.	Yamaha Contender Miami Billfish Tournament	9,000
Ground Up & Rising, Inc.	Ground Up 2010 Summer Season	3,500
Haitian Heritage Museum Corp.	Dancing at The District	7,500
Hispanic Theater Guild Corporation	EL AMOR Y OTROS PECADOS	5,000
Historical Association of Southern Florida, Inc.	17th Annual Miami International Map Fair	5,000
Ife Ile, Inc.	12th Annual Afro Cuban Dance Festival	2,500

ATTACHMENT IV

TDC Activity Summary Worksheet
FY 2009-2010

Organization	Project Title	Award
In Tune Partners, LLC	Miami Music Festival	10,000
Infinito Art & Cultural Foundation, Inc.	14th Brazilian Film Festival of Miami	9,000
Irreversible Magazine, Inc.	Irreversible Magazine Cultural Events Series	5,000
IsraFest Foundation, Inc.	24th Israel Film Festival	6,750
Jamaica Awareness, Inc.	Caribbean Celebration Series 2010	9,000
Jewish Museum of Florida, Inc.	Marketing & Public Relations for Summer Exhibit Schedule	6,300
Junior Orange Bowl Committee, Inc.	International Tennis, Golf and Chess and National Basketball and Ice Hockey	9,000
Lumana Global Corporation	Downtown Miami Riverwalk Festival & Boat Parade	5,000
M. Athalie Range Cultural Arts Foundation, Inc.	A Musical Celebration of Life - Honoring Mrs. Athalie Range	20,000
Mad Dog Mandich Fishing Classic, LLC.	Publix Mad Dog Mandich Fishing Classic	5,000
Mediabuy USA, Inc. dba Studio Milano	Miami Sailing Week	7,500
Miami Bach Society, Inc.	Tropical Baroque Music Festival XI	10,000
Miami Beach Chamber of Commerce	Miami Beach Visitors Center	20,000
Miami Beach Latin Chamber of Commerce of Miami Beach/Camara de Comercio Latina de	Tourist Hospitality Center/Centro de Hospitalidad Turistico	20,000
Miami Book Fair International, Inc.	Miami Book Fair International - 2009	25,000
Miami Carnival, Inc.	Miami Carnival 25th Anniversary Celebration	9,000
Miami Children's Museum	Miami Children's Museum Dino Island Exhibit	18,000
Miami City Ballet, Inc.	Miami City Ballet's Debut at the Auditorium Theatre of Roosevelt University	13,500
Miami Council for International Visitors, The	Rendezvous in Miami "National Council for Intl Visitors" Southern Regional Meeting	6,000
Miami Dade College Foundation, Inc.	Miami International Film Festival	18,000
Miami Dade College, Kendall Campus, Department of Music	Music for Tropical Park Miami International Agriculture and Cattle Show	2,000

ATTACHMENT IV

TDC Activity Summary Worksheet
FY 2009-2010

Organization	Project Title	Award
Miami Design Preservation League, Inc.	Art Deco Weekend 2010	12,000
Miami Gay & Lesbian Film Festival, Inc.	12th Annual Miami Gay & Lesbian Film Festival	22,500
Miami Goin' Green, LLC	Miami Goin' Green	6,250
Miami Hispanic Ballet Corporation	XIV International Ballet Festival of Miami	6,000
Miami Momentum Dance Company, Inc.	Miami Dance Festival 2010	10,000
Miami Northwest Express Track Club, Inc.	35th Annual Northwest Track & Field Classic	10,000
Miami River Fund, Inc.	Miami Riverday 2010	6,400
Miami Short Film Festival, Inc.	8th Annual Miami Short Film Festival	6,000
Miami-Dade County Days, Inc.	Miami-Dade County Days in Tallahassee 2010	15,000
Miami-Dade Public Library Foundation, Inc.	Art of Storytelling	10,000
Michael Epstein Sports Productions, Inc.	Nautica South Beach Triathlon	6,600
Michael-Ann Russell Jewish Community Center, Inc.	Festival Yachad - Israeli Folk Dance Festival	7,000
Museum of Contemporary Art, Inc. (MoCA)	Reach of Realism	12,000
Museum of Science, Inc.	Energy Tracker	10,500
Mystery Park Arts Company, Inc. d.b.a. SoBe Music Institute	Grand Opening Cabaret Revival of Historic Miami Beach Theater	7,500
National Foundation for Advancement in the Arts, Inc.	youngARTS Week 2010	10,500
National Gay and Lesbian Task Force Foundation, Inc.	Winter Party Festival 2010	10,000
National Marine Manufacturers Association (NMMA)	Miami International Boat Show & Strickly Sail	10,000
New Theatre, Inc.	Closing Production of the 2009 - 2010 Season, "Raised in Captivity"	9,000
New Visions For South Dade Inc.	2010 MLK Parade/Festival in Homestead and Florida City	15,000
New World Festival, Inc.	Coral Gables Cultural Calendar County-wide Tourism Cultural Activities	12,000

ATTACHMENT IV

TDC Activity Summary Worksheet
FY 2009-2010

Organization	Project Title	Award
Offshore Events, LLC	3rd Annual Sunny Isles Beach Offshore Powerboat Challenge Weekend	10,050
Patrons of Exceptional Artists, Inc.	Miami International Piano Festival - 2010 Discovery Series	3,000
Pinecrest Premier Soccer, Inc.	Miami Super Cup Soccer Tournament	25,000
Red Chemistry, Inc.	4th Edition Romance in a Can	6,000
Rhythm Foundation, Inc.	8th TransAtlantic Festival	5,000
Rotary Foundation of South Miami, Inc.	South Miami Rotary Art Festival	3,000
South Florida Bluegrass Association, Inc.	32nd Annual Everglades Bluegrass Festival	6,000
South Florida Super Bowl Host Committee, Inc.	Super Bowl XLIV Marketing Plan	25,000
Sportsmen's Adventures Productions, LLC	Florida Insider Fishing Report	15,000
Swimwear Association of Florida	SwimShow 2010	7,500
Teatro Avante, Inc.	XXV International Hispanic Theatre Festival of Miami	15,000
Tigertail Productions, Inc.	Tigertail International & Special Events 2009/2010	11,250
Tropical Everglades Visitor Association, Inc.	Tropical Everglades Visitor Center	20,000
Unconservatory, Inc., The	The Unconservatory 2009-2010 Second Quarter Events	4,000
United Haitian American Artists, Inc.	22nd Annual Haitian Independence Day Gala	5,000
United States Judo, Inc.	2010 IJF World Cup U.S. Open and North & Central American Championships	15,000
University of Miami School of Music	Festival Miami 2009	12,000
US Road Sports and Entertainment of Florida LLC	13.1 Marathon Miami Beach	5,000
Viernes Culturales/Cultural Fridays, Inc.	Viernes Culturales/Cultural Fridays	15,000
Virginia Key Beach Park Trust	Fun In the Sun Youth Festival	12,000
Visitor Industry Human Resource Development Council, INC. (VIC)	ECHO (Entrepreneurial Career Conference for Black Students in Hospitality)	10,000

ATTACHMENT IV

TDC Activity Summary Worksheet
FY 2009-2010

Organization	Project Title	Award
Women's International Film & Arts Festival, Inc.	5th Annual Women's International Film & Arts Festival	5,000

MIAMI-DADE COUNTY

MEMORANDUM

Date: April 21, 2011

To: Honorable Dennis C. Moss, Chairperson
and Members
Tourist Development Council

From: Michael Spring, Director
Department of Cultural Affairs

Subject: Budget Recommendations for FY 2010-2011 Third Funding Period

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FY2010-2011 Available Budget

The allocation of funds to the Tourist Development Council's budget for fiscal year 2010-2011 is $1,093,502. The 2% Tourist Development Room Tax Revenue will provide the Council with $975,000, 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, $18,502 was carried over from FY2009-2010.

After careful review of department files, staff was able to determine that ten (10) FY 2008-2009 grant were returned to the TDC. A total of $44,800 has reverted back to the TDC as outlined in Article II.6 of the grant agreements. These funds were not reallocated in the FY2008-2009, and have been utilized in the FY2010-2011 quarterly budget allocations. These grant funds were recaptured from 1) Back Bone Cultural Group, Inc. for the *Ghana Art & Culture for Black History Month* - $2,300; 2) City of Miami Gardens for the *4th Annual Jazz in the Gardens* - $12,000; 3) Classical Review for *South Florida Classical Review*.com - *$3,500*; 4) Adrianne Arsht Center for the Performing Arts for *Flamenco Festival* Miami - $7,000; 5) St. Stephen's Episcopal Church, Inc. for *St. Stephen's Arts and Craft* Show - $4,000; 6) Nueva Entertainment, LLC for *Globaile!* - $3,000; 7) Alliance Francaise de Miami for *Make Music* Miami - $2,500; 8) For the Love of You, Inc. for *Community Cultural Enrichment Style-A-Child* Event - $2,000; 9) Miami-Dade Beacon Council for *Arts and Business Initative: Cultural Exchange with Italy's Biblioteca Ambrosiana* - $5,000; and 10) Mystery Park Arts Company, Inc. dba Sobe Music Institute for *Summer Multi-Media Interdisciplinary* Cabaret - $3,500. These recaptured funds increased the total budget for FY2010-2011 to $1,138,302.

3rd Funding Period Overview

There are thirty-two (32) applications requesting a total of $501,500 for the third funding period. Of these 32 applications, twenty-seven (27) are from non-profit organizations requesting a total of $431,500; and five (5) applications are from for-profit organizations requesting $70,000.

Six (6) of these 32 organizations represent New and/or first-time projects to the Tourist Development Council and twenty-six (26) 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, 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 $253,425 has been recommended for 32 organizations by the TDC Subcommittee for this third funding period. The remaining balance for the program as appropriated at the beginning of the year is $275,877. The current balance in the Shoulder Season Fund/Reserve is $106,525. Reserve funds are available to address unforeseen or needed adjustments and/or unanticipated major project requests. In addition, the Shoulder Season Fund is available for summer events.

Funding Period/Category	Budgeted + Allocations	Set-Aside +	Shoulder Season Fund / Reserve	Actual Recommended = /Expended # of grants	Remaining Balance
First Funding Period	$ 211,850	$ 121,400		$ 333,250 29	$
Second Funding Period	264,100		11,650	275,750 28	
Third Funding Period	221,600		31,825	253,425 32	
Fourth Funding Period	169,352				169,352
Shoulder Season Fund / Reserve	150,000				106,525
Set-Aside Grants	121,400				
		$ 121,400	43,475		
TOTAL	$1,138,302			$ 862,425 89	$ 275,877

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

Supplements

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

FISCAL YEAR 2010-2011
TOURIST DEVELOPMENT COUNCIL
Third Funding Period

BUDGET UPDATE CHART

	Special Events / Promotions	Sports Events	Television	Government	Total
Total TDC Funding Available in FY2010-2011					***$1,138,302***
Total TDC First Funding Period Allocations					***$333,250***
Total TDC Second Funding Period Allocations					***$275,750***
Continuing Projects - Funding Formula Amounts (# of requests)	$ 173,900 **(22)**	$ 22,025 **(3)**	N/A	$ 15,000 **(1)**	$ 210,925 **(26)**
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)	$ 30,000 **(5)**	$ 12,500 **(1)**	N/A	N/A	$ 42,500 **(6)**
Total Recommended for TDC Agenda (# of grants)	**$ 203,900 (27)**	**$ 34,525 (4)**	N/A	**$ 15,000 (1)**	**$ 253,425 (32)**
Balance Remaining (4th+ Reserve / Shoulder Season Fund)					**$ 275,877**

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

Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: A-1

ORGANIZATION: Aqua Foundation for Women, Inc.

GRANT REQUEST: $15000

TITILE OF EVENT: Aqua Girl Festival 2011

RECOMMENDATION: $5000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 5/11/2011 - 5/16/2011

EVENT LOCATION: Surfcomber Doubletree Resort

DESCRIPTION:
The Aqua Girl Festival, now celebrating its 11 year, is an annual national women's week designed to promote the visibility, health and equality of lesbian, bisexual and transgender women and showcase a variety of GLBT artists. Aqua Girl 2011 will consist of fourteen cultural and social event across Miami and Miami Beach including, a comedy show, live musical performances, dance parties, art exhibit, pool parties, tea dance, jazz brunch, culinary dine out event, DJ showcase and fashion show .

HOTEL CONFIRMATION:
Doubletree Surfcomber Resort (496 room nights); The National Resort (196 room nights); Lords Hotel (TBD)

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 1800
OUT OF COUNTY: 1600
OUT OF STATE: 1150
FOREIGN: 450

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 692

Hotel Room Nights at the time of Panel: 692

 # room nights anticipated: 792

 # room nights anticipated at time of panel:

Actual number of hotel room nights used last year: 692

OUTSIDE MEDIA:

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

OTHER GOVERNMENT FUNDING:

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: **3rd Quarter (April 1 - June 30)**

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

Aqua Foundation for Women, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 4500 Biscayne Boulevard, Suite 340

City: Miami **State:** FL **Zip:** 33139 **Website:**

(4) Applicant Institution Type: **Organization - Non-Profit**

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

(7) FEI#: 200873622 **(8) State of Incorporation:** Florida

(10) Name: Alison Burgos ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Miss ☐ Dr.

Title:

Email: alisonburgos@mac.com

PROJECT INFORMATION

(11) Project Title: Aqua Girl Festival 2011

(12) Starting and Ending Dates: 5/11/2011 - 5/16/2011

(14) Address or Location of Project: Surfcomber Doubletree Resort, 1717 Collins Avenue

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

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

(16) Miami-Dade Commission District: # 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: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

The Aqua Girl Festival is a National week geared toward the lesbian & bisexual community produced by the Aqua Foundation for Women. Aqua Girl consist of fourteen cultural events across Miami Beach including a comedy show, live musical performances, pool parties, art exhibit, dance parties, fashion show, jazz brunch, culinary dine out, tea dance and vip reception. We work with a host hotel as well as a co-host hotel as the central meeting place for our out-of-town visitors as well as locals. The festival focuses on highlighting LBT female artist and performers from across the country and has hosted a variety of comedians, djs, singers, artists, drag kings, and designers. Aqua Girl's line up of performances and events have made it a must on the travel schedule of LBT women from across the country and the world with a record of continuous tourist growth every year since its inception. This year's festival will be held from May 11 to 15, 2011 with 14 cultural and social events. Specific events include: a VIP Cocktail Reception with Art Exhibit, a bowlathon featuring a DJ, a Miami Beach historic walking tour narrated by George Neary, Shopping event at Banana Republic with live musical performance, Thursday dance event with Drag King and Dance performances, Friday pool party with concert, Comedy show with Suzanne Westenhoefer, Latin infused dance event with live percussion show and Latin DJ Showcase, Saturday Pool Party, culinary dine out event at Smith and Wollensky, Dance event wtih live musical performance, Cirq X Show and female DJs, Brunch with a Jazz Band at Emeril's, Tea Dance with Brazillian DJ/Producer Theresa and closing DJ Showcase. Being accessible to everyone is important, and event pricing ranges from $8 to $85 with an average event price of $22. The events are all open to the public but do have age requirements of 21 and over for most programs. To promote to our out of town audience and encourage everyone to experience all the events we offer passes that are greatly discounted. We believe marketing is the key to our growth nationally and locally. We target the LBT communities Internationally, Nationally and locally, with a combination of paid and in-kind sponsored advertising, palm card, brochure, online marketing & poster distribution nationally & a public relations campaign that distributes press releases and opt-eds to over 300 media outlets worldwide. We work with GLBT targeted media including magazine, newspapers, travel guides, cable TV and websites. Print media will be a big part of our marketing campaign as well as cable TV and online media. We have designed a program with National and International scope. We have secured media sponsorships with Curve magazine (the largest lesbian publication in the United States), LOTL (in Australia) GO Magazine, She Magazine, Muse(France), DIVA (the largest lesbian publication in England), and the Agenda. We also have a large National web presence with Facebook ads and banners on sites including: autostraddle.com, shewired.com, afterellen.com and girlsinwonderland.com. Each year the event has grown in scope and we continue to promote the weekend and Miami Beach as it expands to become an entire week of events and the largest non-profit women's week in the United States. We also find it important to educate guests, we provide information on LBT Women's health issues including breast cancer, smoking cessation, obesity and heart health. We also invite local non-profit organizations to participate in educating and empowering LBT women with complimentary booth space at our pool party. Again this year we are working with several hotels including two co-host hotels, The Surfcomber Resort, which we completely buy out with a room night commitment of 496 and the National Resort with a contract of 196 guaranteed rooms. We are also working with the Lords Hotel and the South Seas with discounted rates and proposed blocks. As and LBT organization and event our focus is in featuring and promoting LBT artists to the community at large as well as the women's community. We are excited to have already secured a selection of top LBT female DJs including DJ Lisa Pittman, DJ/Producer Theresa, DJ Citizen Jane, DJ Tatiana, DJ Pat Pat, DJ Just Steph. We have also secured headline comedian, Suzanne Westenhoefer, National Drag Kings performers Spikey Dikey, Rico Suave and performance artist troupe, Cirq X. We would be grateful to have TDC support and funding this year and we would be able to focus those funds on National marketing opportunities so we may continue to grow our national attendance and visibility.

Home Content Manager User Manager Forms Manager Lifecycle Manager Report Query Builder PDF Layout Manager Mail Manager My Forms

Manage My Forms

Logout

User Details : Robin Schwartz (Aqua Foundation for Women, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 15000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration		20000	20000	
Personnel: Artistic			0	1000
Personnel: Technical/ Production	1000	5000	6000	
Outside Artistic Fees/ Services	2000	16000	18000	2000
Outside Other Fees/ Services			0	

Marketing: ADV/PR / Printing/ Publication	10000	24200	34200	5000
Marketing: Postage/ Distribution		3500	3500	
Marketing: Web Design/ Support/ Maintenance	1000	4000	5000	
Travel: In County		3100	3100	900
Travel: Out of County			0	
Equipment Rental	1000	15000	16000	
Equipment Purchase		500	500	
Space Rental		5000	5000	
Insurance (Liability)		3500	3500	
Utilities			0	
Fundraising/ Development (Non-Personnel)		1500	1500	
Merchandise/ Concessions/ Gift Shops		2800	2800	
Supplies/ Materials		5000	5000	
Other Project Expenses		7000	7000	
Sub-Total	15000	116100	131100	8900
TOTAL EXPENSES	-	-	140000	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
Shuttles		3000	3000	
City Fees/Permits		500	500	
Security/Police/Fire		3000	3000	
Van rental		500	500	
			0	
			0	

User Details : Robin Schwartz (Aqua Foundation for Women, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
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- **Project Revenues FY2010-2011 UNIV New**
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to the program guidelines for funding request caps and matching funds requirements.

Note: Enter the grant amount requested in the line item indicated under Department of Cultural Affairs grants in the table below. Your Total Project Revenues must equal your Total Project Expenses. In addition, Total Cash Revenues must equal Total Cash Expenses and In-Kind Contributions must also balance.

Proje FY2010-2011 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions	30000	-
Memberships	4000	-
Tuitions/ Enrollment Fees		-
Contracted Services: Outside Programs/ Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	10000	
Foundation Support		-

Private/ Individual Support		
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
		-
		-
Govt Grants: Local	-	-
VCA	25000	-
		-
		-
		-
Govt Grants: The Childrens Trust		-
Merchandise/ Concessions/ Gift Shop Revs	4000	-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand	50000	-
Other Project Revenues	2000	
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:		-
TDC	15000	-
		-
		-
Total Cash Revenues and In-Kind Contributions	140000	0

TOTAL REVENUES	140000

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Proje FY20 Othe Revenues OTHER PROJECT REVENUES	CASH	In-Kind
Program Sales	2000	
TOTAL OTHER REVENUES	2000	0

Previous Next

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: A-2

ORGANIZATION: City Theatre, Inc.

GRANT REQUEST: **$25000**

TITILE OF EVENT: 16th Annual SUMMER SHORTS FESTIVAL

RECOMMENDATION: **$7000**

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 5/17/2011 - 6/26/2011

EVENT LOCATION: Adrienne Arsht Center for the Performing Arts

DESCRIPTION:
Funds are requested to support national exposure to bring TV & Broadway star JAI RODRIGUEZ to headline City Theatre's SUMMER SHORTS FESTIVAL. Our objectives: (1) to bring larger tourist audiences; (2) to garner greater press from national media outlets; (3) to attract a younger and more diverse audience, targeting the gay and lesbian market; and (4) to launch a new literary conference, CITYWRIGHTS, to bring producers, agents, artists, press and industry leader to town.

HOTEL CONFIRMATION:
EPIC Hotel (100 room nights); The Related Group (168 room nights)

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 9000
OUT OF COUNTY: 4000
OUT OF STATE: 1500
FOREIGN: 500

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 50

Hotel Room Nights at the time of Panel: 50

 # room nights anticipated: 100

 # room nights anticipated at time of panel:

Actual number of hotel room nights used last year: 102

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: $5,000 (09-10); $5,000 (08-09); $10,000 (07-08) End of Cycle; $5,000 (06-07); $5,000 (05-06); $5,000 (04-05); $5,000 (03-04)

OTHER GOVERNMENT FUNDING:

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-____

QUARTER/CATEGORY

(1) Please check one: **3rd Quarter (April 1 - June 30)**

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

City Theatre, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 444 Brickell Ave., Suite 229

City: Miami **State:** FL **Zip:** 33132 **Website:**

(4) Applicant Institution Type: Organization - Non-Profit

(5) Corporate Status: Organization - Non-Profit **(6) Year of Incorporation:** 1996

(7) FEI#: 642183 **(8) State of Incorporation:** Florida

(10) Name: Stephanie Norman ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Miss ☐ Dr.

Title:

Email: stephanie@citytheatre.com

PROJECT INFORMATION

(11) Project Title: 16th Annual SUMMER SHORTS FESTIVAL

(12) Starting and Ending Dates: 5/17/2011 - 6/26/2011

(14) Address or Location of Project: Adrienne Arsht Center for the Performing Arts, 1300 Biscayne Boulevard

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

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

(16) Miami-Dade Commission District: # 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: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

City Theatre is launching a new phase of national exposure, cultural tourism and expansion to 15,000 attendees by bringing TV & Broadway star JAI RODRIGUEZ to headline City Theatre's 16TH ANNUAL SUMMER SHORTS FESTIVAL. Lauded nationally as America's Short Play Festival", our goal is to raise our visibility significantly. To do this, we will present a stellar roster of 8 "short" plays headlined by Jai Rodriguez with SUMMER SHORTS; attract a more diverse gay audience to our late-nite series in producing Jai's hilarious DIRTY LITTLE SECRETS; bring back last summer's smash family rock musical CAMP KAPPAWANNA; and establish important industry ties and foster cultural tourism in launching a major literary conference with the CITYWRIGHTS: NEW PLAY LAB. SUMMER SHORTS will run June 2 - 26, 2011 with all performances taking place at the Arsht Center for the Performing Arts, as follows: 20 performances of the acclaimed SUMMER SHORTS series of original short plays by our country's best established and emerging playwrights (tickets $40 - $47); 3 performances of the late-nite DIRTY LITTLE SECRETS revue of provocative, cutting-edge fare (tickets $40 - $47); 16 performances of our company's first full-length rock musical, CAMP KAPPAWANNA. In addition, we will host CITYWRIGHTS, a weekend of literary workshops, master classes, readings and forums, held at the Arsht Center and EPIC Hotel June 24 - 26. As part of CAMP KAPPAWANNA, City Theatre will allocate a portion of FREE tickets for underserved families and all CITYWRIGHTS readings and forums are FREE and open to the public. This year marks City Theatre's 5th season in residency at the Arsht Center's 290-seat Carnival Studio Theater. SUMMER SHORTS is one of the nation's premier forums for original "short" plays by the finest established and emerging playwrights performed by the state's largest collaborative ensemble of artists along with an exciting and expanding roster of performances with DIRTY LITTLE SECRETS, CAMP KAPPAWANNA and CITYWRIGHTS. Taken together, this year marks our most ambitious season. Our goals: (1) to work with the Arsht Center and veteran press rep Lisa Palley to bring more national coverage from major newspapers, magazines, television and online media; (2) to attract NYC press and professionals to South Florida in order garner visibility and touring productions of CAMP KAPPAWANNA in other markets throughout the state and nation (the show is currently slated to travel to the Broward and Kravis Centers in addition to its Arsht Center engagement); (3) to attract national artists and industry leaders for the burgeoning body of new work and important networking inherent in the CITYWRIGHTS: NEW PLAY LAB; (4) to increase our online presence on facebook and youtube with more video trailers including "Jai Rodriguez's Back Stage Pass" documenting his work in the festival and Lisa Loeb's interview and singing around CAMP KAPPAWANNA (please visit http://watcha3.com/camp_lisa.wmv); (5) to publish a glossy, 16th Annual Festival Magazine to promote the festival and company achievements; and (6) to publish the first in a series of "short" play anthologies featuring a collection of festival favorites from among the 350 plays produced on our stages. We anticipate larger and more diverse audiences of over 15,000 attendees, including 4,500 children from summer camps, community centers and throughout the region for a fast and furiously fun new musical. We also establish an important new partnership with Out in the Tropics and FUNDarte to produce DIRTY LITTLE SECRETS, bringing collaborative marketing to elevate both the Summer Shorts and Out in the Tropics Festivals. The Festival's SUMMER SHORTS series will feature the World and/or Florida premieres of 8 "short" plays culled from over 1,200 annual script submissions in conjunction with the National Ten-Minute Play Contest. Media sponsors include the Miami Herald, WLRN, New Times, Islander News and socialmiami.com, with more to be confirmed, specifically in expanding to a younger, gay audience through City Theatre's association with the Out in the Tropics Festival and FUNDarte. Pre-festival community outreach events include a press junket and launch party with Jai Rodriguez on February 10 in Miami; free sneak previews of CAMP KAPPAWANNA at 10 Miami-Dade County public middle schools, the Arsht Center's Free Family Fest and the Key Biscayne Community Center. The May/June SUMMER SHORTS FESTIVAL features 3 weeks of rehearsal and pre-production followed by: (1) 4 weeks of performances at the 290-seat Carnival Studio Theater; (2) weekly meet-the-cast and talk-backs at all performance series; (3) a Cultural Tourism Getaway Package featuring hotel stays at the EPIC Hotel and travel packages with American Airlines and Avis Rent-a-Car along with Summer Shorts tickets and other cultural attractions; and (4) an industry CITYWRIGHTS conference hosted by City Theatre in conjunction with the and Dramatists Guild of America, Theatre League of South Florida, Books & Books and Actors Theatre of Louisville open to anyone. ater than the $5,000 our company has previously received for the past two years. Specifically, we ask that the panel consider recommendation of funding at the $10,000 level so that City Theatre may meet its significant cultural tourism goals.

User Details : Stephanie Norman (City Theatre, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 25,000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration	0	28000	28000	0
Personnel: Artistic	0	92000	92000	0
Personnel: Technical/ Production	0	22000	22000	0
Outside Artistic Fees/ Services	0	17000	17000	0
Outside Other Fees/ Services	0	17500	17500	18000

Marketing: ADV/PR / Printing/ Publication	17500	66500	84000	20750
Marketing: Postage/ Distribution	0	2500	2500	0
Marketing: Web Design/ Support/ Maintenance	7500	2500	10000	0
Travel: In County	0	3000	3000	0
Travel: Out of County	0	10000	10000	12500
Equipment Rental	0	1500	1500	0
Equipment Purchase	0	0	0	0
Space Rental	0	4000	4000	25000
Insurance (Liability)	0	6000	6000	
Utilities	0	4000	4000	0
Fundraising/ Development (Non-Personnel)	0	1500	1500	9750
Merchandise/ Concessions/ Gift Shops	0	0	0	0
Supplies/ Materials	0	34000	34000	0
Other Project Expenses	0	10200	10200	0
Sub-Total	25000	322200	347200	86000
TOTAL EXPENSES	-	-	433200	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
Licenses & Permits	0	500	500	0
Merchant Account	0	1500	1500	0
Dues & Subscriptions	0	700	700	0
IT: Play Contest	0	4500	4500	0
Conferences	0	3000	3000	0
Miscellaneous	0	0	0	0

User Details : Stephanie Norman (City Theatre, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

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- **Project Revenues FY2010-2011 UNIV New**
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to the program guidelines for funding request caps and matching funds requirements.

Note: Enter the grant amount requested in the line item indicated under Department of Cultural Affairs grants in the table below. Your Total Project Revenues must equal your Total Project Expenses. In addition, Total Cash Revenues must equal Total Cash Expenses and In-Kind Contributions must also balance.

Proje FY2010-2011 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions	101850	-
Memberships	0	-
Tuitions/ Enrollment Fees	0	-
Contracted Services: Outside Programs/ Performances	2500	-
Contracted Services: Special Exhibition Fees	0	-
Contracted Services: Other	0	-
Rental Income	0	-
Corporate Support	28500	18000
Foundation Support	52000	-

Private/ Individual Support	20000	-
Other Private Support: Auxiliary Activities	0	-
Other Private Support: Special Event Proceeds	24850	-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
Discipline-Based Spt	2500	-
		-
Govt Grants: Local	-	-
City of Coral Gables	500	-
		-
		-
		-
Govt Grants: The Childrens Trust	0	-
Merchandise/ Concessions/ Gift Shop Revs	0	-
Investment Income (Endowment)	0	-
Interest and Dividends	500	-
Cash on Hand	0	-
Other Project Revenues	0	68000
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:	25000	-
Cultural Advancement	85000	-
Travel Reimbursement	4000	-
		-
Total Cash Revenues and In-Kind Contributions	347200	86000

TOTAL REVENUES 433200

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Proje FY20 Othe Revenues

OTHER PROJECT REVENUES	CASH	In-Kind
Office Rent &	0	25000
Marketing &	0	20750
Artist Travel &	0	12500
Special Event	0	9750
Cultural Advancement	0	0
Travel Reimbursement	0	
TOTAL OTHER REVENUES	**0**	**68000**

Previous Next

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: A-3

ORGANIZATION: Coconut Grove Chamber of Commerce Inc.

GRANT REQUEST: $10000

TITILE OF EVENT: The Great Taste of the Grove

RECOMMENDATION: $5000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 4/16/2011 - 4/17/2011

EVENT LOCATION: Peacock Park

DESCRIPTION:
Grant funds are requested to support 2011 Great Taste of the Grove produced by the Coconut Grove Chamber of Commerce, being held on April 16-17, 2011 in Peacock Park, Coconut Grove. The event provides area restaurants and hotels a venue to showcase the community's culinary diversity while promoting Coconut Grove as a tourist destination. The Coconut Grove Chamber of Commerce would like to reach individuals and tourists with a diverse background, from different areas of the state.

HOTEL CONFIRMATION:
Sonesta Hotel (4 room nights)

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 15000
OUT OF COUNTY: 5000
OUT OF STATE: 4000
FOREIGN: 1000

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 4

Hotel Room Nights at the time of Panel: 4

 # room nights anticipated: 4

 # room nights anticipated at time of panel:

Actual number of hotel room nights used last year: 4

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: $5,000 (09-10); $5,000 (08-09); ($4,083 (05-06) End of Cycle); $3,083 (04-05); $3,083 (03-04); $3,083 (02-03); $3,425 (01-02)

OTHER GOVERNMENT FUNDING:

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: **3rd Quarter (April 1 - June 30)**

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

Coconut Grove Chamber of Commerce Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 2820 McFarlane Road

City: Miami **State:** FL **Zip:** 33133 **Website:**

(4) Applicant Institution Type: Organization - Non-Profit

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

(7) FEI#: 590877858 **(8) State of Incorporation:** Florida

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

Title:

Email: info@coconutgrove.com

PROJECT INFORMATION

(11) Project Title: The Great Taste of the Grove

(12) Starting and Ending Dates: 4/16/2011 - 4/17/2011

(14) Address or Location of Project: Peacock Park, 2820 McFarlane Rd

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

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

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

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

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

(17) Primary Audience: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

The Great Taste of the Grove Food and Music Festival is a signature event presented and produced by the Coconut Grove Chamber of Commerce on April 16th and 17th, 2011. The outdoor event takes place in Coconut Grove's Peacock Park, at 2820 McFarlane Road next to beautiful Biscayne Bay. As always, the event is free to the public. The Taste" exclusively features Chamber Member restaurants and Coconut Grove restaurants ranging from fine dining cuisine to casual favorites, each showcasing their culinary talents with a-la-carte tasting menus ranging from $1.00 to $8.00 per dish. In addition to offering an opportunity to sample the diverse local flavors, the Great Taste of the Grove also features live musical entertainment, special guests and a children's activity area throughout both days. \t The Great Taste of the Grove will take place April 16th and 17th, 2011 from 11am-7pm. With the success of previous year's events, we expect the number of attendees to increase to over 25,000 visitors, tourists, spectators and culinary aficionados. The event provides an opportunity for tourists to see that Miami-Dade County should be revisited not just as an entertainment or beach area, but also as a culinary destination. It gives tourists a chance to sample a diverse amount of restaurants ranging from Mexican inspired Ceviche and Southern Barbecue to high-end French cuisine, all at an affordable price. The principal participants in the Great Taste of the Grove are the area restaurants including chain, locally owned and hotel run. Last year over 31 restaurants and exhibitors participated in the Taste, which increases each year with the success of the event. To encourage the quality of product offered and to promote the use of culinary displays, the festival features a "Best Taste - Recipe Challenge". This contest invites all participating restaurants to showcase their culinary flair by rewarding chefs and restaurants who go above and beyond with their food, presentation and décor of their tent space. Each year the contest is judged by at least two distinguished culinary experts and a local celebrity. At last year's event, the panel was represented by Simone Diament, editor of South Florida Gourmet, Linda Gassenheimer, distinguished author and Miami Herald Columnist, Chef Hugh Sinclair, Chef Paul Le Blanc, Chef and Chair of the Great Taste of the Grove, Gary Ciuca and Jeff Lindsay, author of the popular Dexter series. The 2010 winners included Panorama Restaurant at the Sonesta Bayfront Hotel in Coconut Grove, Chart House Miami, Monty's Raw Bar and Atchana's East/West Kitchen at the Mutiny Hotel. This aspect of the festival provides a broader marketing exposure for the restaurants to reach both residents and visitors by featuring the winners in post-event press through TV, Radio, Print and Internet. It also allows the winners a way to market themselves to create an allure and appeal of being the Best Food at a major culinary event. There are several other programs that are involved in this year's festival. The Coconut Grove Chamber of Commerce is currently in negotiations to include a headliner on the expanded Saturday Night musical line-up. Our potential headliner will be an internationally recognized recording artist who will draw many attendees on his or her own appeal. The line-up already includes local entertainment acts ranging from Arts and Minds Charter High School Jazz Ensemble to the ever popular Joe Donato and Liset Alea. The Chamber is also seeking to expand upon the event concept by adding a Wine Tasting Tent, a sponsored VIP tent and a culinary arts educational tent, which presents knowledgeable chefs from the community conducting cooking demonstrations similar to the television spots that were produced as lead-in coverage for the 2010 Great Taste of the Grove. Additionally, the Great Taste of the Grove has always been a free public event for families and people of all ages to participate and enjoy. The Taste always features a children play/activity area which includes rides, games and music for children of all ages. The 2011 Great Taste of the Grove is being sponsored by a minimum of three media outlets that will cover most areas of marketing and advertising. These currently include the Miami Herald for newspaper coverage, Majic 102.7 for radio coverage and WSVN for local television coverage. We are still in negations for additional media coverage with the hopes of gaining national recognition. What is not included is the additional PR coverage which is provided by Event Visions, our Event/Sponsorship Coordinator Company, which include print advertising that will be featured in all major community publications including: Community News, Welcome Magazine, Miami Magazine, and Miami Today. Additional internet and electronic advertising will include South Florida Gourmet E Newsletter, coverage on the Coconut Grove Grapevine and coverage via the Chamber's eblasts and website, www.coconutgrovechamber.com. Banners will be placed in central spots near Rickenbacker Causeway, South Bayshore Drive and Grand Ave in Coconut Grove. Finally, we will also produce postcards and posters to be distributed throughout Miami and displayed in store windows and high traffic areas. TDC funding will be used to support our increases in advertising exposure including national vehicles such as other culinary magazine, television, websites, and eblasts for culinary associations.

Home Content Manager User Manager Forms Manager Lifecycle Manager Report Query Builder PDF Layout Manager Mail Manager My Forms

Manage My Forms

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User Details : David Guzikowski (Coconut Grove Chamber of Commerce Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
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- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
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Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested *

<span style= *You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page*

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The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
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Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance." size='25' required='1' errorMsg ='' onblur="formatNumber(this, '2', ',', '.', '', '', '');" field_type_name="text" />

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration		13500	13500	
Personnel: Artistic		2400	2400	

Personnel: Technical/ Production			0	
Outside Artistic Fees/ Services	5000	5250	10250	
Outside Other Fees/ Services			0	
Marketing: ADV/PR / Printing/ Publication	5000	6000	11000	
Marketing: Postage/ Distribution		600	600	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental		21800	21800	
Equipment Purchase			0	
Space Rental		20311	20311	
Insurance (Liability)		1800	1800	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		67120	67120	
Supplies/ Materials		1500	1500	
Other Project Expenses		4100	4100	
Sub-Total	10000	144381	154381	0
TOTAL EXPENSES	-	-	154381	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

Home Content Manager User Manager Forms Manager Lifecycle Manager Report Query Builder PDF Layout Manager Mail Manager My Forms

Manage My Forms

Logout

User Details : David Guzikowski (Coconut Grove Chamber of Commerce Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

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- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to the program guidelines for funding request caps and matching funds requirements.

Note: Enter the grant amount requested in the line item indicated under Department of Cultural Affairs grants in the table below. Your Total Project Revenues must equal your Total Project Expenses. In addition, Total Cash Revenues must equal Total Cash Expenses and In-Kind Contributions must also balance.

Proje FY2010-2011 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions		-
Memberships		-
Tuitions/ Enrollment Fees		-
Contracted Services: Outside Programs/ Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income	9800	-
Corporate Support	24900	
Foundation Support		-

Private/ Individual Support		
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
		-
		-
Govt Grants: Local	-	-
Coconut Grove BID	21500	-
		-
		-
		-
Govt Grants: The Childrens Trust		-
Merchandise/ Concessions/ Gift Shop Revs		-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand		-
Other Project Revenues	88181	
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:	10000	-
		-
		-
		-
Total Cash Revenues and In-Kind Contributions	154381	0

TOTAL REVENUES	154381

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Proje FY20 Othe Revenues OTHER PROJECT REVENUES	CASH	In-Kind
Food/Drink Sales	88181	
TOTAL OTHER REVENUES	88181	0

Previous Next

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: A-4

ORGANIZATION: Creation Art Center Corporation

GRANT REQUEST: **$5000**

TITILE OF EVENT: Orinoco

RECOMMENDATION: **$5000**

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 3/26/2011 - 4/3/2011

EVENT LOCATION: Lehman Theater Miami-Dade College North Campus

DESCRIPTION:
Grant funds are requested to support the theater production 'Orinoco' by the Mexican playwright Emilio Carballido. This is a revealing, surreal comedy that combines song, dance, and original music. CAC will present this project on March 26 & 27 and April 1, 2 & 3, 2011 (Friday at 11AM, Saturday at 8PM and Sunday at 5PM). The event will be held at the Lehman Theater Miami-Dade College, North Campus.

HOTEL CONFIRMATION:
The Seacoast Suite Hotel (30 room nights)

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 960
OUT OF COUNTY: 120
OUT OF STATE: 40
FOREIGN: 80

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 30

Hotel Room Nights at the time of Panel: 30

 # room nights anticipated: 40

 # room nights anticipated at time of panel:

Actual number of hotel room nights used last year: 15

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: $5,000 (09-10)

OTHER GOVERNMENT FUNDING:
Hannibal Cox Jr - $3,000

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: **3rd Quarter (April 1 - June 30)**

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

Creation Art Center Corporation

FOR MORE INFO CONTACT: WWW.DNB.COM

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

City: Miami **State:** FL **Zip:** 33167 **Website:**

(4) Applicant Institution Type: Organization - Non-Profit

(5) Corporate Status: Organization - Non-Profit **(6) Year of Incorporation:** 1983

(7) FEI#: 592420408 **(8) State of Incorporation:** Florida

(10) Name: Regina Moore ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Miss ☐ Dr.

Title:

Email: reginabm@bellsouth.net

PROJECT INFORMATION

(11) Project Title: Orinoco

(12) Starting and Ending Dates: 3/26/2011 - 4/3/2011

(14) Address or Location of Project: Lehman Theater Miami-Dade College North Campus, 11380 NW 27th Ave

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

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

(16) Miami-Dade Commission District: # 2 **Florida State Senate District: #** 33

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

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

(17) Primary Audience: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

WHAT: Creation Art Center (CAC) will stage for the first time the theater production 'Orinoco' by the Mexican playwright Emilio Carballido. This is a revealing, surreal comedy that combines song, dance, and original music. It tells the story of Mina and Fifi, two nightclub performers traveling South America's Orinoco river on their way to the shadiest of professional engagements. This will be a unique Hispanic theater program directed by Max Ferra. The project will encourage the residents and visitors not only to appreciate Hispanic arts and culture but also to learn about Mexican theater. WHEN/WHERE: CAC will present 'Orinoco' Theater Production on March 26 & 27 and April 1, 2 & 3, 2011, (Friday at 11AM, Saturday at 8PM and Sunday at 5PM). The event will be held at the Lehman Theater Miami-Dade College, North Campus. The Friday matinee will be for the college students. The admission will be $25 per person. The ticket will have discounts for students and senior citizens. The organization will participate in the Cultural Shock and Golden Ticket Programs. CAC expects that 1,200 will attend this event. HOW: Miami-Dade County, with its tremendously rich Hispanic heritage, is a prime destination in which visitors come to experience the diverse cultural activities. CAC will offer a high quality Hispanic artistic work to attract visitors to the county. This event will help preserve the Spanish language and deep theater traditions. MARKETING: 'Orinoco' marketing efforts will focus on press releases, public service announcements, on-air interviews, print ads, and email blasts. Press kits will be distributed to newspapers in South Florida (El Nuevo Herald and Diario Las Americas), and to regional Spanish-language periodicals and newspapers. Special emphasis will be placed on Spanish/Latin tourist publications such as the Convention and Visitors Bureau Calendar of Events and Welcome/Bienvenidos. 'Orinoco' will receive TV and Radio coverage. Local Hispanic Radio and TV stations will air public service announcements and interviews. CAC will print postcards/fliers that will be distributed throughout Miami-Dade County's community (Institutions and commercial outlets). The company will also develop email blasts. The organization will make the effort to market to person with disabilities including the use of logos in its collateral materials (e.g. the use of the wheelchair symbol in its flier). MEDIA SPONSORS: Univision Radio (WQBA 1140AM, AMOR 107.5, Radio Mambi 710AM) Radio Caracol 1260, Univision 23 and CBS Television South Florida (WFOR-TV, CBS4 and WBFS, My33). HOTEL SPONSORS: The Seacoast Suite Hotel is sponsoring 'Orinoco' Theater Production. The hotel has blocked 10 rooms for 3 nights (March 25, 26 and 27, 2011). WHO: The play will be directed by Max Ferra, who has a tremendous experience in theater and has 40 years of experience in running the New York City's INTAR Hispanic American Arts Center. Mr. Ferra has produced over 150 works by both emerging and established Latino playwrights from the US, Latin America and Spain. One of CAC's objectives is to give opportunity to local actors from Hispanic origin to showcase their talent in Miami-Dade County. The selection of actors will be done through a general audition. The audition announcement will be done through ads in local Spanish-language press (e.g. El Nuevo Herald and Diario Las Americas). The event's target population is the Hispanic youth and adults that are residing and/or visiting Miami-Dade County. HOW/TDC Funding/Other Organizations: The TDC funds will help CAC to produce a high quality theater production, and will support the event's marketing campaign. The company has a strong relationship with Miami-Dade College and its school of arts. The theater associate director, Max Ferra, teaches acting classes in Actors Arena Theater Program at the Miami-Dade College North Campus. TIMELINE: - December 2010: dates for 'Orinoco' theater production reserved at the Lehman Theater at Miami-Dade College North Campus; - January 2011: audition announcement with Hispanic print media to select Orinoco's actors; - February 2011: Orinoco's set and costumes production; rehearsals begin; - March 2011: Orinoco's rehearsals and marketing campaign.

User Details : Pedro Pablo Pena (Creation Art Center Corporation)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 5000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration	0	3000	3000	0
Personnel: Artistic	0	2000	2000	1000
Personnel: Technical/ Production	0	2000	2000	0
Outside Artistic Fees/ Services	1500	3000	4500	0
Outside Other Fees/ Services	0	1500	1500	0

Marketing: ADV/PR / Printing/ Publication	2000	3000	5000	6000
Marketing: Postage/ Distribution	0	1000	1000	0
Marketing: Web Design/ Support/ Maintenance	0	1000	1000	0
Travel: In County	0	2000	2000	1000
Travel: Out of County	0	0	0	0
Equipment Rental	0	2000	2000	0
Equipment Purchase	0	0	0	0
Space Rental	0	2000	2000	0
Insurance (Liability)	0	2000	2000	0
Utilities	0	1000	1000	0
Fundraising/ Development (Non-Personnel)	0	0	0	0
Merchandise/ Concessions/ Gift Shops	0	0	0	0
Supplies/ Materials	0	500	500	0
Other Project Expenses	1500	3000	4500	0
Sub-Total	5000	29000	34000	8000
TOTAL EXPENSES	-	-	42000	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
Set/Costumes	1500	1500	3000	0
Theater Union Fees	0	1500	1500	0
			0	
			0	
			0	
			0	

User Details : Pedro Pablo Pena (Creation Art Center Corporation)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- Project Expenses FY2010-2011 UNIV2
- **Project Revenues FY2010-2011 UNIV New**
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to the program guidelines for funding request caps and matching funds requirements.

Note: Enter the grant amount requested in the line item indicated under Department of Cultural Affairs grants in the table below. Your Total Project Revenues must equal your Total Project Expenses. In addition, Total Cash Revenues must equal Total Cash Expenses and In-Kind Contributions must also balance.

Proje FY2010-2011 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions	12000	-
Memberships	0	-
Tuitions/ Enrollment Fees	0	-
Contracted Services: Outside Programs/ Performances	0	-
Contracted Services: Special Exhibition Fees	0	-
Contracted Services: Other	0	-
Rental Income	0	-
Corporate Support	10000	7000
Foundation Support	0	-

Private/ Individual Support	2000	1000
Other Private Support: Auxiliary Activities	0	-
Other Private Support: Special Event Proceeds	0	-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
		-
		-
Govt Grants: Local	-	-
		-
		-
		-
		-
Govt Grants: The Childrens Trust	0	-
Merchandise/ Concessions/ Gift Shop Revs	0	-
Investment Income (Endowment)	0	-
Interest and Dividends	0	-
Cash on Hand	2000	-
Other Project Revenues	0	
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:	5000	-
Hannibal Cox Jr	3000	-
		-
		-
Total Cash Revenues and In-Kind Contributions	34000	8000

TOTAL REVENUES	42000

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Proje FY20 Othe Revenues	OTHER PROJECT REVENUES	CASH	In-Kind
	n/a		
	TOTAL OTHER REVENUES	0	0

Previous Next

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: A-5

ORGANIZATION: Cuban Classical Ballet of Miami, Inc.

GRANT REQUEST: $15000

TITILE OF EVENT: La Fille mal gardee Ballet

RECOMMENDATION: $6000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 5/14/2011 - 5/15/2011

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

DESCRIPTION:
Grant funds are requested to support the Cuban Classical Ballet of Miami's 'La Fille mal gardee' Ballet production. This full-length ballet will take place on May 14 & 15, 2011, at the Fillmore Miami Beach at the Jackie Gleason Theater. 'La Fille mal gardee' (The Wayward Daughter) is a comic classical ballet presented in two acts.

HOTEL CONFIRMATION:
The Seacoast Suite Hotel (36 room nights)

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 2000
OUT OF COUNTY: 1000
OUT OF STATE: 700
FOREIGN: 300

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 36

Hotel Room Nights at the time of Panel: 48

 # room nights anticipated: 50

 # room nights anticipated at time of panel:

Actual number of hotel room nights used last year: 45

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: $7,000 (09-10); $10,000 (08-09); $15,000 (07-08); $10,000 (06-07)

OTHER GOVERNMENT FUNDING:
Miami Beach CAC - $12,500; Hannibal Cox, Jr - $15,000

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: 3rd Quarter (April 1 - June 30)

(2) Please check one: Special Events/Promotions

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

Cuban Classical Ballet of Miami, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

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

City: Miami **State:** FL **Zip:** 33139 **Website:**

(4) Applicant Institution Type: Organization - Non-Profit

(5) Corporate Status: Organization - Non-Profit **(6) Year of Incorporation:** 2006

(7) FEI#: 20-5713495 **(8) State of Incorporation:** Florida

(10) Name: Regina Moore ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Miss ☐ Dr.

Title:

Email: reginabm@bellsouth.net

PROJECT INFORMATION

(11) Project Title: La Fille mal gardee Ballet

(12) Starting and Ending Dates: 5/14/2011 - 5/15/2011

(14) Address or Location of Project: The Fillmore Miami Beach at the Jackie Gleason Theater, 1700 Washington Ave

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

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

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

Florida State House District: # 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: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

1) WHAT - The Cuban Classical Ballet of Miami will present for the first time 'La Fille mal gardee' Full-length Ballet in the City of Miami Beach. 'La Fille mal gardee' (The Wayward Daughter) is a comic ballet presented in two acts. This work was one of the first ballets to deal with everyday characters and their lives. It is set in the countryside of eighteenth century France. The ballet tells the story of Lise, a young maiden who must choose between the handsome, penniless farmer Colas and the wealthy simpleton Alain whom her mother wishes her to marry. This production will star guests Cuban/International Principal Dancers with talented young dancers from CCBM. The ballet is based on the score of Peter Ludwig Hertel and will have fabulous sets and elaborate costumes. The CCBM will present to the Miami-Dade County's community and visitors a famous classical ballet. It will be a high quality production with top principal dancers, and talented corps de ballet. This event will attract a diverse group of tourists to the county in the month of May. 2) WHEN & WHERE - 'La Fille mal gardee' Ballet will take place on Saturday May 14, 2011, at 8:00 PM and on Sunday May 15 at 5:00 PM. The two performances will be held at The Fillmore Miami Beach at the Jackie Gleason Theater. The ticket prices will vary from $25 to $65 per person. Tickets will have discounts for students and senior citizens. The organization will participate in the Cultural Shock and Golden Ticket Programs. CCBM expects that 4,000 will attend this event in total. 3) HOW - The CCBM is the only dance company in South Florida dedicated to the classical ballet repertoire focusing on the legacy of the Cuban Ballet. Each year more people and dancers are becoming aware of the Cuban Classical Ballet School and recognizing the excellent opportunity to experience this unique ballet technique. 'La Fille mal gardee' Ballet Premiere in Miami Beach can be a chance to attract a variety of individuals to Miami-Dade County for day-trips, extended/enhanced stay or destination travel. 4) MARKETING - 'La Fille mal gardee' Ballet marketing efforts will be focus on press releases, public service announcements, on-air interviews, print ads, email blasts and viral marketing. Press kits will be distributed to newspapers in South Florida (Miami Herald/El Nuevo Herald, New Times and Diario Las Americas), and to regional periodicals and newspapers. Special emphasis will be placed on tourist publications such as the Convention and Visitors Bureau Calendar of Events, Art Circuit, Miami Beach Cultural Arts Event and Welcome/Bienvenidos. 'La Fille mal gardee' Ballet will receive TV and Radio coverage. Local Hispanic and Non-Hispanic Radio and TV stations will air public service announcements and interviews. CCBM will print postcards/fliers that will be distributed throughout Miami-Dade County community (Dance schools, institutions and commercial outlets). The company will also develop email blasts. Looking to attract a younger audience, CCBM will promote through its Facebook and Twitter pages as well as having a presence on You Tube with videos of past performances. The organization will make the effort to market to people with disabilities including use of logos in its collateral materials (e.g. the use of the wheelchair symbol). 5) MEDIA SPONSORS - The CCBM's media sponsors include: (a) TV Stations - Univision 23, America TeVe 41, Telefutura 69, CBS4 WFOR, MY33 WBFS-TV and Gentv Canal 8; (b) Radio Stations - WQBA 1140 AM, Amor 107.5 FM, Radio Mambi WAQI 710AM, Radio Caracol, Radio Paz 830AM and 89.7 FM Classical South Florida. 6) HOTEL SPONSORS - The Seacoast Suite Hotel is sponsoring 'La Fille mal gardee' Ballet. The hotel has blocked 36 rooms for May 14 and 15, 2011. 7) WHO - 'La Fille mal gardee' Ballet will star guests Principal Dancers with talented young dancers from CCBM. The full-length ballet will provide dancers the opportunity to perform world-famous classical ballet repertoire using and preserving the ballet technique of the Cuban Classical School. Guest Principal Dancers Lorena Feijoo (San Francisco Ballet) and Rolando Sarabia, and the Principal Soloists Kaleena Burks and Christopher Rodriguez Miró will perform in this production. Lorena Feijóo and Rolando Sarabia were born and trained in Cuba; they also have been selected to participate in the company's production because both have danced every major classical role in ballet's repertoire to critical acclaim. These artists will have the chance to transform their brilliant technique into tools of expression and share with their American counterparts the grand style and purism of this famed school of ballet. The Cuban Classical Ballet of Miami's target audience is 7 to 65 year-old, Miami-Dade County residents and visitors. 4,000 people are expected to attend 'La Fille mal gardee' Ballet's two-day performance. The CCBM's ballet productions have attracted a Hispanic, educated and mature audience. The organization is doing the effort to attract a diverse audience, specially the youth and the Non-Hispanic residents and visitors. 8) TDC FUNDING - The TDC funds will help the Cuban Classical Ballet of Miami to maintain its high caliber of technical and artistic virtuosity to our community and to increase the culture diversity in the area. One of the CCBM's goals is to nurture, strengthen and raise the classical ballet standards in our community and in the US. The funds will help the company to develop an aggressive marketing campaign to attract a broad audience -

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User Details : Pedro Pablo Pena (Cuban Classical Ballet of Miami, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 15000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration	0	16,000	16000	2,000
Personnel: Artistic	3,000	27,000	30000	0
Personnel: Technical/ Production	0	5,000	5000	0
Outside Artistic Fees/ Services	3,000	12,000	15000	0
Outside Other Fees/ Services	0	3,000	3000	0

Marketing: ADV/PR / Printing/ Publication	5,000	13,000	18000	16,000
Marketing: Postage/ Distribution	0	1,000	1000	0
Marketing: Web Design/ Support/ Maintenance	0	2,000	2000	0
Travel: In County	0	8,000	8000	2,500
Travel: Out of County	0	5,000	5000	2,000
Equipment Rental	0	4,000	4000	0
Equipment Purchase	0	0	0	0
Space Rental	0	8,000	8000	12,000
Insurance (Liability)	0	2,000	2000	0
Utilities	0	2,000	2000	0
Fundraising/ Development (Non-Personnel)	0	0	0	0
Merchandise/ Concessions/ Gift Shops	0	0	0	0
Supplies/ Materials	0	2,151	2151	0
Other Project Expenses	4,000	16000	20000	0
Sub-Total	15000	126151	141151	34500
TOTAL EXPENSES	-	-	175651	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
Ballet Scenery	4,000	6000	10000	0
Ballet Costumes	0	8000	8000	0
Royalties	0	2,000	2000	0
			0	
			0	
			0	

User Details : Pedro Pablo Pena (Cuban Classical Ballet of Miami, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- Project Expenses FY2010-2011 UNIV2
- **Project Revenues FY2010-2011 UNIV New**
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to the program guidelines for funding request caps and matching funds requirements.

Note: Enter the grant amount requested in the line item indicated under Department of Cultural Affairs grants in the table below. Your Total Project Revenues must equal your Total Project Expenses. In addition, Total Cash Revenues must equal Total Cash Expenses and In-Kind Contributions must also balance.

Proje FY2010-2011 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions	50,000	-
Memberships	0	-
Tuitions/ Enrollment Fees	0	-
Contracted Services: Outside Programs/ Performances	0	-
Contracted Services: Special Exhibition Fees	0	-
Contracted Services: Other	0	-
Rental Income	0	-
Corporate Support	19000	20500
Foundation Support	10500	-

Private/ Individual Support	12000	2000
Other Private Support: Auxiliary Activities	0	-
Other Private Support: Special Event Proceeds	0	-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
Florida Arts Council	1,151	-
		-
Govt Grants: Local	-	-
Miami Beach CAC	12,500	-
		-
		-
		-
Govt Grants: The Childrens Trust	0	-
Merchandise/ Concessions/ Gift Shop Revs	0	-
Investment Income (Endowment)	0	-
Interest and Dividends	0	-
Cash on Hand	6000	-
Other Project Revenues	0	12,000
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:	15,000	-
HCJ (Total of	15000	-
		-
		-
Total Cash Revenues and In-Kind Contributions	141151	34500

TOTAL REVENUES 175651

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Proje FY20 Othe Revenues OTHER PROJECT REVENUES	CASH	In-Kind
Miami Beach	0	12,000
TOTAL OTHER REVENUES	0	12,000

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: A-6

ORGANIZATION: Florida Grand Opera, Inc.

GRANT REQUEST: $25000

TITILE OF EVENT: FGO Spring Weekends

RECOMMENDATION: $5000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 4/1/2011 - 5/31/2011

EVENT LOCATION: Adrienne Arsht Center for the Performing Arts of Miami-Dade County

DESCRIPTION:
'Grant funds are requested to support Florida Grand Opera's Spring Rep Weekends. The last weekend in April and the first weekend in May 2011 offer the opera company the tremendous opportunity to promote the exciting back-to-back, Saturday night/Sunday matinee performances of 'Don Giovanni' and 'Cyrano,' along with participation in the national conference of Opera Volunteers International.'

HOTEL CONFIRMATION:
Coral Gables Rentals; Yacht Club at Portofino; Double Tree Biscayne Bay; Hotel InterContinential; Roney Palace; Opera Tower - 28,260 room nights`

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 7250
OUT OF COUNTY: 2250
OUT OF STATE: 425
FOREIGN: 75

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 560

Hotel Room Nights at the time of Panel: 560

 # room nights anticipated: 2260

 # room nights anticipated at time of panel:

Actual number of hotel room nights used last year: 675

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: $5,000 (09-10); $5,000 (08-09); $5,000 (07-08) ;$5,000 (05-06)

OTHER GOVERNMENT FUNDING:
Major Cultural Institutions - $71,833

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: **3rd Quarter (April 1 - June 30)**

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

Florida Grand Opera, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 8390 NW 25th Street

City: Miami **State:** FL **Zip:** 33132 **Website:**

(4) Applicant Institution Type: **Organization - Non-Profit**

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

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

(10) Name: Lisa Merritt ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Miss ☐ Dr.

Title:

Email: lmerritt@fgo.org

PROJECT INFORMATION

(11) Project Title: FGO Spring Weekends

(12) Starting and Ending Dates: 4/1/2011 - 5/31/2011

(14) Address or Location of Project: Adrienne Arsht Center for the Performing Arts of Miami-Dade County, 1300 Biscayne Boulevard

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

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

(16) Miami-Dade Commission District: # 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: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

'1) For two spring weekends, FGO will provide tourists the opportunity to drive or fly into Miami to see not one but two mainstage productions by an OPERA America Level I opera company at the world class Adrienne Arsht Center. Considered by many to be the most perfect opera ever written, Wolfgang Amadeus Mozart's 'Don Giovanni' tells the story of one of opera's most vivid and infamous characters. The title role is sung by David Pittsinger, fresh from his success at the Metropolitan Opera. FGO will also host the East Coast premier of 'Cyrano' by living composer David DiChiera. Marian Pop and Leah Partridge will reprise their critically-acclaimed world-premier performances as Cyrano and Roxanne. During the weekend of May 7-8, 2011, Opera Volunteers International will host their annual Focus Group Meeting in Miami and encourage visitors to attend both operas. The weekend packages and OVI conference offer opera-lovers an irresistible weekend in South Florida during prime travel season. 2) Over the two Spring Rep weekends, there will be a total of five performances as follows: Friday April 29, 2011 at 8pm: 'Cyrano' Saturday April 30, 2011 at 8pm: 'Don Giovanni' Sunday May 1, 2011 at 2pm: 'Cyrano' Saturday May 7, 2011 at 8pm: 'Cyrano' Sunday May 8, 2011 at 2pm: 'Don Giovanni' All performances are at the Adrienne Arsht Center. Ticket prices range from $10 to over $250. 3) FGO's mainstage performances regularly attract significant numbers of tourists. In addition to regular season marketing efforts, the two spring weekends will be marketed specifically to tourists as weekend destination packages. The combination of one of the most beloved operas in the repertoire with an exciting East Coast premier in one of the country's prime spring travel destinations will attract opera tourists along with their friends and family members. 4) Marketing strategy will encompass collaborating with the international Winter Party Festival and Opera Volunteers International Focus Group Meeting to publicize the event. Electronic and social media will extend the reach of the coverage of the event internationally. Additional strategic zip code marketing and print advertisements in The New York Times will increase the appeal to tourists. 5) FGO regularly partners with media outlets such as Classical South Florida, WLRN, WFLL Coast, Lite and Magic radio stations and with WPBT, WLRN, CNN, and Comcast Cable television for event coverage and promotion and expects to do so for the Spring Rep Weekends. Recently, FGO has added a Public Relations Manager to its staff and has seen increased coverage in Hispanic media, extending the reach to new markets. By launching a multi-faceted marketing campaign that leverages international event opportunities, FGO has the opportunity to introduce South Florida to a worldwide market of opera lovers. 6) Participating hotels and corporate housing facilities include Yacht Club at Portofino, Coral Gables Rentals, Roney Palace, and Opera Tower. To date, 560 room nights have been blocked for visiting artists. Hotel Intercontinental is the official hotel partner for Florida Grand Opera and will be approached for inclusion in incentive packages for the Spring Rep Weekends. 7) Mainstage artists for 'Don Giovanni' include Tom Corbeil, Jacquelyn Wagner, David Pittsinger, Morris Robinson, Andrew Bidlack, and Georgia Jarman. Mainstage artists for 'Cyrano' include Graham Fandrei, Valerian Ruminski, Sebastien Gueze, Aaron St. Clair Nicholson, Ken Clement, Marian Pop, Peter Volpe, and Leah Partridge, with Conductor Mark D. Flint and Director Bernard Uzan. Additional roles are sung by FGO's Young Artists. The 62-member chorus and 63-member orchestra complete the artists for the productions. Target audiences include FGO's audience member profile representing every zip code in Miami-Dade County, all but one zip code in Broward County, 39 states and 31 countries. For the two weekends, FGO will target tourists nationwide and internationally, as well as from other areas of Florida, in order to increase the international presence of the regional opera company. 8) TDC funding will allow FGO to increase the national and international marketing reach of the project. a) FGO is a resident company of the Adrienne Arsht Center. FGO is co-producer of 'Cyrano' with Michigan Opera Theatre and Opera Company of Philadelphia. The production of 'Don Giovanni' is rented from Washington National Opera. FGO will collaborate with Opera Volunteers International and the National Gay and Lesbian Task Force to ensure success of the marketing. b) Both operas have already been cast, performance dates have been secured, and general season marketing is ongoing. Specific marketing for the weekend packages will begin in March (matching funds), with additional marketing efforts launching April 1. FGO will continue to work with media partners until the Spring Rep Weekends have completed. FGO will then compile information about the numbers of tourists and the reach of the marketing efforts.'

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User Details : Lisa Merritt (Florida Grand Opera, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

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- TDC Project Summary
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- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 25000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration		295854	295854	
Personnel: Artistic			0	
Personnel: Technical/ Production			0	
Outside Artistic Fees/ Services		491320	491320	
Outside Other Fees/ Services			0	

Marketing: ADV/PR / Printing/ Publication	25000	16666	41666	5000
Marketing: Postage/ Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County		2500	2500	
Equipment Rental			0	
Equipment Purchase			0	
Space Rental		164583	164583	
Insurance (Liability)			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/ Materials			0	
Other Project Expenses		45413	45413	
Sub-Total	25000	1016336	1041336	5000
TOTAL EXPENSES	-	-	1046336	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
Sets and scenery		26416	26416	
Costumes and props		18997	18997	
			0	
			0	
			0	
			0	

User Details : Lisa Merritt (Florida Grand Opera, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

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TDC Application FY2010-2011

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- Project Expenses FY2010-2011 UNIV2
- **Project Revenues FY2010-2011 UNIV New**
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to the program guidelines for funding request caps and matching funds requirements.

Note: Enter the grant amount requested in the line item indicated under Department of Cultural Affairs grants in the table below. Your Total Project Revenues must equal your Total Project Expenses. In addition, Total Cash Revenues must equal Total Cash Expenses and In-Kind Contributions must also balance.

Proje FY2010-2011 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions	523168	-
Memberships		-
Tuitions/ Enrollment Fees		-
Contracted Services: Outside Programs/ Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	50000	5000
Foundation Support	60000	-

Private/ Individual Support	292113	
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Govt Grants: Federal	-	-
NEA	17499	-
		-
Govt Grants: State	-	-
Support	1723	-
		-
Govt Grants: Local	-	-
		-
		-
		-
		-
Govt Grants: The Childrens Trust		-
Merchandise/ Concessions/ Gift Shop Revs		-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand		-
Other Project Revenues		
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:	25000	-
MCI	71833	-
		-
		-
Total Cash Revenues and In-Kind Contributions	1041336	5000

TOTAL REVENUES	1046336

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Proje FY20 Othe Revenues	OTHER PROJECT REVENUES	CASH	In-Kind
	TOTAL OTHER REVENUES	0	0

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: A-7

ORGANIZATION: Friends of the Bass Museum, Inc.

GRANT REQUEST: $15000

TITILE OF EVENT: Hot Nights, Cool Jazz!

RECOMMENDATION: $6000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 6/17/2011 - 9/30/2011

EVENT LOCATION: Bass Museum of Art

DESCRIPTION:
Funds are requested to support Hot Nights Cool Jazz!, a five-week Jazz concert series at the Bass Museum of Art on Miami Beach. Every other Friday evening, from June 17, 2010 through August 5, 2011, 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.

HOTEL CONFIRMATION:
Raleigh Hotel (85 room nights)

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 575
OUT OF COUNTY: 50
OUT OF STATE: 75
FOREIGN: 50

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 25

 # room nights anticipated: 60

Actual number of hotel room nights used last year: 50

Hotel Room Nights at the time of Panel: 25

 # room nights anticipated at time of panel:

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: $6,750 (09-10); $7,500 (08-09)

OTHER GOVERNMENT FUNDING:
Miami Beach CAC - $3,000

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: **3rd Quarter (April 1 - June 30)**

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

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:** 0 **Website:**

(4) Applicant Institution Type: **Organization - Non-Profit**

(5) Corporate Status: Organization - Non-Profit **(6) Year of Incorporation:** 1964

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

(10) Name: Silvia Karman Cubina ☐ **Mr.** ☐ **Mrs.** ☐ **Ms.** ☐ **Miss** ☐ **Dr.**

Title:

Email: scubina@bassmuseum.org

PROJECT INFORMATION

(11) Project Title: Hot Nights, Cool Jazz!

(12) Starting and Ending Dates: 6/17/2011 - 9/30/2011

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

(15) Municipality in which project will take place (use codes): **Primary:** # 5 **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: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

1) WHAT is the proposed project? 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 June 17, 2011 through August 5, 2011, 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. 2) WHEN and WHERE will it take place? Hot Night Cool Jazz! will showcase some of the best contemporary Jazz artists in Miami on five select Friday evenings: June 17, July 1, July 15, July 29 and August 5. Concerts will take place on the main level of the museum. Admission to each event, designed to draw after dark crowds to the museum over the summer months, will be $10 for non-members and free for members and residents and employees of the City of Miami Beach. 3) HOW will it attract tourists? 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. 4) What are your MARKETING efforts? 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. 5) Do you have any MEDIA SPONSORS? No media sponsor has been sought, however, in the past we have partnered with local jazz radio stations toward cross-promotion efforts. 6) Do you have any HOTEL SPONSORS? 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. 7) WHO are the principal artists involved in the project? 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 and John Yarling. 8) HOW will TDC funding enhance your project's tourism attractiveness? 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.

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User Details : Silvia Cubina (Friends of the Bass Museum, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

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- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 15000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration		4350	4350	
Personnel: Artistic			0	
Personnel: Technical/ Production		1250	1250	
Outside Artistic Fees/ Services	5000	5000	10000	3000
Outside Other Fees/ Services			0	1950

Marketing: ADV/PR / Printing/ Publication	5000	1000	6000	2300
Marketing: Postage/ Distribution	1000	1000	2000	
Marketing: Web Design/ Support/ Maintenance		500	500	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental		4000	4000	
Equipment Purchase		750	750	
Space Rental			0	
Insurance (Liability)		2400	2400	
Utilities		1500	1500	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/ Materials		1700	1700	750
Other Project Expenses	4000	5800	9800	2500
Sub-Total	15000	29250	44250	10500
TOTAL EXPENSES	-	-	54750	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
Hospitality		2300	2300	2500
Security/Front Desk	4000	3500	7500	
			0	
			0	
			0	
			0	

User Details : Silvia Cubina (Friends of the Bass Museum, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

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TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
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- TDC Marketing Details
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- TDC Project Narrative
- TDC - Cultural Diversity
- Project Expenses FY2010-2011 UNIV2
- **Project Revenues FY2010-2011 UNIV New**
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to the program guidelines for funding request caps and matching funds requirements.

Note: Enter the grant amount requested in the line item indicated under Department of Cultural Affairs grants in the table below. Your Total Project Revenues must equal your Total Project Expenses. In addition, Total Cash Revenues must equal Total Cash Expenses and In-Kind Contributions must also balance.

Proje FY2010-2011 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions	6700	-
Memberships		-
Tuitions/ Enrollment Fees		-
Contracted Services: Outside Programs/ Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	7500	5750
Foundation Support		-

Private/ Individual Support	8000	2450
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
		-
		-
Govt Grants: Local	-	-
City of Miami Beach	3000	-
		-
		-
		-
Govt Grants: The Childrens Trust		-
Merchandise/ Concessions/ Gift Shop Revs		-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand	4050	-
Other Project Revenues		2300
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:	15000	-
		-
		-
		-
Total Cash Revenues and In-Kind Contributions	44250	10500

TOTAL REVENUES 54750

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Proje FY20 Othe Revenues	OTHER PROJECT REVENUES	CASH	In-Kind
	GMCVB		2300
	TOTAL OTHER REVENUES	0	2300

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: A-8

ORGANIZATION: Friends of the Miami-Dade Public Library, Inc.

GRANT REQUEST: $15000

TITILE OF EVENT: Art of Storytelling: International Festival

RECOMMENDATION: $8750

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 4/23/2011 - 5/1/2011

EVENT LOCATION: Main Library

DESCRIPTION:
Grant funds are requested to support an international exchange between the Miami-Dade and Denmark Public Libraries. Librarians and storytellers research and perform their craft in each other's country culminating in Miami at a week-long series of professional/artistic workshops; library and school visits; and an international Art of Storytelling Festival Day on April 30 at the Main Library. This year's festival is special as it coincides with the 40th anniversary of the Miami-Dade libraries.

HOTEL CONFIRMATION:
Hotel St. Michel (54 room nights)

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 9775
OUT OF COUNTY: 100
OUT OF STATE: 100
FOREIGN: 25

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 7

 # room nights anticipated: 27

Actual number of hotel room nights used last year: 28

Hotel Room Nights at the time of Panel: 70

 # room nights anticipated at time of panel:

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: $10,000 (09-10); $11,250 (08-09); $12,500 (07-08); $4,000 (06-07) End of Cycle; $5,000 (05-06); $5,000 (04-05); $2,250 (02-03); $2,500 (00-01)

OTHER GOVERNMENT FUNDING:
ICE - $24,482

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: **3rd Quarter (April 1 - June 30)**

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

Friends of the Miami-Dade Public Library, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 101 West Flagler Street

City: Miami **State:** FL **Zip:** 33133 **Website:**

(4) Applicant Institution Type: **Organization - Non-Profit**

(5) Corporate Status: Organization - Non-Profit **(6) Year of Incorporation:** 1974

(7) FEI#: 59-1768521 **(8) State of Incorporation:** Florida

(10) Name: Lainey Brooks ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Miss ☐ Dr.

Title:

Email: brooksl@mdpls.org

PROJECT INFORMATION

(11) Project Title: Art of Storytelling: International Festival

(12) Starting and Ending Dates: 4/23/2011 - 5/1/2011

(14) Address or Location of Project: Main Library, 101 W Flagler St

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

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

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

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

1) What: The Miami-Dade Public Library System is once again planning a week-long cultural conference to highlight the important role that storytelling plays in education, culture and entertainment, and to encourage the use of this art form by educators, parents and caregivers. The series of weeklong events ends with a Family Festival Day. What makes this program unique is the partnership with a different country each year. No other library system does this. This year's partner is Denmark. Last year more than 10,000 people attended these events. 2) When & Where: The Art of Storytelling week runs from April 24 - May 1. The culminating event is the Art of Storytelling International Family Festival Day at the Main Library on Saturday, April 30. Guest artists from Denmark spend the week visiting schools and libraries. Additional workshops are held at the Main Library throughout the week. A closing reception is held Friday, April 29 at which time 300 local VIPs, sponsors, workshop attendees, and guests from Denmark are able to network. Festival Day is on April 30 at the Main Library with activities taking place inside and outside the library building, as well as at the adjacent Historical and Art Museums. There are ongoing performances in the library auditorium, children's room, on the plaza, under tents.This year the library is adding a Reading Ready Tent to show families how to use stories to get their children reading-ready for school. There will also be a huge LEGO area to promote creativity. (LEGO is a Denmark company.) Registration is required for the workshops. Festival Day is open to the general public. All events are free. 3) Attractiveness to Tourists: It is important to note that although this is not an event that people generally book a year in advance (Book Fair, Art Festival) it has become a definite tourist satisfier." In other words, this is an event that has grown in quality to the point where it is listed on many community and hotel calendars as an event to direct visitors to who are looking for a free fun wholesome event for the entire family. Additionally, the festival usually falls on Mother's Day weekend which helps makes Miami more attractive to young families looking for an affordable get-away-vacation. That being said, presenting this program as an educational conference featuring high-quality professional workshops led by recognized professionals is what brings librarians, city planners and other such groups to Miami-Dade. Last year, visitors came from Colombia and the Caribbean, as well as other areas of the U.S. and Florida. Throughout the year, visitors came from Ireland and Canada specifically to see how they can use this program to impact their communities. 4) Marketing Efforts: The library is fortunate to have its own in-house public affairs manager plus its own graphics and print shops and webmaster that will be creating print, email and digital materials to be distributed to all library cardholders, to all members of the national American Library Association, Florida Library Association, Florida Media Specialists Assn., International Federation of Libraries, Institute of Museum and Library Sciences, to our past partner countries and to many other outlets. Face Book and YouTube already have promos as well as the library's homepage. Miami-Dade TV's Connection Talk Show features a 5-minute program which airs throughout the month of April. Parenting Magazine will be doing a feature article. Print ads will also appear in the Community newspapers and in the Herald and El Nuevo Herald, as the budget permits. In April, WPBT2 is airing 40 30-second PSAs on all of its Kids Zone programs 2 weeks prior to Festival Day. In March, the Florida Marlins are airing a 30-second PSA on all of its pre-game TV shows, on its Jumobotron, on radio as well as putting ads in its online/print newsletter. The Children's Trust is promoting the Festival online and at all of their community events. The Miami-Dade Youth Fair is featuring the Library at it Sunday Main Stage shows and in all of its literature. Fairchild Gardens is holding a series of storytelling events to as part of a cross promotion. Books & Books will be doing the same. Posters will be on display in Metrorail cars and platforms. Signs will be displayed on all library trucks that travel throughout the county from library to library. 5) Media Sponsors: WPTB2 is the Official Media Sponsor for this event. It must also be noted that the library has excellent support from many of the local media outlets who will once again be airing public service announcements throughout the month of April. 6) Hotel: Although the library does not have an official hotel sponsor, it has worked for several years with the Hotel St Michel which has been providing very reasonable rates to the library's international visitors and other performers. As previously stated, this event has become an event for tourists who are already here but for whom we do not have an actual account. The library conducts an on-site survey showing that this number is increasing each year. 7) Who: The principal audience is professional librarians, teachers and primarily parents and other caregivers looking for ways to use our cultural differences to bring children a sense of pride and a desire to learn in an innovative way. In addition to the professionals, parents and children, this audience includes the artists with the expertise to teach and perform the tales from their homelands with every gesture and nuance in place.

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User Details : Lainey Brooks (Friends of the Miami-Dade Public Library, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Additional Venues UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 15000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration		2500	2500	7500
Personnel: Artistic			0	
Personnel: Technical/ Production			0	6500
Outside Artistic Fees/ Services		55000	55000	

Outside Other Fees/ Services		3500	3500	
Marketing: ADV/PR / Printing/ Publication	8750	20000	28750	25000
Marketing: Postage/ Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		250	250	250
Travel: Out of County		20000	20000	
Equipment Rental		25000	25000	
Equipment Purchase			0	9750
Space Rental			0	3000
Insurance (Liability)			0	750
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/ Materials	6250	36000	42250	
Other Project Expenses			0	5000
Sub-Total	15000	162250	177250	57750
TOTAL EXPENSES	-	-	235000	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
Reception-catering		0	0	5000
			0	
			0	
			0	

User Details : Lainey Brooks (Friends of the Miami-Dade Public Library, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
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- Project Expenses FY2010-2011 UNIV2
- **Project Revenues FY2010-2011 UNIV New**
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to the program guidelines for funding request caps and matching funds requirements.

Note: Enter the grant amount requested in the line item indicated under Department of Cultural Affairs grants in the table below. Your Total Project Revenues must equal your Total Project Expenses. In addition, Total Cash Revenues must equal Total Cash Expenses and In-Kind Contributions must also balance.

Proje FY2010-2011 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions		-
Memberships		-
Tuitions/ Enrollment Fees		-
Contracted Services: Outside Programs/ Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	40000	40000

Foundation Support		-
Private/ Individual Support		
Other Private Support: Auxiliary Activities	15250	-
Other Private Support: Special Event Proceeds	45000	-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
		-
		-
Govt Grants: Local	-	-
		-
		-
		-
		-
Govt Grants: The Childrens Trust	10000	-
Merchandise/ Concessions/ Gift Shop Revs		-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand	27758	-
Other Project Revenues		17750
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:	15000	-
ICE	24242	-
		-
		-

Total Cash Revenues and In-Kind Contributions	177250	57750
TOTAL REVENUES	235000	

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Proje FY20 Othe Revenues OTHER PROJECT REVENUES	CASH	In-Kind
Library Personnel		14000
Library Supplies		3750
1		
TOTAL OTHER REVENUES	0	17750

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: A-9

ORGANIZATION: Fundarte, Inc.

GRANT REQUEST: $15000

TITILE OF EVENT: A Tribute to Beny More

RECOMMENDATION: $12500

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 3/12/2011 - 3/12/2011

EVENT LOCATION: Colony Theatre

DESCRIPTION:
Grant funds are requested to support the fourth edition of Global Cuba Fest, and specifically for A Tribute to Beny Moré, a commissioned new work from three-time Grammy-nominated Tiempo Libre. The band will arrange traditional music by the legendary Cuban songwriter, vocalist and bandleader, Beny Moré, and invite international guest musicians to present a concert that celebrates diverse, contemporary expressions of historical and traditional Cuban music.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 1800
OUT OF COUNTY: 300
OUT OF STATE: 150
FOREIGN: 150

HOTEL ROOM NIGHTS PROJECTION:

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

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

room nights anticipated: N/A

room nights anticipated at time of panel:

Actual number of hotel room nights used last year: N/A

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: $5,000 (09-10)

OTHER GOVERNMENT FUNDING:

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: **3rd Quarter (April 1 - June 30)**

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

Fundarte, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

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

City: Miami Beach **State:** FL **Zip:** 33141 **Website:**

(4) Applicant Institution Type: Organization - Non-Profit

(5) Corporate Status: Organization - Non-Profit **(6) Year of Incorporation:** 2003

(7) FEI#: 11-3711377 **(8) State of Incorporation:** Florida

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

Title:

Email: ever@fundarte.us

PROJECT INFORMATION

(11) Project Title: A Tribute to Beny More

(12) Starting and Ending Dates: 3/12/2011 - 3/12/2011

(14) Address or Location of Project: Colony Theatre, 1040 Lincoln Road

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

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

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

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

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

(17) Primary Audience: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

'A Tribute to Beny Moré is a commission of new work in the form of a dedicated concert by three-time Grammy-nominated ensemble Tiempo Libre. For this innovative and exciting new work, the band will arrange traditional music by the legendary Cuban songwriter and vocalist Beny Moré - the most popular male vocalist and performer in Cuba's musical history - and invite international guest musicians to perform with them in a tribute to this giant of Cuban music. This program appeals to all generations of followers of Cuban music, to musical historians, connoisseurs, and to those interested in contemporary explorations of traditional musical genres. The international and inter-generational popularity of Beny Moré, coupled with the current popularity of Tiempo Libre, will draw significant audiences from both within and outside the local community, and these audiences will span the gamut of Cuban music aficionados, as well as admirers of both traditional and contemporary Latin, Jazz and World Music. The event will take place on March 12 at the Miami Dade County Auditorium, with ticket prices ranging from $35 - $65. This event will draw tourists to the area who come to Miami specifically for the purpose of exploring the significant cultural offerings that stem from the Cuban Diaspora, those that want to learn about the history of Cuban music, and those that are eager to become familiar with contemporary Cuban musicians performing outside of the island. It will also attract followers of contemporary Latin, Jazz, and World Music. Marketing for this event will span print and internet media, printed postcards, radio and television advertising, and dissemination of publicity to local and national Hispanic organizations and their newsletters. The marketing efforts will target audiences who live here as well as those planning to visit from all over Latin America and from other U.S. based Latino communities. The project has Media Sponsorships through The Miami Herald/EL Nuevo Herald, the Miami New Times, and Spanish Broadcasting System, with their affiliate Spanish radio and television stations. Additional media outlets are also on board in support of the event, including WDNA, WVUM and others. Tiempo Libre's members were all classically trained at La ENA, Cuba's premiere conservatory, achieving a reputation of the highest caliber in their native country. Today, the group is a hit in the U.S. and abroad, celebrated for its dynamic performances of timba, an irresistible mix of high-voltage Latin jazz fused with the seductive traditional rhythms of son. Thanks to the band's immense current popularity among followers of contemporary Cuban music, Latin Jazz and World music, the concert is sure to draw a diverse audience that spans several generations and different factions favoring a variety of musical styles. Additionally, other well-known and respected international musicians, such as Albita Rodriguez, Malena Burque, Yotuel (from the well-known Cuban fusion group Orishas), Placido Domingo, Jr, and participants in University of Miami's Henry Mancini Institute, will be appearing alongside Tiempo Libre, extending awareness of this event to their additional fan bases, and providing a widely diverse program platform to accommodate a vast range of musical genres and interests. The participation of these luminaries will also attract international media attention and generate online visibility for the event among wider-reaching interest groups through cross-linking. TDC funding will allow us to expand our viral and Internet marketing campaign, reaching audiences far beyond the local community, and strengthening the position of Global Cuba Fest as an ongoing series of special cultural interest to visitors to the Miami area, fortifying Miami's reputation as a source of cultural events from Latin America and the Caribbean. Our established partnerships with Miami Light Project and Miami-Dade County Auditorium will also help to spread the word among different community factions, including visitors to other types of cultural events in South Florida. The project timeline includes extensive marketing efforts beginning 3 months before the event date, as well band rehearsals by Tiempo Libre held regularly at the Henry Mancini Institute at UM from January until March 2011, which will raise additional awareness of the band's unique performance style while generating interest among university students who maintain online contact with their home communities across national and international locations. The variety of rehearsals held across Miami-Dade by the many participating artists will also generate media attention and attract interest among the followers of each of these well-known performers, expanding the visibility and reach of this large-scale collaboration. We anticipate an audience of 2,400attendees, with 600 of these being tourists from outside of Miami-Dade, including visitors from all over Latin America and those representing Hispanic/Latino communities in other U.S. cities. A media sponsorship agreement is already in place with The Miami Herald/El Nuevo Herald andMiami New Times. Our official Broadcast Media Sponsor is Spanish Broadcasting System (SBS), who operate MegaTV and several Spanish-language radio stations (see below). Additional partnerships with other sponsors include WDNA, WVUM (University of Miami Radio), Radio Caracol, and Univision Radio (AM Stations WAQI 'Radio Mambi', and WQBA).'

User Details : Ever Chavez (Fundarte, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

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TDC Application FY2010-2011

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- Org & Grant Contact Info FY 2010-2011
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- Certification/Signature UNIV FY2010-2011

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Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 15,000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses IN-KIND
Personnel: Administration		7000	7000
Personnel: Artistic		3000	3000
Personnel: Technical/ Production			0
Outside Artistic Fees/ Services		22000	22000
Outside Other Fees/ Services		13500	13500

Marketing: ADV/PR / Printing/ Publication	12000	5700	17700	5000
Marketing: Postage/ Distribution	1000	500	1500	
Marketing: Web Design/ Support/ Maintenance	2000	500	2500	3000
Travel: In County		1000	1000	
Travel: Out of County			0	
Equipment Rental		3500	3500	
Equipment Purchase			0	
Space Rental		4500	4500	5000
Insurance (Liability)		300	300	
Utilities			0	500
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/ Materials			0	
Other Project Expenses		3500	3500	
Sub-Total	15000	65000	80000	13500
TOTAL EXPENSES	-	-	93500	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
Ticketing Service		500	500	
Green		1000	1000	
Documentation		1000	1000	
Props/Set		500	500	
Makeup/Costumes		500	500	
			0	

User Details : Ever Chavez (Fundarte, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- Project Expenses FY2010-2011 UNIV2
- **Project Revenues FY2010-2011 UNIV New**
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to the program guidelines for funding request caps and matching funds requirements.

Note: Enter the grant amount requested in the line item indicated under Department of Cultural Affairs grants in the table below. Your Total Project Revenues must equal your Total Project Expenses. In addition, Total Cash Revenues must equal Total Cash Expenses and In-Kind Contributions must also balance.

Proje FY2010-2011 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions	34000	-
Memberships		-
Tuitions/ Enrollment Fees		-
Contracted Services: Outside Programs/ Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support		8000
Foundation Support	5000	-

Private/ Individual Support	250	3000
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
		-
		-
Govt Grants: Local	-	-
		-
		-
		-
		-
Govt Grants: The Childrens Trust		-
Merchandise/ Concessions/ Gift Shop Revs		-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand		-
Other Project Revenues	25750	2500
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:		-
TDC	15000	-
		-
		-
Total Cash Revenues and In-Kind Contributions	80000	13500

TOTAL REVENUES	93500

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Proje
FY20
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Revenues

OTHER PROJECT REVENUES	CASH	In-Kind
Co-Presenter	25700	
Partial Space		2500
TOTAL OTHER REVENUES	25700	2500

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: A-10

ORGANIZATION: GABLESTAGE, INC.

GRANT REQUEST: $25000

TITILE OF EVENT: 2010-2011 Season

RECOMMENDATION: $13500

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10/23/2010 - 9/25/2011

EVENT LOCATION: GableStage at the Biltmore

DESCRIPTION:
Grant funds are requested to support GableStage's 2011-2011 Season, which will feature six Southeastern Premieres: A BEHANDING IN SPOKANE by Martin McDonagh, A ROUND-HEELED WOMAN by Jane Prowse, adapted from the novel by Jane Juska, IN THE NEXT ROOM by Sarah Ruhl, MASKED by Ilan Hatsor and THE BROTHERS SIZE by Tarell Alvin McCraney

HOTEL CONFIRMATION:
Biltmore Hotel

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 19000
OUT OF COUNTY: 7500
OUT OF STATE: 3000
FOREIGN: 2000

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 500

Hotel Room Nights at the time of Panel: 500

 # room nights anticipated: 550

 # room nights anticipated at time of panel:

Actual number of hotel room nights used last year: 425

OUTSIDE MEDIA:

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

OTHER GOVERNMENT FUNDING:

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: 3rd Quarter (April 1 - June 30)

(2) Please check one: Special Events/Promotions

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

GABLESTAGE, INC.

FOR MORE INFO CONTACT: WWW.DNB.COM

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

City: Coral Gables **State:** FL **Zip:** 33134 **Website:**

(4) Applicant Institution Type: Organization - Non-Profit

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

(7) FEI#: 59-1972774 **(8) State of Incorporation:** Florida

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

Title:

Email: jadler@gablestage.org

PROJECT INFORMATION

(11) Project Title: 2010-2011 Season

(12) Starting and Ending Dates: 10/23/2010 - 9/25/2011

(14) Address or Location of Project: GableStage at the Biltmore, 1200 Anastasia Ave.

(15) Municipality in which project will take place (use codes): **Primary:** # 3 **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: # 6 **Florida State Senate District:** # 36

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: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

'1. WHAT is the proposed project? GableStage is seeking funds to support its 2010-2011 Season at the historic Biltmore Hotel in Coral Gables. Award-winning playwrights, actors, designers, and director Joseph Adler will collaborate to present six Southeastern Premieres in the tradition of past productions, which have garnered statewide and national recognition for GableStage. 2. WHEN and WHERE will it take place? GableStage's 2010-2011 Season began in October 2010 and will run through October 2011. The season consists of six plays, all Southeastern Premieres, with a minimum of 135 combined evening and matinee performances. Unlike many theatres GableStage's season is year-round, which allows the theatre to attract winter sun seekers" from both northern (Canada, Europe and New England) and southern areas (Central and South America) who converge upon Miami for vacations, business travel and entertainment, as well as many tourists from other states and 'staycationers' from other parts of Florida. This seasons roster of plays is: A BEHANDING IN SPOKANE by Martin McDonagh (October 23rd, 2010 - November 21st, 2010), A ROUND-HEELED WOMAN by Jane Prowse, based on the novel by Jane Juska (December 30th, 2010 - February 7th, 2011), SUPERIOR DONUTS by Tracy Letts (March 12th, 2011 - April 10th, 2011), IN THE NEXT ROOM by Sarah Ruhl (May 14th, 2011 - June 12th, 2011), MASKED by Ilan Hatsor (July 9th, 2011 - August 2nd, 2011) and THE BROTHERS SIZE (September 3rd, 2011 - October 2nd, 2011). The plays are all ticketed, with a price range between $37.50 and $47.50 per ticket, depending upon the performance attended. All events will take place at GableStage, which is located within the main structure of the Biltmore Hotel at 1200 Anastasia Ave, in Coral Gables, Florida. 3. HOW will it attract tourists to Miami-Dade County? GableStage has developed a reputation for theatrical excellence on a national scale over the past thirteen years. We believe that, in conjunction with the promotion provided by our media sponsors and the packages generated through our close collaboration with the Biltmore Hotel, GableStage provides a destination for all tourists with an interest in the arts. Speciifcally with regard to our hotel sponsor, the Biltmore has long recognized the importance of having a culturally noted and renowned theatre on its premises, and offers returning & potential visitors packages which include pre-theatre dining packages at their award-winning restaurants and the "Biltmore's Deluxe Theatre Package," which includes lodging and dining. These packages are advertised in our playbills and other promotional material. 4. What are your MARKETING efforts? Beyond extensive co-op advertising and marketing with the Biltmore, GableStage follows a multilevel advertising and marketing plan throughout the Season. Every play is promoted using brochures and postcards sent to our extensive mailing list, as well as email blasts and postings on Facebook and Twiter. Additionally, we advertise widely in major Florida newspapers (both print & online) and magazines, and on WLRN and Classical South Florida. Major marketing pushes include but are not limited to our Season Opening, Opening Night for each of the six productions, and New Years' Eve and other Fundraisers, as well as Educational Programming and special fundraising events. Also included in our marketing calendar are Readings and outside fundraising events such as the 24 Hour Theatre Project. 5. Do you have any MEDIA SPONSORS? Our Media Sponsors are WLRN Radio, South Florida's esteemed public radio station, and the Miami Herald, the premiere newspaper in Florida. We have long-term relationships with both WLRN and The Herald, having advertised with them in a wide variety of ways for a number of years, and having in turn featured them prominently as sponsors in the playbills and promotional material for our plays and events. 6. Do you have any HOTEL SPONSORS? Our Hotel Sponsor is our theatre's host, the Biltmore Hotel. The Biltmore is not only one of Florida's most prestigious hotels, it is also a cultural icon that represents the very best of Coral Gables and what South Florida has to offer to visitors, tourists and business travelers alike. The hotel's reputation for excellence in service and facilities attracts some of the world's most influential business, entertainment, financial and political personalities. GableStage enhances the cultural programming at the Biltmore, thus strengthening Miami as a competitor in the pursuit of attracting new business investments and residential interests by creating a higher profile of a culturally rich and diverse metropolis. We do not have hotel rooms blocked for the Season per se, but special packages are always available. 7. WHO are the principal competitors, artists and target audiences involved in the project? GableStage's theatrical offerings are unique in Miami-Dade County, and in that sense we have no direct competitors. We use a wide variety of local actors and designers in our plays, and part of our mission is to foster the development of local talent. Our target audience is mature theatregoers with an interest in fresh, cutting-edge fare. 8. HOW will TDC funding enhance your project's tourism attractiveness? TDC funding will allow GableStage to continue to produce programming at the high level of quality which has won it national renown.

User Details : Joseph Adler (GABLESTAGE, INC.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 25000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration	6000	136000	142000	
Personnel: Artistic	6000	286000	292000	
Personnel: Technical/ Production	5000	105000	110000	
Outside Artistic Fees/ Services		0	0	
Outside Other Fees/ Services		18000	18000	

Marketing: ADV/PR / Printing/ Publication	5000	43000	48000	
Marketing: Postage/ Distribution		10000	10000	
Marketing: Web Design/ Support/ Maintenance		0	0	
Travel: In County		10000	10000	
Travel: Out of County			0	
Equipment Rental		12000	12000	
Equipment Purchase			0	
Space Rental		59000	59000	
Insurance (Liability)		22000	22000	
Utilities		16000	16000	
Fundraising/ Development (Non-Personnel)		0	0	
Merchandise/ Concessions/ Gift Shops		0	0	
Supplies/ Materials	3000	39000	42000	
Other Project Expenses			0	
Sub-Total	25000	756000	781000	0
TOTAL EXPENSES	-	-	781000	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
			0	
			0	
			0	
			0	
			0	
			0	

User Details : Joseph Adler (GABLESTAGE, INC.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
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- Project Expenses FY2010-2011 UNIV2
- **Project Revenues FY2010-2011 UNIV New**
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to the program guidelines for funding request caps and matching funds requirements.

Note: Enter the grant amount requested in the line item indicated under Department of Cultural Affairs grants in the table below. Your Total Project Revenues must equal your Total Project Expenses. In addition, Total Cash Revenues must equal Total Cash Expenses and In-Kind Contributions must also balance.

Proje FY2010-2011 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions	250750	-
Memberships		-
Tuitions/ Enrollment Fees		-
Contracted Services: Outside Programs/ Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	187000	
Foundation Support	112000	-

Private/ Individual Support	101000	
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
Dept. of Cultural	9000	-
		-
Govt Grants: Local	-	-
		-
		-
		-
		-
Govt Grants: The Childrens Trust		-
Merchandise/ Concessions/ Gift Shop Revs		-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand		-
Other Project Revenues		
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:		-
Cultural	85000	-
Youth Arts	11250	-
Tourist Development	25000	-
Total Cash Revenues and In-Kind Contributions	781000	0

TOTAL REVENUES 781000

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Proje FY20 Othe Revenues	OTHER PROJECT REVENUES	CASH	In-Kind
	TOTAL OTHER REVENUES	0	0

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: A-11

ORGANIZATION: Miami Gay & Lesbian Film Festival, Inc.

GRANT REQUEST: $25000

TITILE OF EVENT: 13th Annual Miami Gay & Lesbian Film Festival

RECOMMENDATION: $20000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 4/20/2011 - 5/1/2011

EVENT LOCATION: Gusman Center For The Performing Arts

DESCRIPTION:
Grant funds are requested to support the 13th Annual Gay & Lesbian Film Festival between April 21 to May 1, 2011. The MGLFF's screenings, seminars, and parties attract a significant number of gay, lesbian, bisexual and transgender (GLBT) tourists from all areas of the U.S. and internationally. Tourism continues to be MGLFF's largest growth segment as demonstrated by postal code analysis of ticket buyers of which 43% live outside of Miami-Dade County.

HOTEL CONFIRMATION:
The Shore Club

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 7880
OUT OF COUNTY: 3640
OUT OF STATE: 1600
FOREIGN: 380

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 120

Hotel Room Nights at the time of Panel: 120

 # room nights anticipated: 150

 # room nights anticipated at time of panel:

Actual number of hotel room nights used last year: 90

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: $22,500 (09-10); $25,000 (07-08); $7,500 (06-07) End of Cycle; $5,600 (05-06) $10,000 (04-05); $7,200 (03-04); $8,000 (02-03)

OTHER GOVERNMENT FUNDING:
Miami Beach VCA - $24,933; Miami DDA - $10,000; Festivals - $54.650

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: **3rd Quarter (April 1 - June 30)**

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

Miami Gay & Lesbian Film Festival, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 7251 NE 2 Avenue, #107

City: Miami **State:** FL **Zip:** 33131 **Website:**

(4) Applicant Institution Type: **Organization - Non-Profit**

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

(7) FEI#: 650830266 **(8) State of Incorporation:** Florida

(10) Name: Franc Castro ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Miss ☐ Dr.

Title:

Email: francmglff@gmail.com

PROJECT INFORMATION

(11) Project Title: 13th Annual Miami Gay & Lesbian Film Festival

(12) Starting and Ending Dates: 4/20/2011 - 5/1/2011

(14) Address or Location of Project: Gusman Center For The Performing Arts, 174 East Flagler Street

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

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

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

Florida State House District: # 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: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

WHAT: The 13th Annual Miami Gay & Lesbian Film Festival (MGLFF) is an eleven day festival showcasing the best in emerging works from international, national, and local filmmakers. Over its thirteen year history, the MGLFF has become one of the 5 largest gay, lesbian, bisexual, and transgender (GLBT) film festivals in the U.S. The MGLFF is also the largest GLBT cultural event in the Southeastern U.S. and serves as the gateway to the U.S. for South American GLBT film. The MGLFF showcases Miami as a premier international tourist destination because of the innovation, strength and consistency of its programming. WHEN: The 13th Annual Miami Gay & Lesbian Film Festival will be presented on April 21-May 1, 2011. Prelude on April 20, 2011 will serve as a VIP/Press launch of the 13th Annual MGLFF in which trailers of the hottest films will be presented along with the presentation of the Patrick Ward Angel Award to Jay Jensen (in memoriam). A majority of the events will be ticketed with ticket prices ranging from $5 to $75. WHERE: The 11 day event will consist of at least 35 program slots, 5 major social events including 3 Galas, 2 Dine Outs, and numerous parties, networking events, seminars, press events, Q&A's and and featured presentations at varied venues within Miami-Dade County. Our main screening & seminar venue will be the Regal Cinemas South Beach. Other venues will include the Colony Theater in South Beach and the Coral Gables Art Cinema in Coral Gables. Most of the film titles are eligible for Audience and Jury awards such as the HBO Best Juried Fiction Feature, HBO Best Juried Documentary, HBO Audience Favorite Award, and HBO Audience Favorite Short. Ballots for audience awards are collected at the end of each eligible film throughout the 11 day event and winners are announced at the Closing Night Gala. Distinguished past participants include: John Waters-Career Achievement Award 2009, Sharon Gless-Career Achievement Award 2010, Abita-2007, Charytin-2006, and Bea Arthur-2005. MGLFF attracts innovative and press worthy directors, producers and actors who attend along with a large contingency of film and industry enthusiasts from around the globe. HOW: The MGLFF is the first GLBT film festival of the year and it is promoted through partnerships with Miami-Dade County Cultural Affairs Department, the Greater Miami Convention and Visitors Bureau, the City of Miami Beach, local and national GLBT organizations (GLAAD, Aqua Foundation, SAVE Dade, The Task Force), media and advertising partners (Comcast, Classical South Florida, Marks Magazine, HBO, Logo, Here! TV, She Magazine, etc) and travel partners (The Shore Club.) The MGLFF has achieved international recognition as a launch pad for the newest crop of GLBT film. The MGLFF also provides filmmakers, distributors, and other related attendees the opportunity to network and promote their projects while enjoying one of the world's most vibrant resort locations. In partnership withThe Shore Club, the MGLFF will establish vacation packages to further stimulate tourism. These travel packages will be an intrinsic part of our comprehensive marketing campaign which will be launched in mid February 2011. The MGLFF is negotiating use of 75 room nights at The Shore Club exclusively for Festival talent and press. MARKETING EFFORTS: The 13th Annual Gay & Lesbian Film Festival will be marketing through several approaches. The MGLFF will continue to work with a Public Relations professional whose primary responsibility will be to promote the event and Miami Dade County as an important event and LGBT friendly destination. The MGLFF will directly market the film festival with print marketing mailed the entire MGLFF mailing list and electronic communications to the MGLFF's email subscriber list. The MGLFF will also advertise with Comcast, Classical South Florida 89.7, and WLRN. Additional advertisement will include advertisements with regional magazines such as Marks Magazine, Hotspots, She Magazine, South Florida Gay News, and the South Florida agenda. These advertisements will focus on attracting regional visitors to Miami. Finally, the MGLFF is participating in marketing partnership with other LGBT festivals such as: Inside Out (Toronto Gay & Lesbian Film Festival), Newfest (New York Gay & Lesbian Film Festival), Reelings Film Festival (Chicago Gay & Lesbian Film Festival) Reel Affirmations (Washington DC Gay & Lesbian Film Festival.) MEDIA SPONSORS: The MGLFF has already entered into a contract with Comcast to purchase additional air time with GLBT friendly networks such as: Logo, Here!, Bravo, Sundance, and Lifetime. This will be in addition to donated airtime and further increase MGLFF household marketing impressions. The MGLFF will also continue its relationship with WLRN and Classical South Florida 89.7 to promote the annual event over the radio. Regional media print sponsors include Marks Magazine, Hotspots, She Magazine, South Florida Gay News, South Florida Agenda and Wire. HOTEL SPONSOR: Our Official Hotel Sponsor is The Shore Club in Miami South Beach. We currently have 75 room nights blocked throughout the 11 day event. WHO: Historically, the MGLFF target audience has been the LGBT community of all ages within South Florida, regionally within Florida, nationally within specific cities along the Eastern seaboard and Midwest, and internationally in Canada, Europe, and South America. In 2011, the MGLFF will introduce a program in which the films introduce a significant GLBT character that is not the main character of the film. We tested this type of film in 2010 with a film called I Am Love" which starred Tilda Swinton. The film received an excellent review from Miami Herald film critic Rene Rodriguez and which drew a large mainstream audience that had never attended a MGLFF film.

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User Details : Franc Castro (Miami Gay & Lesbian Film Festival, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

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- Org & Grant Contact Info FY 2010-2011
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- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 25000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration		96004	96004	
Personnel: Artistic			0	
Personnel: Technical/ Production	0		0	
Outside Artistic Fees/ Services	2500	27500	30000	
Outside Other Fees/ Services	2500	25500	28000	

Marketing: ADV/PR / Printing/ Publication	5000	30000	35000	61000
Marketing: Postage/ Distribution		4500	4500	
Marketing: Web Design/ Support/ Maintenance		7400	7400	3000
Travel: In County		5000	5000	
Travel: Out of County		2000	2000	2000
Equipment Rental	5000	7000	12000	
Equipment Purchase			0	
Space Rental	10000	35000	45000	
Insurance (Liability)		13500	13500	
Utilities		6000	6000	
Fundraising/ Development (Non-Personnel)		2000	2000	6000
Merchandise/ Concessions/ Gift Shops			0	9000
Supplies/ Materials		5000	5000	
Other Project Expenses		36700	36700	
Sub-Total	25000	303104	328104	81000
TOTAL EXPENSES	-	-	409104	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
Ticketing Costs		7500	7500	
Credit Card Fees		8500	8500	
Accounting Fees		8200	8200	
Opening Gala		7500	7500	
Closing Gala		5000	5000	
			0	

User Details : Franc Castro (Miami Gay & Lesbian Film Festival, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- Project Expenses FY2010-2011 UNIV2
- **Project Revenues FY2010-2011 UNIV New**
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to the program guidelines for funding request caps and matching funds requirements.

Note: Enter the grant amount requested in the line item indicated under Department of Cultural Affairs grants in the table below. Your Total Project Revenues must equal your Total Project Expenses. In addition, Total Cash Revenues must equal Total Cash Expenses and In-Kind Contributions must also balance.

Proje FY2010-2011 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions	85051	-
Memberships	90000	-
Tuitions/ Enrollment Fees		-
Contracted Services: Outside Programs/ Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	32000	81000
Foundation Support	23000	-

Private/ Individual Support	7000	
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
		-
		-
Govt Grants: Local	-	-
Miami Beach VCA	18500	-
		-
		-
		-
Govt Grants: The Childrens Trust		-
Merchandise/ Concessions/ Gift Shop Revs		-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand		-
Other Project Revenues		
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:	25000	-
Fetivals	47553	-
	0	-
		-
Total Cash Revenues and In-Kind Contributions	328104	81000

TOTAL REVENUES 409104

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Proje FY20 Othe Revenues	OTHER PROJECT REVENUES	CASH	In-Kind
	TOTAL OTHER REVENUES	0	0

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: A-12

ORGANIZATION: Miami Momentum Dance Company, Inc.

GRANT REQUEST: **$15000**

TITILE OF EVENT: Miami Dance Festival 2011

RECOMMENDATION: **$9000**

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 4/2/2011 - 5/15/2011

EVENT LOCATION: Byron Carlyle Theater

DESCRIPTION:
Grant funds are requested to support the 2011 Miami Dance Festival featuring six weeks of dance events April 2-May 15, 2011: Ballet Flamenco La Rosa with International Guest Artists from Spain, Momentum Dance Company, Brazz Dance Theater, The Dance Now! Ensemble, Guest Companies - CORE Performance Group (Atlanta) & Florida Dance Theater (Lakeland); plus lectures, master classes, film and workshops. Special Dance Critics Panel Discussion moderated by noted historian Dr. Andrea Seidel.

HOTEL CONFIRMATION:
Bentley Beach Hotel (70 room nigts); Holiday Inn North Beach (50 room nights); Sonesta Coconut Grove (30 room nights)

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 4000
OUT OF COUNTY: 700
OUT OF STATE: 500
FOREIGN: 800

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: **150**

Hotel Room Nights at the time of Panel: **150**

 # room nights anticipated: **300**

 # room nights anticipated at time of panel:

Actual number of hotel room nights used last year: **184**

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: $10,000 (09-10); End of Cycle -$7,290 (08-09); $7,290 (07-08); $10,000 (06-07); $9,000 (05-06); $10,000 (04-05)

OTHER GOVERNMENT FUNDING:
South Arts Grant - $5,700; Miami Beach CAC - $6,000; Cultural Advancement - $12,500

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: 3rd Quarter (April 1 - June 30)

(2) Please check one: Special Events/Promotions

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

Miami Momentum Dance Company, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: P.O. Box 331973

City: Miami **State:** FL **Zip:** 33141 **Website:**

(4) Applicant Institution Type: Organization - Non-Profit

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

(7) FEI#: 59-2186047 **(8) State of Incorporation:** Florida

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

Title:

Email: mdanceco@bellsouth.net

PROJECT INFORMATION

(11) Project Title: Miami Dance Festival 2011

(12) Starting and Ending Dates: 4/2/2011 - 5/15/2011

(14) Address or Location of Project: Byron Carlyle Theater, 500 - 71st Stret

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

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

(16) Miami-Dade Commission District: # 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: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

'WHAT The Miami Dance Festival 2011! April 2 - May 15 Events: 20 Admission: Free-$35 Projected Attendance: 6,000 Hotel Reservations to date: 150 This project offers significant cultural aspects as it provides a multifaceted view of dance as an art form with programming that demonstrates the dance contributions of many cultures, as well as collaborations and historic dance work all performed by celebrated artists of national and international stature. WHEN & WHERE/TICKET INFORMATION/PRINCIPAL ARTISTS & EVENTS Artists/locations 1) Internationally recognized Ballet Flamenco La Rosa World Premiere of 'Cleopatra Y Cesar' , based on the classic play by George Bernard Shaw, international Guest Artists from Spain. April 2 & 3 Colony Theater. $12-$35 2) Internationally recognized Momentum Dance Company: Two World Premieres by award-winning Artistic Director Delma Iles, plus historic reconstruction of modern dance pioneer Doris Humphrey's 1928 breakthrough work 'Water Study'. Byron Carlyle May 13 & 14. $30 in advance $35 at the door, Students & Seniors $15 3) Nationally acclaimed CORE Performance Group from Atlanta in 'Corazon Abriendo', a multimedia dance theater work based on the weaving traditions of the Maya peoples. April 12 Byron Carlyle. $30 in advance $35 at the door, Students & Seniors $15, Groups $10. 4) Nationally recognized chamber ballet troupe Florida Dance Theater premieres 'Innovations' April 8 Colony Theater $15-$20. 5) Critics' Panel discussion on dance criticism with writers from Knight Arts Blog and Artburst Miami (newly launched dance news service) moderated by internationally recognized writer and historian Dr. Andrea Seidel from FIU. Miami Beach Botanical Garden, May 5. Free event. 6) Brazz Dance Theater. Gugenheim award winning Artistic Director Augusto Soledade shows a new work in progress and talks about his dance making process. Includes audience discussion. Miami Beach Botanical Garden, May 5. Free event. 7) The Dance Now! Ensemble performs works from its award-winning repertory plus new works. April 17 Cocoplum Women's Club (in conjunction with Dade Heritage Days) $20, Students & Seniors $10. April 29 a Little Haiti Cultural Center featuring the company premiere of two works by nationally recognized, California-based choreographer Tandy Beal. $20, Students & Seniors $10. May 8, Byron Carlyle Theater, World Premiere by Artistic Director Hannah Baumgarten $30 in advance, $35 at the door, $15 Students & Seniors, $10 groups. 8) Film Night - screening of Paris Opera Ballet in 'Caligula' HD with guest speaker Arnold Quintaine, expert on French ballet. Miami Beach Cinematheque $10, $8 Students, Seniors & Cinematheque Members. 9) 8 master classes Carrie Meek Community Center HOW PROJECT ATTRACTS TOURISTS This project will attract over 2,000 out of county and out of state visitors because of its unique appeal to dance enthusiasts, teachers, students, scholars, writers, and critics. The combination of an unprecedented 6 World Premieres in diverse styles, plus unique events such as 'Cleopatra Y Cesar' and the Critics' Roundtable Panel Discussion, as well as the inclusion of three important historic dance works, give the Festival a profile that no one else can offer! Events are selected to appeal to Hispanic, youth, senior, African-American and international audiences. Free events will appeal to visitors as well as local families. Programming takes place in five different neighborhoods. MARKETING 1)South Beach Public Relations for general local and Florida coverage 2)Fundarte specializes in Spanish language coverage 3) NYC-based S3 handles national and international press coverage. S3 secured 3 national TV spots for the 2010 Festival, including a segent on CNN Espagnol, a live performance on NBC's morning show, and Broadband Network 3 interview. 4) Creative Solutions Marketing will concentrate on reaching hotel guests through Around Town Magazine and through its website. The 2010 Festival attracted significant national and statewide media coverage, generating over 80 articles in online and print publications. These firms will handle all press relations, provide extensive press kits and information, coordinate radio and TV interviews, and pitch feature stories to local, state, and national media sources. Special effort is placed on Spanish language media as well as national and international online coverage. Mailings: 30,000 Festival brochures to target sectors of the Arts & Business Council/Miami Herald mailing list as well as the Festival list. Plus South Florida hotel distribution. Flyers distributed at art, dance & music stores, community centers, libraries, youth centers, etc. \t Momentum website: provides up to the minute information on activities, including ticketing\t E-mail color e-brochures to Momentum's elist (over 30,000), Florida Dance Association, Miami Beach Cultural Arts Council, Miami Beach Cinematheque, Miami Beach Botanical Garden, Social Miami, targeted zip codes from Miami Herald Direct email list, New Times elist, other related lists Press packets as well as PSA's to all local media and arts/culture-related national media MEDIA SPONSORS Around Town Magazine - tourist oriented, distributed in hotels and attractions WRLN, National Public Radio Affiliate also carries Miami Herald News on the Hour including cultural news and stories Tendu Magazine - NYC based dance and fitness publication HOTEL SPONSOR - Bentley Beach Hotel contributes lodging

Home Content Manager User Manager Forms Manager Lifecycle Manager Report Query Builder PDF Layout Manager Mail Manager My Forms

Manage My Forms Logout

User Details : Delma Iles (Miami Momentum Dance Company, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * $15,000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration	0	4600	4600	2070
Personnel: Artistic	0	8100	8100	
Personnel: Technical/ Production	0	6200	6200	
Outside Artistic Fees/ Services	0	22400	22400	400
Outside Other Fees/ Services	0	3000	3000	400

Marketing: ADV/PR / Printing/ Publication	15000	15300	30300	6800
Marketing: Postage/ Distribution	0	2000	2000	
Marketing: Web Design/ Support/ Maintenance	0	400	400	
Travel: In County	0	0	0	3600
Travel: Out of County	0	0	0	
Equipment Rental	0	500	500	500
Equipment Purchase			0	
Space Rental	0	6000	6000	7900
Insurance (Liability)	0	1200	1200	
Utilities	0	800	800	
Fundraising/ Development (Non-Personnel)	0	0	0	
Merchandise/ Concessions/ Gift Shops	0	0	0	
Supplies/ Materials	0	200	200	
Other Project Expenses	0	1000	1000	
Sub-Total	15000	71700	86700	21670
TOTAL EXPENSES	-	-	108370	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
Incidentals: Dry	0	1,000	1000	
			0	
			0	
			0	
			0	
			0	

User Details : Delma Iles (Miami Momentum Dance Company, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
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- TDC - Cultural Diversity
- Project Expenses FY2010-2011 UNIV2
- **Project Revenues FY2010-2011 UNIV New**
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to the program guidelines for funding request caps and matching funds requirements.

Note: Enter the grant amount requested in the line item indicated under Department of Cultural Affairs grants in the table below. Your Total Project Revenues must equal your Total Project Expenses. In addition, Total Cash Revenues must equal Total Cash Expenses and In-Kind Contributions must also balance.

Proje FY2010-2011 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions	31300	-
Memberships		-
Tuitions/ Enrollment Fees	1000	-
Contracted Services: Outside Programs/ Performances	5000	-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support		19200
Foundation Support	2500	-

Private/ Individual Support	5500	2470
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Govt Grants: Federal	-	-
South Arts Grant	5700	-
		-
Govt Grants: State	-	-
		-
		-
Govt Grants: Local	-	-
Miami Beach	6000	-
		-
		-
		-
Govt Grants: The Childrens Trust		-
Merchandise/ Concessions/ Gift Shop Revs	2200	-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand		-
Other Project Revenues		
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:	15000	-
Cult Adv Grant	12500	-
		-
		-
Total Cash Revenues and In-Kind Contributions	86700	21670

TOTAL REVENUES 108370

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Proje FY20 Othe Revenues	OTHER PROJECT REVENUES	CASH	In-Kind
	N/A		
	TOTAL OTHER REVENUES	0	0

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: A-13

ORGANIZATION: Miami River Fund, Inc.

GRANT REQUEST: **$15000**

TITILE OF EVENT: Miami Riverday 2011

RECOMMENDATION: **$5600**

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 4/2/2011 - 4/2/2011

EVENT LOCATION: Lummus Landing

DESCRIPTION:
Funds are requested to support the 15th annual Miami Riverday Festival, a unique event celebrating the history and culture of the Miami River, which flows 5.5 miles through Miami's urban core. The free festival features a variety of events for everyone including: historical re-enactments portraying life along the old Miami River, historic tours of the Scottish Rite Temple, the Wagner Homestead and the William English Plantation, educational riverboat tours, environmental education and live music

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 2000
OUT OF COUNTY: 1000
OUT OF STATE: 1000
FOREIGN: 1000

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 0

Hotel Room Nights at the time of Panel: 0

 # room nights anticipated: 0

 # room nights anticipated at time of panel:

Actual number of hotel room nights used last year: 0

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: $6,400 (09-10); $7,200 (08-09); $8,000 (07-08) Started new cycle; $8,000 (02-03); $7,200 (01-02); $8,000 (00-01)

OTHER GOVERNMENT FUNDING:
City of Miami - $ 4,540; South Florida Water Management District - $1,514

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: **3rd Quarter (April 1 - June 30)**

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

Miami River Fund, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 1407 NW 7th Street, Suite D

City: Miami **State:** FL **Zip:** 33130 **Website:**

(4) Applicant Institution Type: Organization - Non-Profit

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

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

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

Title:

Email: miamiriver@bellsouth.net

PROJECT INFORMATION

(11) Project Title: Miami Riverday 2011

(12) Starting and Ending Dates: 4/2/2011 - 4/2/2011

(14) Address or Location of Project: Lummus Landing, 250 NW North River DR

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

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

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

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

The Miami River Fund, Inc. is applying to the Miami-Dade County Department of Cultural Affairs Tourist Development Council Program to partially fund the FREE 15th Annual Free Miami Riverday Festival. What: Miami Riverday celebrates the unique history of the Miami River and its vibrant, multicultural neighborhoods. When & Where: This year, the FREE Miami Riverday Festival will be celebrated on Saturday, April 2, 2011, 11 am to 4 pm in the Lummus Park Historic District, which includes: 1) Lummus Park, the City of Miami's first established park and the site of the historic Wagner Homestead and the Fort Dallas/William English Plantation; 2) Lummus Landing, a beautiful waterfront park located at 250 NW North River Drive in which the majority of Riverday activities will take place; and 3) the historic Scottish Rite Temple, a Masonic temple and designated historic landmark. The Lummus Park Historic District is located in the multi-cultural center of Downtown Miami, on the south eastern boundary of Overtown. How will it attract individuals: The annual free Miami Riverday festival seeks to enhance the quality of life for Miami-Dade County residents through providing free riverboat tours, historical re-enactments, environmental education (provided by the Miami-Dade County Department of Environmental Resources Management (DERM), the Florida Department of Environmental Protection, the South Florida Water Management District, the Tropical Audubon Society, The Biscayne Bay Aquatic Preserve, Officer Snook & the U.S. Coast Guard, Citizens for a Better South Florida, Operation Green Leaves, Dade Heritage Trust, etc.), marine exhibits, children activities (art education, rock climbing, face painting, etc.), economic development information, local cuisine and live musical performances by Lanny Smith & The Earthman project, Luis Bofill and IKO IKO. Miami Riverday creates an opportunity to showcase to the general public, as well as tourists, the ongoing revitalization of the Miami River, which includes: the completion of the long awaited maintenance dredging of the Miami River, development of the Miami River Greenway, the construction of over 16,000 mixed-use, mixed-income residential units, and the creation of new waterfront parks. Now in its 15th year, the free event also honors the County's colorful history and cultural diversity, reinvigorates a connection to nature, and entices residents and visitors alike to celebrate the mixed-use Miami River as a wonderful place to live, work and play. One of the most popular tourist areas in Miami is Downtown, and Miami Riverday 2011 is located minutes away and/or walking distance from several major hotels frequented by tourists, including but not limited to: the Hyatt Regency, The RiverPark Hotel, Mandarin Oriental, Hotel Intercontinental Miami, Conrad Miami, J.W. Marriott, The Radisson, etc., totaling over 4,000 hotel rooms. The Downtown Development Authority and the Greater Miami Convention & Visitor's Bureau marker Miami Riverday to hotels. Though we do not have specific hotel rooms blocked out for Riverday, hotels will be given our Riverday flier which will be provided to their guests. How does it attract individuals: Tourists and residents are given an opportunity to come together within Miami-Dade County's culturally diverse community to enjoy free live music, riverboat and historical tours, local cuisine in a festive waterfront environment, while learning about the Miami River being the 4th largest port in the State of Florida-generating over $4 billion in trade with Caribbean countries annually. Miami Riverday is well-suited for Tourist Development Council funds because it is the only free festival along the Miami River and one of few free festivals in Downtown Miami, a local tourist focal point. The Miami River Fund, Inc.'s 14 years of experience in producing this annual free event makes us well prepared to continue creating a successful Riverday festival for tourists and locals to enjoy and will provide them with a genuine taste for the Miami River's unique culture and history. Marketing: Miami Riverday 2011 will be aggressively marketed with Tourist Development Council funding. It is being marketed with nearly $10,000-worth of bilingual in-kind and paid radio, newspaper and web advertising on several radio stations, newspapers and websites including: The Miami Herald/El Nuevo Herald, New Times, Diario de las Americas and Spanish Broadcasting System radio stations Classica, Zol, and Romance. In addition, over 5,000 bi-lingual fliers (attached) will be distributed throughout the community and at local events (with help from the New Times Street Team and Miami River Commission staff), and 15 street banners will be placed in high-traffic areas. It will be marketed on the internet via the Miami River Commission, Miami-Dade County, City of Miami, the Greater Miami Chamber of Commerce and Miami events websites. The Miami River Commission, The Dade Heritage Trust, The Miami River Marine Group, the Greater Miami Chamber of Commerce, the Downtown Development Authority and the New Times will all do separate invitation emails and mail-outs.

User Details : Brett Bibeau (Miami River Fund, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 15000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration			0	2,000
Personnel: Artistic			0	
Personnel: Technical/ Production			0	
Outside Artistic Fees/ Services		4,750	4,750	
Outside Other Fees/ Services		68	68	1,500

Marketing: ADV/PR / Printing/ Publication	15,000	9,362	24,362	2,000
Marketing: Postage/ Distribution		100	100	
Marketing: Web Design/ Support/ Maintenance		350	350	
Travel: In County		100	100	
Travel: Out of County			0	
Equipment Rental		4,714	4,714	2,000
Equipment Purchase			0	
Space Rental		500	500	
Insurance (Liability)		1,417	1,417	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		764	764	
Supplies/ Materials		959	959	
Other Project Expenses		7,545	7,545	2,000
Sub-Total	15,000	30,629	45,629	9,500
TOTAL EXPENSES	-	-	55,129	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
City of Miami Fees		4,370	4,370	
Miami River Tour		3,000	3,000	2,000
Fuel for Boats		175	175	
			0	
			0	
			0	

User Details : Brett Bibeau (Miami River Fund, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

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- Org & Grant Contact Info FY 2010-2011
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- Project Expenses FY2010-2011 UNIV2
- **Project Revenues FY2010-2011 UNIV New**
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to the program guidelines for funding request caps and matching funds requirements.

Note: Enter the grant amount requested in the line item indicated under Department of Cultural Affairs grants in the table below. Your Total Project Revenues must equal your Total Project Expenses. In addition, Total Cash Revenues must equal Total Cash Expenses and In-Kind Contributions must also balance.

Proje REVENUES / IN-KIND	CASH	In-Kind
FY2010-2011 Revenues Admissions		-
Memberships		-
Tuitions/ Enrollment Fees		-
Contracted Services: Outside Programs/ Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	11800	9,500
Foundation Support		-

Private/ Individual Support		
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
South Florida Water		-
		-
Govt Grants: Local	-	-
City of Miami		-
		-
		-
		-
Govt Grants: The Childrens Trust		-
Merchandise/ Concessions/ Gift Shop Revs		-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand	12329	-
Other Project Revenues		
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:	15,000	-
CG Grant 2011	6500	-
		-
		-
Total Cash Revenues and In-Kind Contributions	45629	9500

TOTAL REVENUES	55129

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Proje FY20 Othe Revenues	OTHER PROJECT REVENUES	CASH	In-Kind
	TOTAL OTHER REVENUES	0	0

Previous Next

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: A-14

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

GRANT REQUEST: **$11000**

TITILE OF EVENT: Festival Yachad

RECOMMENDATION: **$6300**

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: -

EVENT LOCATION: Michael-Ann Russell Jewish Community Center

DESCRIPTION:
Grant funds are requested to support the JCC's annual Festival Yachad - Israeli Folk Dance Festival featuring 350 dancers from the JCC's year-round Bamachol Dance Academy, 30 dancers from a Broward County Israeli dance program, and 100 dancers from Israeli dance troupes from Canada, Brazil, and Mexico - responses pending from other troupes. Festival Yachad will feature 2 shows in N. Miami Beach - on Friday, May 27, at the JCC, and Sunday, June 5, at the Julius Littman Performing Arts Theater.

HOTEL CONFIRMATION:
Marco Polo Beach Resort (120 room nights)

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 1725
OUT OF COUNTY: 250
OUT OF STATE: 0
FOREIGN: 25

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 120

Hotel Room Nights at the time of Panel: 120

 # room nights anticipated: 120

 # room nights anticipated at time of panel:

Actual number of hotel room nights used last year: 154

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: $7,000 (09-10); $5,000 (08-09) End of cycle; $5,000 (07-08); $5,000 (06-07); $5,000 (05-06); $5,000 (04-05)

OTHER GOVERNMENT FUNDING:
Hannibal Cox Jr - $5,000

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: 3rd Quarter (April 1 - June 30)

(2) Please check one: Special Events/Promotions

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

Michael-Ann Russell Jewish Community Center, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 18900 NE 25th Avenue

City: North Miami Beach **State:** FL **Zip:** 33180 **Website:**

(4) Applicant Institution Type: Organization - Non-Profit

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

(7) FEI#: 59-2791269 **(8) State of Incorporation:** Florida

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

Title:

Email: marjccdavid@aol.com

PROJECT INFORMATION

(11) Project Title: Festival Yachad

(12) Starting and Ending Dates: -

(14) Address or Location of Project: Michael-Ann Russell Jewish Community Center, 18900 NE 25 AVE

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

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

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

Florida State House District: # 106 **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: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

1) What: Festival Yachad, is an annual Israeli Folk Dance Festival, that celebrates the Jewish heritage and Israeli culture through choreographed Israeli dance performances, spirited traditional and contemporary Jewish/Israeli music, beautiful scenery, and with colorful costuming reflecting the diversity of Jewish life and Jewish communities in Israel and throughout the world. Having established an excellent reputation in Israeli dance circles during a 14-year history, Festival Yachad attracts performing troupes from outside the country in addition to 350 dancers in the JCC's Bamachol Dance Academy, along with dancers from other South Florida Israeli dance programs. The more than 100 out-of-country dancers from Mexico, Brazil, and Canada who will be performing in this year's Festival, will have hotel accommodations at the Marco Polo Ramada Hotel, in Sunny Isles Beach. During their 4-day stay, in addition to participating in the Festival, they will enjoy the opportunity to shop at the Aventura Mall and Waterways, eat meals both in the hotel and at local restaurants, and also enjoy the opportunity to visit South Beach. We have also seen from previous festivals, it is not unusual for family members and friends of the dancers to come to Miami-Dade County to attend the Festival, and enjoy the attractions that our community has to offer. 2) When & Where: Festival Yachad will be comprised of three performances on three different days in three different venues, two of which will be presented in North Miami-Dade County. A free Showcase Performance featuring out-of-country Israeli dance troupes will be held on Friday, May 27 at 10am, at the Michael-Ann Russell Jewish Community Center, in North Miami Beach. A Children's Performance will be held on Sunday, June 5, at 5pm at the Julius Littman Performing Arts Theater. Several events revolving around the visiting dance troupes will also take place including a Friday night traditional Sabbath Dinner" on May 27, at the Marco Polo Beach Resort in Sunny Isles Beach, a Saturday night, May 28, Pool Party and Social at the JCC (in North Miami Beach) catered by Kosher Subway, and a celebratory party for both visiting and local dance troupes at a club or restaurant in the Aventura area on Sunday night, May 29, following a Gala Performance (that will take place in Broward County). There will be no admission charge for the Showcase Performance on Friday, May 27, which will target the older adult population, school groups from the North Miami-Dade, and children with special needs. Tickets for the Children's Performance will range from $5 - $35. 3) How: Festival Yachad extends invitations to participate in the Festival to out-of-country Israeli dance troupes. Thus far, positive responses have been received from Canada, Mexico, and Brazil representing 100 dancers and 10 chaperones, who will be accommodated at the Ramada Marco Polo in Sunny Isles Beach. (Responses are pending from Israeli dance troupes from Panama, Venezuela, and Israel.) In addition, it is anticipated that at least 25 family members and friends of these dancers will also travel to South Florida for this Festival and stay at hotels in the Aventura/Sunny Isles Beach area. In addition to their accommodations at the Ramada Hotel (in North-Miami Dade), area businesses will also benefit from the out-of-country dancers' stay in our community through scheduled shopping excursions to the Aventura Mall and eating in restaurants at the Waterways. At the local level, 35 dancers from a Broward Israeli dance troupe will also perform as part of Festival Yachad. 4) Marketing Efforts: Festival Yachad's marketing plan includes reaching out to a broad segment of the community that has interest in Jewish cultural programs and programming that celebrates Israeli culture. Included in the marketing plan is: promotional mailings to the JCC mailing list; emails to the broadcast list of the Michael-Ann Russell JCC, David Posnack JCC (in Broward), the Israeli House of the Consulate General of Israel, Hebraica, and the North Dade Branch of the Greater Miami Jewish Federation; promotional material will be distributed to Miami-Dade and Broward synagogues, day schools, churches, assisted living facilities and senior centers, and business establishments; press releases to local media including the Miami Herald, Aventura News, Sun Sentinel, Hallandale Digest, and Jewish Journal (Miami-Dade, Broward, and Palm Beach County editions), Around Town, and the Israeli press. Furthermore, efforts continue to secure additional out-of-country Israeli dance troupes to participate in the Festival (currently 100 dancers plus 10 chaperones have confirmed participation), which will not only increase the number of dancers traveling to our community, but also their family members and friends who may accompany them to see them perform. 5) Media Sponsors: Currently, a media sponsor has yet to be secured but through paid adverting in the local press, through press releases, and through electronic media, the Festival Yachad Israeli Dance Festival will continue to be successfully promoted to a broad segment of our South Florida community. 6) Hotel Sponsors: Festival Yachad does not have a hotel sponsor. The out-of-country dancers will be accommodated at the Marco Polo Ramada Hotel, Sunny Isles Beach. 7) Who: Festival Yachad will feature 350 dancers from the JCC's year-round Bamachol Dance Academy, an Israeli dance troupe from Broward County comprised of 30 dancers and invited out-of-country dance troupes from Brazil, Mexico, and Canada, which will total more than 100 dancers.

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User Details : Iris Kohn (Michael-Ann Russell Jewish Community Center, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

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TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
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- TDC Tourism Impact Projection
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- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested *

<span style= *You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page*

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The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
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Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance." size='25' required='1' errorMsg ='' onblur="formatNumber(this, '2', ',', '.', '', '', '');" field_type_name="text" />

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration	0	7000	7000	5408
Personnel: Artistic	0	0	0	7224

Personnel: Technical/ Production	0	2500	2500	
Outside Artistic Fees/ Services	0	3500	3500	
Outside Other Fees/ Services	0	1500	1500	
Marketing: ADV/PR / Printing/ Publication	3000	17000	20000	2000
Marketing: Postage/ Distribution	0	1800	1800	
Marketing: Web Design/ Support/ Maintenance	0	0	0	
Travel: In County	0	3080	3080	
Travel: Out of County	0	0	0	
Equipment Rental	0	6000	6000	
Equipment Purchase	0	0	0	
Space Rental	1000	2200	3200	
Insurance (Liability)	0	0	0	
Utilities	0	0	0	
Fundraising/ Development (Non-Personnel)	0	0	0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/ Materials	7000	5000	12000	2000
Other Project Expenses	0	5950	5950	
Sub-Total	11000	55530	66530	16632
TOTAL EXPENSES	-	-	83162	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

User Details : Iris Kohn (Michael-Ann Russell Jewish Community Center, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

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- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to the program guidelines for funding request caps and matching funds requirements.

Note: Enter the grant amount requested in the line item indicated under Department of Cultural Affairs grants in the table below. Your Total Project Revenues must equal your Total Project Expenses. In addition, Total Cash Revenues must equal Total Cash Expenses and In-Kind Contributions must also balance.

Proje FY2010-2011 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions	22000	-
Memberships	0	-
Tuitions/ Enrollment Fees	0	-
Contracted Services: Outside Programs/ Performances	0	-
Contracted Services: Special Exhibition Fees	0	-
Contracted Services: Other	0	-
Rental Income	0	-
Corporate Support	25000	4000
Foundation Support		-

Private/ Individual Support	3530	12632
Other Private Support: Auxiliary Activities	0	-
Other Private Support: Special Event Proceeds	0	-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
		-
		-
Govt Grants: Local	-	-
		-
		-
		-
		-
Govt Grants: The Childrens Trust		-
Merchandise/ Concessions/ Gift Shop Revs		-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand		-
Other Project Revenues		
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:		-
HCJ	5000	-
TDC	11000	-
		-
Total Cash Revenues and In-Kind Contributions	66530	16632

TOTAL REVENUES 83162

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Proje FY20 Othe Revenues	OTHER PROJECT REVENUES	CASH	In-Kind
	TOTAL OTHER REVENUES	0	0

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: A-15

ORGANIZATION: New Theatre, Inc.

GRANT REQUEST: $15000

TITILE OF EVENT: THE RADIANT & A STREETCAR NAMED DESIRE

RECOMMENDATION: $8000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 4/1/2011 - 6/5/2011

EVENT LOCATION: New Theatre

DESCRIPTION:
'Grant funds are requested to support New Theatre's 25th Anniversary Season World Premiere of THE RADIANT by Tony-nominated playwright Shirley Lauro and A STREETCAR NAMED DESIRE by Tennessee Williams- two plays that fulfills our mission of 'new voices- new works and the classics."

HOTEL CONFIRMATION:
Hyatt Regency - Coral Gables

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 1500
OUT OF COUNTY: 200
OUT OF STATE: 100
FOREIGN: 0

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 0

Hotel Room Nights at the time of Panel: 0

room nights anticipated: 35

room nights anticipated at time of panel:

Actual number of hotel room nights used last year: 10

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: $9,000 (09-10); $10,000 (07-08)

OTHER GOVERNMENT FUNDING:

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-____

QUARTER/CATEGORY

(1) Please check one: 3rd Quarter (April 1 - June 30)

(2) Please check one: Special Events/Promotions

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

New Theatre, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 4120 Laguna Street

City: Coral Gables **State:** FL **Zip:** 33146 **Website:**

(4) Applicant Institution Type: Organization - Non-Profit

(5) Corporate Status: Organization - Non-Profit **(6) Year of Incorporation:** 1986

(7) FEI#: 59-2719156 **(8) State of Incorporation:** Florida

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

Title:

Email: esuarez@new-theatre.org

PROJECT INFORMATION

(11) Project Title: THE RADIANT & A STREETCAR NAMED DESIRE

(12) Starting and Ending Dates: 4/1/2011 - 6/5/2011

(14) Address or Location of Project: New Theatre, 4120 Laguna Street

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

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

(16) Miami-Dade Commission District: # 7 **Florida State Senate District:** # 36

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: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

'New Theatre, in its 25th Anniversary Season will be producing the World Premiere production of THE RADIANT by Tony-nominated playwright Shirley Lauro, starring acclaimed actress Angelica Torn running March 25 - April 17, 2011 (project budget only covers April 1 - June 12) and the classic masterwork A STREETCAR NAMED DESIRE by Tennessee Williams running May 20 - June 5, 2011. Both these plays may be extended for an extra week of performances if it is in popular demand at the time of production. The project will contribute not only to tri-county patrons, but to visitors coming to South Florida and seeking culture and arts. Both plays will be presented at New Theatre's intimate 100 seat home in Coral Gables for a total of 31 performances with additional performance in the case of an extension. Ticket prices range from $ 35 - $ 40, with additional discounts for students, senior and groups. After New Theatre's commission and World Premiere of ANNA IN THE TROPICS by Nilo Cruz won the 2003 Pulitzer Prize for Drama, New Theatre's contribution to the American Theatre landscape through its new works, has had increased visibility. With the World Premiere of THE RADIANT, there is the added appeal of having a known and acclaimed actress. We anticipate increased numbers of out of town patrons attending to see THE RADIANT performed in a full production for the first time ever and/or to see the lead actress live onstage in an intimate theatre space. In order to attract local and of town audiences, New Theatre will continue its marketing efforts of trade advertising, free events and calendar listings in both print media and web-based sites and newsletters, such as TheatreMania, MiamiARTzine, Cultural Connection (WLRN Radio), Coral Gables Guide, Coral Gables Living, Miami Monthly, etc. New Theatre will continue to use its own e-blasts announcement and seek trade e-blast with other local arts organizations. With the increased use of social media in everyday life, New Theatre is continually promoting its shows through Facebook, MySpace and through texting trees. New Theatre is working on securing in-kind advertising in hotel rooms through Welcome USA and has already secured WLRN RADIO spots to promote THE RADIANT and A STREETCAR NAMED DESIRE. Although we do not have media and/or hotel sponsors for this project, New Theatre has purchased and secured in-kind radio spots on WLRN RADIO as mentioned above and approximately 20 in-kind room nights at The Hyatt Regency-Coral Gables, as well as a discount for any patrons requesting hotel information in the area. Since the project does not have a specific participating hotel, there are no room blocked off for this project. The principal artists in the project is comprised of stellar local and out of town talent working together to give the audience a wonderful performances. Our principal competitors is not unique to New Theatre, it should be the same as any arts groups in many communities- free events, family programming, sports, out-door activities, such as parks and beaches, etc. Nevertheless, New Theatre's target audience is approximately 1500 from Miami Dade County, 200 from outside the county and another 100 from outside Florida. TDC funding will enhance our project by assisting the marketing of the play on WLRN Radio and help with the increase in budget due to having a 'name' in the production, which will attact more local patrons and tourists. The timeline of the project is already under-way. The artistic director has already cast both shows and has lined up the designers to start working on ideas for their respective areas of lighting, sound, costumes and sets. The staff and the marketing committee of the board of directors has already met several times to plan and implement the marketing of both shows through paid and non-paid outlets. '

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User Details : Ricky J. Martinez (New Theatre, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

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TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 15000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration	2000	7172	9172	2000
Personnel: Artistic	11320	25998	37318	
Personnel: Technical/ Production		6650	6650	1000
Outside Artistic Fees/ Services		3500	3500	
Outside Other Fees/ Services		800	800	

Marketing: ADV/PR / Printing/ Publication	1680	1680	3360	2000
Marketing: Postage/ Distribution		0	0	
Marketing: Web Design/ Support/ Maintenance		0	0	
Travel: In County		200	200	
Travel: Out of County		520	520	
Equipment Rental		0	0	
Equipment Purchase		0	0	
Space Rental		5000	5000	
Insurance (Liability)		3700	3700	
Utilities		4740	4740	
Fundraising/ Development (Non-Personnel)		0	0	
Merchandise/ Concessions/ Gift Shops		0	0	
Supplies/ Materials		1700	1700	
Other Project Expenses		12420	12420	1000
Sub-Total	15000	74080	89080	6000
TOTAL EXPENSES	-	-	95080	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
Construction		3000	3000	1000
Costume		2000	2000	
Other Productions		2000	2000	
Health Insurance		4000	4000	
Repairs &		800	800	
Licenses, Permits,			620	

User Details : Ricky J. Martinez (New Theatre, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

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TDC Application FY2010-2011

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- TDC - Cultural Diversity
- Project Expenses FY2010-2011 UNIV2
- **Project Revenues FY2010-2011 UNIV New**
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to the program guidelines for funding request caps and matching funds requirements.

Note: Enter the grant amount requested in the line item indicated under Department of Cultural Affairs grants in the table below. Your Total Project Revenues must equal your Total Project Expenses. In addition, Total Cash Revenues must equal Total Cash Expenses and In-Kind Contributions must also balance.

Proje FY2010-2011 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions	23400	-
Memberships	15000	-
Tuitions/ Enrollment Fees	0	-
Contracted Services: Outside Programs/ Performances	0	-
Contracted Services: Special Exhibition Fees	0	-
Contracted Services: Other	0	-
Rental Income		-
Corporate Support	0	3000
Foundation Support	20500	-

Private/ Individual Support	13680	2000
Other Private Support: Auxiliary Activities	0	-
Other Private Support: Special Event Proceeds	0	-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
		-
		-
Govt Grants: Local	-	-
		-
		-
		-
		-
Govt Grants: The Childrens Trust		-
Merchandise/ Concessions/ Gift Shop Revs	1500	-
Investment Income (Endowment)	0	-
Interest and Dividends	0	-
Cash on Hand	0	-
Other Project Revenues		1000
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:	15000	-
		-
		-
		-
Total Cash Revenues and In-Kind Contributions	89080	6000

TOTAL REVENUES	95080

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Proje FY20 Othe Revenues	OTHER PROJECT REVENUES	CASH	In-Kind
	Other Production		1000
	TOTAL OTHER REVENUES	0	1000

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: A-16

ORGANIZATION: Patrons of Exceptional Artsist, Inc.

GRANT REQUEST: $6000

TITILE OF EVENT: 2011 Miami International Piano Festival

RECOMMENDATION: $3000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 4/10/2011 - 5/23/2011

EVENT LOCATION: Lincoln Theatre

DESCRIPTION:
Grant funds are requested to support the 14th annual Miami International Piano Festival Discovery Series taking place at the Colony Theatre May 19-211 and the 2011 Aventura Cultural Series programs on April 10 and June 12. Seven distinct concerts will be presented by artists who are carefully selected from around the globe for having great potential to achieve stellar careers - two will be making their U.S. or South Florida debuts. Free lectures, films, and master classes round out the programs.

HOTEL CONFIRMATION:
The Cadet Hotel (18 room nights)

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 1000
OUT OF COUNTY: 700
OUT OF STATE: 50
FOREIGN: 50

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 0

Hotel Room Nights at the time of Panel: 0

 # room nights anticipated: 60

 # room nights anticipated at time of panel:

Actual number of hotel room nights used last year: 25

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: $3,000 (09-10); $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:
Festivals - $37,750

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: **3rd Quarter (April 1 - June 30)**

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

Patrons of Exceptional Artsist, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

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

City: Aventura **State:** FL **Zip:** 0 **Website:**

(4) Applicant Institution Type: **Organization - Non-Profit**

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

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

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

Title:

Email: bmuze@bellsouth.net

PROJECT INFORMATION

(11) Project Title: 2011 Miami International Piano Festival

(12) Starting and Ending Dates: 4/10/2011 - 5/23/2011

(14) Address or Location of Project: Lincoln Theatre, 541 Lincoln Road

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

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

1) The proposed project is the Miami International Piano Festival's 14th annual Discovery Series and a portion of the newly created Aventura Cultural Series. Known internationally as a proving ground for the greatest rising classical stars, the Festival has become a significant annual cultural event that attracts local, regional, national and international attendees. The Discovery Series is purposely held over a four day weekend to attract visitors who wish to make Miami Beach a cultural destination. This year the Festival has expanded by adding a second concert series in Miami-Dade County. The Aventura Cultural Series debuted in November of 2010 and takes place at the newly opened Aventura Arts & Cultural Center. As an Aventura based cultural organization, the goal of the Festival is to build on our local community base by presenting concerts on a monthly basis at this new facility. We are currently the only resident" classical music organization at the new theater. 2) The Miami International Piano Festival's 2011 Discovery Series takes place May 19 - 22 at the Colony Theatre on Miami Beach. An estimated, 1,800 attendees are expected to attend five unique concerts that feature performances by musicians who are considered to be on the verge of becoming classical superstars. Pre-concert lectures, films or enrichment programs by prominent members of the classical music community are offered for free and are open to the public. Concert tickets range from $15 - $40 with 50% discounts offered to students and special arrangements for senior groups. Two Aventura Cultural Series concerts fall within the TDC's third quarter time frame and will take place on April 10 and June 12 at the Aventura Arts & Cultural Center. Tickets for these performances are $30 with 50% discounts for students. 3) In previous year, the Festival has worked with the Cadet Hotel on Miami Beach and two travel agencies to create packages for out-of-town attendees. Many Festival participants choose to stay "on location" and make the (4) day event a cultural destination The artists are brought to the Festival from every corner of the globe, 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 commercial release of over a dozen CDs and DVDs that have become top classical music sellers on the world-wide-web (ie Amazon.com) and have made the Festival available to a world-wide audience. Because the Festival has also been presented in Lecce Italy 4 times and Festival artists and the Artistic Director collaborate with other international festivals and competitions, the Festival has earned a very respected reputation in the world of classical music. 4) The Festival will utilize all available media to market the events including: a) Internet: e-mail blasts to internal and external purchased lists, Facebook, YouTube, on-line magazines and music sites (such as the SouthFloridaClassicalReview.com) b) Print: Print ads will be purchased in local newspapers, international piano magazines and ad exchanges will take place with other arts organizations. c) Radio Advertising: Ads are place on Classical South Florida d) Television: ads will appear on WLRN to coincide with the airing of a Festival related documentary. 5) Media sponsors include WLRN Public Television and Radio, Classical South Florida and the Miami Herald. 6) The Festival is currently negotiating with the Cadet Hotel who has agreed to serve as the official host hotel for the Festival. We have reserved at least 12 room nights for visiting artists at the Cadet. An additional 40 room nights may be required for Piano Artistry Seminar (a newly developing project with FIU) attendees who will be participating in the Festival as well. 7) The Artists performing as part of the Discovery Series are: Thursday, May 19 - Opening Night! Cedric Pescia (Switzerland) Florida debut Friday, May 20 Walter Ponce (Bolivia) Saturday, May 21 - Prodigies and Masters of Tomorrow 2:00 p.m. George Li (15 year old pianist) Oliver Aldort (17 year old cellist/pianist) 8:00 p.m. Amir Katz (Israel) Florida debut. Sunday, May 22 Grand Finale - Gilles Apap (France) and the Transylvania Mountain Boys - an ensemble of eclectic musicians at home with Bartok & bluegrass And for the Aventura Cultural Series: Sunday, April 10 - Kemal Gekic (Croatia) Sunday, June 12 - Jorge Luis Prats (Cuba) & Misha Dacic (Serbia) The Festival targets as wide an audience as possible by including family oriented matinees and classical programming that is appealing to a variety of tastes. 8) TDC funding will enhance our tourism effectiveness by allowing the Festival to continue to present international artists with universal appeal. By presenting world-class artists with international reputations, the Festival is attractive to visitors and local audiences alike. The 2011 Discovery Series will again feature 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 film entitled "The World's Greatest Musical Prodigies" which was aired in England and enjoyed by over a million European

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User Details : Barbara Muze (Patrons of Exceptional Artsist, Inc.)
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TDC Application FY2010-2011

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- Project Revenues FY2010-2011 UNIV New
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- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

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Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
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Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 6000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration	0	40000	40000	5000
Personnel: Artistic	0	5000	5000	5000
Personnel: Technical/ Production	0	20000	20000	5000
Outside Artistic Fees/ Services	3000	22000	25000	0
Outside Other Fees/ Services	0	5000	5000	0

Marketing: ADV/PR / Printing/ Publication	3000	32500	35500	9000
Marketing: Postage/ Distribution	0	8000	8000	0
Marketing: Web Design/ Support/ Maintenance	0	2000	2000	0
Travel: In County	0	1000	1000	2000
Travel: Out of County	0	8000	8000	0
Equipment Rental		1000	1000	10000
Equipment Purchase		500	500	
Space Rental	0	15000	15000	0
Insurance (Liability)	0	2250	2250	0
Utilities	0	3500	3500	0
Fundraising/ Development (Non-Personnel)	0	3000	3000	0
Merchandise/ Concessions/ Gift Shops	0	3000	3000	0
Supplies/ Materials	0	3500	3500	0
Other Project Expenses	0	3000	3000	
Sub-Total	6000	178250	184250	36000
TOTAL EXPENSES	-	-	220250	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
Box Office Fees	0	3000	3000	0
			0	
			0	
			0	
			0	
			0	

User Details : Barbara Muze (Patrons of Exceptional Artsist, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

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TDC Application FY2010-2011

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- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to the program guidelines for funding request caps and matching funds requirements.

Note: Enter the grant amount requested in the line item indicated under Department of Cultural Affairs grants in the table below. Your Total Project Revenues must equal your Total Project Expenses. In addition, Total Cash Revenues must equal Total Cash Expenses and In-Kind Contributions must also balance.

Proje FY2010-2011 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions	27000	-
Memberships	0	-
Tuitions/ Enrollment Fees	0	-
Contracted Services: Outside Programs/ Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	25000	21000
Foundation Support	3000	-

Private/ Individual Support	70000	15000
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds	0	-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
		-
		-
Govt Grants: Local	-	-
City of Miami Beach	12500	-
		-
		-
		-
Govt Grants: The Childrens Trust		-
Merchandise/ Concessions/ Gift Shop Revs	3000	-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand		-
Other Project Revenues		
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:		-
TDC	6000	-
Festival & Special	37750	-
		-
Total Cash Revenues and In-Kind Contributions	184250	36000

TOTAL REVENUES 220250

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Proje FY20 Othe Revenues	OTHER PROJECT REVENUES	CASH	In-Kind
	TOTAL OTHER REVENUES	0	0

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: A-17

ORGANIZATION: Red Chemistry, Inc.

GRANT REQUEST: **$15000**

TITILE OF EVENT: Romance in a Can

RECOMMENDATION: **$5250**

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: -

EVENT LOCATION: Miami Beach Senior High School Auditorium

DESCRIPTION:
Grant funds are requested to support the 5th Annual Romance in a Can Film Festival and Short Film Competition that will be held from May 5th-10th, 2011. RIAC will feature 20 European romantic films at the Anglers Hotel, Colony Theater, Miami Beach Cinematheque, Miami Beach High, Coral Gables Cinemateque and FIU South Campus. Other RIAC events include a tribute night to European film makers, and an edgy film selection which was presented at last year's Cannes film festival.

HOTEL CONFIRMATION:
Angler's Boutique Resort

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 1000
OUT OF COUNTY: 1500
OUT OF STATE: 500
FOREIGN: 2000

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 60

Hotel Room Nights at the time of Panel: 60

 # room nights anticipated: 60

 # room nights anticipated at time of panel:

Actual number of hotel room nights used last year: 60

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: $6,000 (09-10); $6,750 (08-09); $7,500 (07-08)

OTHER GOVERNMENT FUNDING:
Miami Beach Cultural Affairs -$11,500; Developing Arts in Neighborhoods - $6,000

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: 3rd Quarter (April 1 - June 30)

(2) Please check one: Special Events/Promotions

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

Red Chemistry, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 161 Crandon Boulevard, Unit 419

City: Key Biscayne **State:** FL **Zip:** 0 **Website:**

(4) Applicant Institution Type: Organization - Non-Profit

(5) Corporate Status: Organization - Non-Profit **(6) Year of Incorporation:** 2006

(7) FEI#: 711005467 **(8) State of Incorporation:** Florida

(10) Name: Isabelle Lambert ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Miss ☐ Dr.

Title:

Email: isabelle@romanceincan.com

PROJECT INFORMATION

(11) Project Title: Romance in a Can

(12) Starting and Ending Dates: -

(14) Address or Location of Project: Miami Beach Senior High School Auditorium, 2231 Prairie Avenue

(15) Municipality in which project will take place (use codes): **Primary:** # 24 **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: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

WHO: Romance in a Can 2011 will be the fifth version of Red Chemistry's successful festival in Miami. In 2011, Red Chemistry looks to elevate RIAC to as 'the premier event that connects South Florida communities with the best and most recent talent that the European film industry has to offer. As a result of this international fusion of cinematic and cultural interests, audiences interested in European culture will be exposed to different forms of appreciation for the art of film making. Using planning and logistics materials from each previous RIAC film festival, collaborating entities, corporate sponsors, volunteers, and donors obtain a clearer sense of the goals of Red Chemistry. RIAC 2011 will feature 20 internationally acclaimed movies from 12 countries condensing close to 50 years of European cinema glory. The festival will offer a combined 27 screenings at the Coral Gables Cinematheque, the Colony Theater, Anglers Resort, and the Miami Beach Cinemathèque. The festival will also showcase the short film competition at Miami Beach High School. WHEN and WHERE: The projected schedule consists of the Opening Night at the Anglers Hotel, 660 Washington Avenue in Miami Beach festival host location in the evening of May 5, 2011. During the Opening Night, an estimated 250 invited guests and local representatives of the cultural and professional communities to meet and mingle with directors, and other film industry experts. Representatives from corporate and nonprofit entities will participate in entertainment and information sharing sessions during the Opening Day and throughout that week. On May 6th, the event directors will present the Night of Awards Short Film Competition at Miami Beach High School and screenings of European Social Issues and Romance and Love features will be screened at the Miami Beach Cinematheque and the Coral Gables Cinematheque. The screenings will be a full day event. Each of the selected films will be shown twice. The next festival venue is the Miami Beach Cinemathèque, where an additional 9 screenings will take place. The films presented will be in different European languages subtitled in English with the consistent theme of romance expressed in many symbolic dimensions. On the 8th and 9th , the organization will screen the selected awarded and premier features, A collection of Classic films will be shown also at the Miami Beach Cinematheque on May 9th-10th. The average of the films is between 90 and 130 minutes. The festival will bring films that have either won or been nominated for international awards. In addition, the events surrounding the film festival offer an appealing opportunity for local young filmmakers from Miami Beach High School to showcase their talents through the Short Film Festival Competition. An innovative program also consists of sorting of European films by film students under the coaching of Ms. Gina Cunningham, Head of the Film Department at Miami Beach High School and member of Red Chemistry's Advisory Board. Studemts are selected to work with professional and production companies on the e-marketing of the festival and help produce the TV spot for Atlantic Broadband, and Welcome Channel. The third component of the competition is script writing and production of the students' films. The competition is open to participants from Miami Beach Senior High School. An international jury will be appointed by the Festival Director for each award category. For all categories, except the Audience's Choice Award category, the international jury will determine the awards based on the following criteria: concept, execution, aesthetic, technical excellence and innovation. Some of the films are purchased by the Eurocinema VOD channel which releases them on Comcast. The festival will also host a variety of weekday evening events in Miami Beach including: Miami Beach Cinemathèque (European Social Issues, ACID Film Selection), Miami Beach High School (Short Film screenings), Meet and Greet Sessions with featured filmmakers or directors, and a private cocktail and reception will take place at a partnering hotel, currently the Anglers Hotel. Each night will feature a selected European nationality, a movie from that country or region, and it will be hosted by one of the participating corporate sponsors. An estimated 4000 persons will expectedly enjoy the events and programs taking place during RIAC 2011. Tickets will be $12 for General Admission and special packages of $40 for five films will also be available. Reduced rates for seniors and students at $10. HOW TO ATTRACT TOURISTS: The Red Chemistry partners for 2011 will include a majority of the existing partners . The European Consulates will continue to support the RIAC festival in 2011. Some of the European partners helping in outreach efforts include: Eurocinema VOD channel L'agence du Court Metrage (France) Berlin Film Akademie WB Images (Belgium) Cineuropa.org Hungarian and Bulgarian, Israeli and Iranian film board Their support and involvement in the promotion and logistics of the festival have been instrumental in attracting high income residents of the local and international communities, as well as corporate and private sponsors. MARKETING EFFORTS and MEDIA SPONSORS: The organization will use all forms of media andd advertising strategies including social networking, media, TV and radio in both areas, Europe and the U.S. HOTEL SPONSORS: Currently, the Anglers Boutique Resort, where approximately 60 rooms will be used throughout the year thanks to e-banners on the festival's website. ARTISTS and AUDIENCE: The films presented at the Romance in a Can Festival were produced and directed by emerging leaders of the film industry. The directors and their film have been selected because of their talent and the impact that their film has made in their native country or based on regional film critics

User Details : Isabelle Lambert (Red Chemistry, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 15000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration	0	3000	3000	3500
Personnel: Artistic	0	0	0	0
Personnel: Technical/ Production	0	5000	5000	0
Outside Artistic Fees/ Services	0	0	0	0
Outside Other Fees/ Services	0	0	0	0

Marketing: ADV/PR / Printing/ Publication	7500	5350	12850	5000
Marketing: Postage/ Distribution	0	0	0	0
Marketing: Web Design/ Support/ Maintenance	0	0	0	0
Travel: In County	0	600	600	0
Travel: Out of County	0	2000	2000	0
Equipment Rental	0	6800	6800	0
Equipment Purchase	0	0	0	0
Space Rental	2500	10500	13000	0
Insurance (Liability)	0	3200	3200	0
Utilities	0	1600	1600	0
Fundraising/ Development (Non-Personnel)	0	0	0	0
Merchandise/ Concessions/ Gift Shops	0	0	0	0
Supplies/ Materials	0	0	0	0
Other Project Expenses	5000	38700	43700	8000
Sub-Total	15000	76750	91750	16500
TOTAL EXPENSES	-	-	108250	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
Volunteers	0	1200	1200	0
Shipping of Reels	0	18350	18350	0
Screening Fees	5000	11,000	16000	4500
Guest Svcs.	0	4750	4750	3500
Contract Staff	0	3400	3400	0
			0	0

User Details : Isabelle Lambert (Red Chemistry, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- Project Expenses FY2010-2011 UNIV2
- **Project Revenues FY2010-2011 UNIV New**
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to the program guidelines for funding request caps and matching funds requirements.

Note: Enter the grant amount requested in the line item indicated under Department of Cultural Affairs grants in the table below. Your Total Project Revenues must equal your Total Project Expenses. In addition, Total Cash Revenues must equal Total Cash Expenses and In-Kind Contributions must also balance.

Proje FY2010-2011 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions	5000	-
Memberships		-
Tuitions/ Enrollment Fees		-
Contracted Services: Outside Programs/ Performances	1000	-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	7500	23500
Foundation Support		-

Private/ Individual Support	4750	10500
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
		-
		-
Govt Grants: Local	-	-
Miami Beach	11500	-
		-
		-
		-
Govt Grants: The Childrens Trust		-
Merchandise/ Concessions/ Gift Shop Revs		-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand	1000	-
Other Project Revenues	22500	
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:		-
DAN	6000	-
TDC	15000	-
		-
Total Cash Revenues and In-Kind Contributions	74250	34000

TOTAL REVENUES 108250

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Proje FY20 Othe Revenues	OTHER PROJECT REVENUES	CASH	In-Kind
	Consular/Corp	22500	
	TOTAL OTHER REVENUES	22500	0

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: A-18

ORGANIZATION: Teatro Avante, Inc.

GRANT REQUEST: $25000

TITILE OF EVENT: XXVI International Hispanic Theatre Festival of Miami

RECOMMENDATION: $8000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 6/2/2011 - 7/24/2011

EVENT LOCATION: Adrienne Arsht Center for the Performing Arts

DESCRIPTION:
Grant funds are requested to support the award-winning XXVI International Hispanic Theatre Festival of Miami, presented throughout Miami-Dade County. The Festival includes a comprehensive educational component with post-performance forums, conference and workshops, exhibits, video and book presentations, staged readings, and the celebration of the International Children's Day.

HOTEL CONFIRMATION:
Hotel Chateaubleu; Double Tree Grand Hotel

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 8000
OUT OF COUNTY: 1000
OUT OF STATE: 500
FOREIGN: 500

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 300

 # room nights anticipated: 275

Actual number of hotel room nights used last year: 350

Hotel Room Nights at the time of Panel: 454

 # room nights anticipated at time of panel:

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: $15,000 (09-10); $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:
City of Miami Beach - $; Village of Key Biscayne - $10,500 ; Cultural Advancement - $85,000; NEA - $75,000; DCA - $25,000

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: **3rd Quarter (April 1 - June 30)**

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

Teatro Avante, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 744 SW 8th Street, 2nd Floor

City: Miami **State:** FL **Zip:** 33132 **Website:**

(4) Applicant Institution Type: **Organization - Non-Profit**

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

(7) FEI#: 59-2255544 **(8) State of Incorporation:** Florida

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

Title:

Email: teavante@aol.com

PROJECT INFORMATION

(11) Project Title: XXVI International Hispanic Theatre Festival of Miami

(12) Starting and Ending Dates: 6/2/2011 - 7/24/2011

(14) Address or Location of Project: Adrienne Arsht Center for the Performing Arts, 1300 Biscayne Blvd.

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

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

(16) Miami-Dade Commission District: # 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: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

'The XXVI INTERNATIONAL HISPANIC THEATRE FESTIVAL (IHTF) OF MIAMI will be held July 7 - 24, 2011, featuring productions of contemporary and classical works by renowned Hispanic playwrights from throughout the world. The IHTF will host productions from several countries, including Argentina, Chile, Colombia, Mexico, Spain and the United States. During the three-week long celebration, approx. 10,000 audience members in South Florida will experience acclaimed productions at the Adrienne Arsht Center, Miami Dade College - Wolfson Campus (Miami), and Key Biscayne Community Center (Key Biscayne). These productions will be performed in English, Spanish, and some in Spanish with super titles 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 Brazil, Mexico, Venezuela 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 critique sessions with the audience. The Educational Component, co-presented by Miami Dade College, includes the popular International Children's Day (ICD) celebration, an admission-free event. This component also includes an international theatre conference, a festival directors' forum, a book and video presentations, staged readings, and exhibits. As a program that preserves Hispanic culture and presents 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. And 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 Avante as the only bilingual theatre 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 organizations in this community to publicize this one-of-a-kind event in Miami-Dade County. 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." Recently, Teatro Avante was selected to become a 'nucleous' for La Red de Promotores Independientes de Latinoamerica y el Caribe, a very unique exception given that Avante is located in the U.S. 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.'"

User Details : Mario Ernesto Sanchez (Teatro Avante, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

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Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
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Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 25000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration		70000	70000	
Personnel: Artistic		80000	80000	
Personnel: Technical/ Production	9000	16000	25000	
Outside Artistic Fees/ Services		12450	12450	
Outside Other Fees/ Services		22400	22400	
Marketing: ADV/PR / Printing/ Publication	10000	35000	45000	15,000

Marketing: Postage/ Distribution		7400	7400	
Marketing: Web Design/ Support/ Maintenance		16000	16000	
Travel: In County		6000	6000	
Travel: Out of County		90750	90750	25000
Equipment Rental		0	0	
Equipment Purchase		0	0	
Space Rental	6000	54000	60000	35,000
Insurance (Liability)		6000	6000	
Utilities		8000	8000	
Fundraising/ Development (Non-Personnel)		0	0	
Merchandise/ Concessions/ Gift Shops		0	0	
Supplies/ Materials		6000	6000	
Other Project Expenses		45000	45000	
Sub-Total	25000	475000	500000	75000
TOTAL EXPENSES	-	-	575000	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
Educational		15000	15000	
Production		30000	30000	
			0	
			0	
			0	
			0	
TOTAL OTHER EXPENSES	0	45000	45000	0

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FY2 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions	70500	-
Memberships	0	-
Tuitions/ Enrollment Fees	0	-
Contracted Services: Outside Programs/ Performances	20000	-
Contracted Services: Special Exhibition Fees	0	-
Contracted Services: Other	0	-
Rental Income	0	-
Corporate Support	90000	75000
Foundation Support	99000	-
Private/ Individual Support	0	
Other Private Support: Auxiliary Activities	0	-
Other Private Support: Special Event Proceeds	0	-
Govt Grants: Federal	-	-
NEA	75000	-
		-
Govt Grants: State	-	-
DCA	25000	-
		-

Govt Grants: Local	-	-
Village of Key	10500	-
		-
		-
		-
Govt Grants: The Childrens Trust	0	-
Merchandise/ Concessions/ Gift Shop Revs	0	-
Investment Income (Endowment)	0	-
Interest and Dividends	0	-
Cash on Hand	0	-
Other Project Revenues	0	
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:	25000	-
Cultural Advancement	85000	-
		-
Total Cash Revenues and In-Kind Contributions	**500000**	- **75000**
TOTAL REVENUES	**575000**	

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Pro OTHER PROJECT FY2 REVENUES Oth Revenues	CASH	In-Kind
TOTAL OTHER REVENUES	0	0

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: A-19

ORGANIZATION: The Miami Children's Museum, Inc

GRANT REQUEST: $25000

TITILE OF EVENT: Bob the Builder- Project: Build It!

RECOMMENDATION: $16000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 6/4/2011 - 9/11/2011

EVENT LOCATION: Miami Children's Museum

DESCRIPTION:
Grant funds are requested for advertising and marketing support for Bob the Builder- Project: Build It!, a unique educational exhibit visiting the Miami Children's Museum created by the Children's Museum of Indianapolis. The exhibit will be at the Museum from June 4, 2011 through September 11, 2011.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 55856
OUT OF COUNTY: 13964
OUT OF STATE: 10473
FOREIGN: 6900

HOTEL ROOM NIGHTS PROJECTION:

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

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

 # room nights anticipated: N/A

 # room nights anticipated at time of panel:

Actual number of hotel room nights used last year: N/A

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: $18,000 (09-10); $20,000 (08-09)

OTHER GOVERNMENT FUNDING:

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: 3rd Quarter (April 1 - June 30)

(2) Please check one: Special Events/Promotions

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

The Miami Children's Museum, Inc

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 980 Macarthur Causeway

City: Miami **State:** FL **Zip:** 33132 **Website:**

(4) Applicant Institution Type: Organization - Non-Profit

(5) Corporate Status: Organization - Non-Profit **(6) Year of Incorporation:** 1983

(7) FEI#: 59-2396999 **(8) State of Incorporation:** Florida

(10) Name: Victor Vincent ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Miss ☐ Dr.

Title:

Email:

PROJECT INFORMATION

(11) Project Title: Bob the Builder- Project: Build It!

(12) Starting and Ending Dates: 6/4/2011 - 9/11/2011

(14) Address or Location of Project: Miami Children's Museum, 980 MacArthur Causeway

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

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

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

Florida State House District: # 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: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

'Bob the Builder- Project: Build It! is a new traveling exhibit being brought to South Florida in June 2011 by the Miami Children's Museum. New museum experiences bring opportunities to engage tourists and new visitors through the marketing of a special theme and create a sense of access to exhibits and programming not available in their home community or elsewhere. This interactive exhibit brings Bob's world to life for children and their families. Inspired by the award-winning children's TV series on PBS Kids by HIT Entertainment, this multimedia exhibit created by the Children's Museum of Indianapolis features the popular character of Bob the Builder and his Can-Do Crew that includes his partner Wendy and their machine team of a digger, bulldozer, cement mixer, crane and steamroller. At this family-friendly building site, kids can spend a constructive day working with tools, designing blueprints, fixing Bob's leaky sink, planting flowers in Wendy's garden, operating Farmer Pickles' water pump, building and laying the stones in the walls of the machine team's shelter and even driving" the machines. In every project, children are encouraged to use the tools of positive thinking, problem solving, teamwork and follow-through to hammer out solutions. Filled with colorful characters, sensational sets and imaginative, entertaining and inspiring teamwork the exhibit promotes 'green" themes from the popular television series. Sunflower Valley will be a place for young children to feel comfortable in -- small and intimate with child-sized elements. The exhibit will take place at the Miami Children's Museum from June 4, 2011 to September 11, 2011. We anticipate attendance to be approximately 87,500. There are a minimum of 15 events planned for Bob the Builder- Project: Build It! including an official grand opening and closing on June 4th and September 11th, respectively; daily drop-in programming; holiday programming tying the theme into holidays such as Father's Day and July 4th; special weekend programs and vacation events. The exhibit is free with admission to MCM ($15 admission; $12 Florida Resident; children under 1 year free). These ancillary events will be included in the price of admission and select events will be free and open to the public. We anticipate that the debut of Bob the Builder- Project: Build It! featuring Bob the Builder and his Can-Do Crew from the hit television series will draw significant attention from the tourism and attractions industry. It will be an experience like no other as Bob the Builder has not toured South Florida yet. 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. 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. 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. We would like to implement an intense marketing campaign for the hotel industry and by working closely with the Greater Miami Convention and Visitors Bureau. Our outreach efforts will include initiatives that offer opportunities to reach audiences, such as major meetings and groups, coming to Florida during the time frame of June to September. The summer months are the ideal vacation time as children are available to travel with parents due to vacation. We intend to offer admission coupons, giveaways for registration and higher-end marketing packets for concierge representatives so that they have something to share with tourists. We will be engaging in an elevated social marketing campaign for regional audiences that would be able to make overnight trips to Miami with their children to visit Bob the Builder. 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. MCM and the Greater Miami Convention and Visitors Bureau (GMCVB) work together to engage tourist groups from various locations, both nationally and internationally. 101.5 WLYF has been contracted to be our radio media outlet and WPBT has been contracted as our television media outlet. The Bob the Builder- Project: Build It! Exhibit has been leased from the Children's Museum of Indianapolis, where it was developed. MCM's Director of Exhibits, Mike Neufeld, will oversee the design and fabrication of sets, installation and coordination of the Bob the Builder exhibit. 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. The target audience consists of children ages 0-8 and their families. In coordination with the staff of the Museum, we will host special educational enrichment programming through classes and art projects geared towards these children.

User Details : Debbie Spiegelman (The Miami Children's Museum, Inc)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 25000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration	2000	40000	42000	
Personnel: Artistic	1000	2500	3500	
Personnel: Technical/ Production	4000	36000	40000	
Outside Artistic Fees/ Services		5000	5000	
Outside Other Fees/ Services		0	0	
Marketing: ADV/PR / Printing/ Publication	18000	30885	48885	

Marketing: Postage/ Distribution	Program	500	500	
Marketing: Web Design/ Support/ Maintenance		0	0	
Travel: In County		0	0	
Travel: Out of County		5000	5000	
Equipment Rental		75000	75000	
Equipment Purchase		0	0	
Space Rental		0	0	
Insurance (Liability)		1500	1500	
Utilities		0	0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/ Materials		30000	30000	
Other Project Expenses		12000	12000	
Sub-Total	25000	238385	263385	0
TOTAL EXPENSES	-	-	263385	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
Shipping of Bob the		12000	12000	
			0	
			0	
			0	
			0	
			0	
TOTAL OTHER EXPENSES	0	12000	12000	0

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FY2 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions	163385	-
Memberships		-
Tuitions/ Enrollment Fees		-
Contracted Services: Outside Programs/ Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	75000	
Foundation Support		-
Private/ Individual Support		
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
		-
		-

Govt Grants: Local	-	- - -
		-
		-
Govt Grants: The Childrens Trust		-
Merchandise/ Concessions/ Gift Shop Revs		-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand		-
Other Project Revenues		
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:	25000	- -
		-
		- -
Total Cash Revenues and In-Kind Contributions	263385	0
TOTAL REVENUES	263385	

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Pro
FY2
Oth
Revenues

OTHER PROJECT REVENUES	CASH	In-Kind
TOTAL OTHER REVENUES	0	0

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: A-20

ORGANIZATION: The Musical Arts Association of Miami, Inc.

GRANT REQUEST: $15000

RECOMMENDATION: $9000

TITILE OF EVENT: The Cleveland Orchestra Miami Residency - Orchestral & Family Concerts

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 1/25/2011 - 5/9/2011

EVENT LOCATION: Adrienne Arsht Center for the Performing Arts of Miami-Dade County

DESCRIPTION:
Grant funds are requested to support marketing expenditures related to the presentation of The Cleveland Orchestra Miami Residency evening and family concerts at the Adrienne Arsht Center for the Performing Arts of Miami-Dade County, plus related education and community engagement activities at various locations. The 2011 season concerts will be performed January 28 and 29, March 3-5, and April 8 and 9. The concerts feature a range of orchestral works targeted toward a diverse audience.

HOTEL CONFIRMATION:
Doubletree Grand Hotel Biscayne Bay (1,105 room nights); Marriot Biscayne Bay; The Ritz-Carlton

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 20000
OUT OF COUNTY: 20
OUT OF STATE: 200
FOREIGN: 20

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 400

Hotel Room Nights at the time of Panel: 944

 # room nights anticipated: 1105

 # room nights anticipated at time of panel:

Actual number of hotel room nights used last year: 1085

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: $10,000 (08-09)

OTHER GOVERNMENT FUNDING:
Community Grants - $7,500

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: 3rd Quarter (April 1 - June 30)

(2) Please check one: Special Events/Promotions

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

The Musical Arts Association of Miami, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 200 S. Biscayne Boulevard, Suite 300

City: Miami **State:** FL **Zip:** 33132 **Website:**

(4) Applicant Institution Type: Organization - Non-Profit

(5) Corporate Status: Organization - Non-Profit **(6) Year of Incorporation:** 2006

(7) FEI#: 20-5196415 **(8) State of Incorporation:** Florida

(10) Name: Montserrat Balseiro ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Miss ☐ Dr.

Title:

Email:

PROJECT INFORMATION

(11) Project Title: The Cleveland Orchestra Miami Residency - Orchestral & Family Concerts

(12) Starting and Ending Dates: 1/25/2011 - 5/9/2011

(14) Address or Location of Project: Adrienne Arsht Center for the Performing Arts of Miami-Dade County, 1300 Biscayne Boulevard

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

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

(16) Miami-Dade Commission District: # 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: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

'The Cleveland Orchestra Miami Residency presents its fifth anniversary season of concerts and education and community engagement activities in Miami-Dade County (39 events in all) for residents, vacationers, and business travelers from January through April of 2011. The centerpiece of the Miami Residency is The Cleveland Orchestra's concert series at the Adrienne Arsht Center's state-of-the-art John S. and James L. Knight Concert Hall. These high-caliber performances (8 public concerts in all; 3 during the TDC's 3rd quarter) will once again showcase artists of international acclaim performing with the renowned Cleveland Orchestra. Music Director Franz Welser-Möst leads the Orchestra in its opening concerts on January 28 and 29 with internationally renowned pianist Pierre-Laurent Aimard performing the Schumann Piano Concerto. Next, conductor Giancarlo Guerrero, who received rave reviews for his appearance with the Orchestra in Miami in 2008, will conduct a program including Ravel's Boléro and the Mendelssohn Violin Concerto with bright, young soloist Augustin Hadelich on March 3 and 4. The season closes with performances on April 8 and 9 with Horacio Gutiérrez playing Rachmaninoff's Piano Concerto No. 2, conducted by Ji?í B?lohlávek. These concerts take place on Friday and Saturday evenings, beginning at 8:00pm, and are preceded by pre-concert conversations at 7:00pm at the Knight Concert Hall. Each conversation is aimed to help concert-goers understand the political and cultural landscape in which the pieces on the program were composed. The 2011 series also includes education and family concerts, The Composer is Dead, on April 7 and April 9, at 2:00pm. A collaboration between children's author Lemony Snicket and composer Nathaniel Stookey, The Composer is Dead is a musical whodunit that investigates every section of the orchestra - A Peter and the Wolf for the 21st century, aimed at a new generation. Ticket prices for the concerts range from $17.50 - $165. The 2011 season schedule will also include no less than 30 additional education and community engagement events throughout the county, including a full orchestra performance at Miami Edison Senior High School. The Cleveland Orchestra Miami Residency is a catalyst for Miami-Dade's international stature as a center for artistic excellence, as evidenced by strong attendance numbers (13,435 in attendance during the 2010 season accounting for 86% capacity utilization) and local, national and international press coverage. While our audience is largely comprised of Miami-Dade residents, we are fortunate to draw audiences from outside of the immediate catchment area. These audiences come from a wide geographic area - the North East US and California as well as Germany, Austria and Italy. We attract tourist audience by ensuring our performances are listed in national and international publications. Further, by leveraging our world wide high quality brand, to our now 5-year-old Miami Residency, we are able to increase awareness with tourist audiences. The Orchestra's central role in the vitally important acoustical testing of the John S. and James L. Knight Concert Hall in August 2006 helped to successfully position our community for the grand opening of this highly sought after performing arts venue. The Orchestra touts the Miami Residency in all marketing materials - in Cleveland, New York City, and Vienna, as well as in other destinations during its annual five to seven weeks of national and international touring. In direct tourism impact, we can document more than $1.75 million in hotel revenues and more than $560,000 in related revenues (restaurants, shops, etc.) generated as a result of the Residency to date. We are fortunate to work with the Doubletree Grand to develop effective pricing for the current season. More than 400 room nights are already booked at the Doubletree Grand, with 1,150 room nights being booked throughout the 2011 season (totaling $354,525 in hotel revenues). Serving Miami-Dade County is the purpose of the Miami Residency, and enduring partnerships are the foundation for Miami-Dade audience development, education and community service. From our public concerts, through which we participate in the Department of Cultural Affairs' Golden Ticket and Culture Shock programs, to our education and community engagement events at locations such as MOCA, North Miami, University of Miami Frost School of Music, Florida International University, Miami Edison Senior High School, and Coconut Grove Cares, we are committed to our role in building the region's image and appeal as a tourist destination. Funding from Miami-Dade County's Tourist Development Council will support our marketing campaigns with WKCP 89.7FM/Classical South Florida and WLRN 93.1FM (both of which are media sponsors), The Miami Herald, El Nuevo Herald, and Diario Las Americas, as well as our online campaign, that together reach an international audience of over 260,000 households. Our local and national concert broadcasts continue to reach more than one million listeners, with all performances tagged: 'This performance was recorded from the Adrienne Arsht Center for the Performing Arts of Miami-Dade County where The Cleveland Orchestra maintains a three-week residency.' '

User Details : Sandi Macdonald (The Musical Arts Association of Miami, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
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Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 15000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration	0	638000	638000	
Personnel: Artistic	0	1120000	1120000	
Personnel: Technical/ Production	0	69000	69000	
Outside Artistic Fees/ Services	0	210000	210000	
Outside Other Fees/ Services	0	200000	200000	
Marketing: ADV/PR / Printing/ Publication	15000	269000	284000	

Marketing: Postage/ Distribution	0	20000	20000	
Marketing: Web Design/ Support/ Maintenance	0	36000	36000	
Travel: In County	0	25000	25000	
Travel: Out of County	0	231000	231000	
Equipment Rental	0	0	0	
Equipment Purchase	0	0	0	
Space Rental	0	110000	110000	
Insurance (Liability)	0	0	0	
Utilities	0	0	0	
Fundraising/ Development (Non-Personnel)	0	7200	7200	
Merchandise/ Concessions/ Gift Shops	0	0	0	
Supplies/ Materials	0	0	0	
Other Project Expenses	0	395000	395000	
Sub-Total	15000	3330200	3345200	0
TOTAL EXPENSES	-	-	3345200	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
Education Program	0	265000	265000	
Write off of	0	130000	130000	
			0	
			0	
			0	
			0	
TOTAL OTHER EXPENSES	0	395000	395000	0

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FY2 REVENUES / IN-KIND	CASH	In-Kind
Revenues		
Admissions	1060000	-
Memberships	0	-
Tuitions/ Enrollment Fees	0	-
Contracted Services: Outside Programs/ Performances	320000	-
Contracted Services: Special Exhibition Fees	0	-
Contracted Services: Other	0	-
Rental Income	0	-
Corporate Support	100000	
Foundation Support	225000	-
Private/ Individual Support	1617700	
Other Private Support: Auxiliary Activities	0	-
Other Private Support: Special Event Proceeds	0	-
Govt Grants: Federal	-	-
	0	-
		-
Govt Grants: State	-	-
	0	-
		-

Govt Grants: Local	-	-
	0	-
		-
		-
		-
Govt Grants: The Childrens Trust	0	-
Merchandise/ Concessions/ Gift Shop Revs	0	-
Investment Income (Endowment)	0	-
Interest and Dividends	0	-
Cash on Hand	0	-
Other Project Revenues		
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:		-
CG	7500	-
TDC	15000	-
		-
Total Cash Revenues and In-Kind Contributions	3345200	0
TOTAL REVENUES	3345200	

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Pro FY2 Oth Revenues OTHER PROJECT REVENUES	CASH	In-Kind
TOTAL OTHER REVENUES	0	0

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: A-21

ORGANIZATION: THE RHYTHM FOUNDATION, INC.

GRANT REQUEST: $5000

TITILE OF EVENT: 2011 TransAtlantic Festival

RECOMMENDATION: $5000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 4/1/2011 - 5/15/2011

EVENT LOCATION: Fillmore Miami Beach Jackie Gleason Theater

DESCRIPTION:
Grant funds are requested to support the production and promotion of the 2011 TransAtlantic Festival, which takes place the last weekend in April at the North Beach Bandshell in Miami Beach. The festival weekend features modern world music groups from the Atlantic rim - Latin America, the Caribbean, NYC, Spain, Africa.

HOTEL CONFIRMATION:
Best Western Hotel on the Bay (47 room nights)

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 2000
OUT OF COUNTY: 800
OUT OF STATE: 100
FOREIGN: 100

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 47

Hotel Room Nights at the time of Panel: 47

 # room nights anticipated: 60

 # room nights anticipated at time of panel:

Actual number of hotel room nights used last year: 60

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: $5,000 (09-10); $5,000 (08-09); $5,000 (02-03) End of Cycle;

OTHER GOVERNMENT FUNDING:

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: 3rd Quarter (April 1 - June 30)

(2) Please check one: Special Events/Promotions

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.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: P.O. Box 398567

City: Miami Beach **State:** FL **Zip:** 33139 **Website:**

(4) Applicant Institution Type: Organization - Non-Profit

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

(7) FEI#: 650102768 **(8) State of Incorporation:** Florida

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

Title:

Email: lq@rhythmfoundation.com

PROJECT INFORMATION

(11) Project Title: 2011 TransAtlantic Festival

(12) Starting and Ending Dates: 4/1/2011 - 5/15/2011

(14) Address or Location of Project: Fillmore Miami Beach Jackie Gleason Theater, 1700 Washington Avenue

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

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

(16) Miami-Dade Commission District: # 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: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

'Funds are requested to program and promote the 9th annual TransAtlantic Festival, a series of modern world music concerts this spring. This festival has inherent cultural and tourism aspects. It brings to South Florida a selection of leading international world music artists for a well-rounded series of modern music. It attracts both cultural tourism and serves as a tourist satisfier for visitors already in the area. As well, it increases the visibility of the wonderfully vibrant North Beach district of Miami Beach to residents of the tri-county area. Many people have visited North Beach for the first time from outside of Miami-Dade County specifically for the Festival, and have come to know its restaurants, shops and amenities this way. The concerts are schedule for April 14, 27, 29 and 30. The 14th takes place in downtown Miami, at Grand Central, and serves as a launch party / press event. The 27th takes place cabaret style at Bardot and serves as well as a warmup for the major festival concerts that weekend. The festival-style concerts on April 29 and 30 take place at the North Beach Bandshell. All events are ticketed. They are $20 each, or a Festival pass can be purchased for $30. Children under 12 are admitted free to Bandshell events. Tourists will be attracted to this event through the national publicity campaign currently underway. The publicist, Rock Paper Scissors, is seeking preview and feature stories in national print and online media focused on music, travel and lifestyle. Two years ago, when the company was last engaged, they obtained features in sources like NationalGeographic.com, Conde Naste Traveller.com, the Huffington Post and others. Marketing efforts are detailed elsewhere in this application. They include print media (New Times and community newspapers), radio, outdoor advertising (bus shelter signs and street banners), grassroots efforts (flyers and posters distributed tri-county), and online (paid email services, Facebook, the Rhythm Foundation email list). About Media Sponsors, we have season sponsorships with Atlantic Broadband and Plum TV. Our continuing hotel sponsor is Best Western on the Bay, North Bay Village. We house all visiting bands here, tech crew, and also refer visitors from outside of the area looking for a hotel to the property. We currently have 47 rooms booked but expect more by April. The principal artists for this festival include a selection of the most exciting new groups from the Atlantic rim making modern world music. The headline artists include Antibalas, a NYC-based Afrobeat band who have been performing in the Broadway musical Fela that they also helped develop; Sao Paulo-based Brazilian singer Ceu, whose beautiful music mixes classic Brazilian styles with Afrobeat, reggae and dub; Beatriz Luengo, a Spanish gypsy popstar; Nortec Collective, a group of DJs joined by live musicians from Tijuana Mexico, who combine norteno music with electronica; electrotango group Tango Conspiracy; and Colombian 'psychedelic cumbia' group Bomba Estereo. The target audience is those people who live in or visit South Florida who are interested in global culture today. Based on demographic surveys at past events, the primary Festival audience is age 25 - 54, and 70% Hispanic. But the Festival attracts people of all ages, from families with young children to seniors. They share in common the desire to be in touch with what is happening culturally Right Now in other major world capitals like Paris, New York, Bogota, Sao Paulo and Buenos Aires. TDC funds will help the Rhythm Foundation in its goal to grow the Festival into a signature annual cultural event with a significant tourism component. The scope of programming is unique, with many world-class exciting new artists making their US or Florida debut, as well as a selection of the top locally-based world music groups. As such, it appeals to world music fans throughout the region and beyond, who consider it an impor-tant part of their annual cultural calendar. This year's focus is to increase marketing and develop tourism-related infrastructure and logistics. The culturally vital North Beach neighborhood in Miami Beach's northern tip, is an integral part of the Festival's tourism growth. We want regional and national visitors to enjoy the area's excellent restaurants which feature a dizzying array of Latin American cuisines; the selection of cafes and bars; the area hotels and beautiful beach, with the Festival as the centerpiece of their visit. The Rhythm Foundation is the sole producer of the Festival, although we work closely with the North Beach Bandshell Trust for venue and neighborhood concerns. Timeline and implementation of the Festival: January 14: Booking major artists deadline January 31: Festival is announced to press February 4: Festival tickets on sale to the public February - March - early April: Promotion of Festival April 14: Launch party with Bomba Estereo at Grand Central April 27: Cabaret kick off with Tango Conspiracy at Bardot April 29 and 30: Festival weekend at North Beach Bandshell with Antibalas, Ceu, Nortec and Beatriz Luengo.'

User Details : Laura Quinlan (THE RHYTHM FOUNDATION, INC.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 5000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration	0	5000	5000	2500
Personnel: Artistic	0	0	0	0
Personnel: Technical/ Production	0	0	0	0
Outside Artistic Fees/ Services	5000	32000	37000	0
Outside Other Fees/ Services	0	0	0	0
Marketing: ADV/PR / Printing/ Publication	5000	9000	14000	10000

Marketing: Postage/ Distribution	0	500	500	
Marketing: Web Design/ Support/ Maintenance	0	500	500	
Travel: In County	0	5200	5200	
Travel: Out of County	0	3000	3000	
Equipment Rental	0	10300	10300	
Equipment Purchase	0	0	0	
Space Rental	0	3350	3350	
Insurance (Liability)	0	1500	1500	
Utilities	0	0	0	
Fundraising/ Development (Non-Personnel)	0	0	0	
Merchandise/ Concessions/ Gift Shops	0	0	0	
Supplies/ Materials	0	0	0	
Other Project Expenses	0	400	400	
Sub-Total	10000	70750	80750	12500
TOTAL EXPENSES	-	-	93250	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
ticketing / box	0	400	400	
			0	
			0	
			0	
			0	
			0	
TOTAL OTHER EXPENSES	0	400	400	0

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FY2

Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions	33000	-
Memberships	0	-
Tuitions/ Enrollment Fees	0	-
Contracted Services: Outside Programs/ Performances	0	-
Contracted Services: Special Exhibition Fees	0	-
Contracted Services: Other	0	-
Rental Income	0	-
Corporate Support	35000	10000
Foundation Support	0	-
Private/ Individual Support	0	2500
Other Private Support: Auxiliary Activities	0	-
Other Private Support: Special Event Proceeds	0	-
Govt Grants: Federal	-	-
	0	-
		-
Govt Grants: State	-	-
	0	-
		-

Govt Grants: Local	- 0	- - -
		-
		-
Govt Grants: The Childrens Trust		-
Merchandise/ Concessions/ Gift Shop Revs	2750	-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand		-
Other Project Revenues		
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:	10000	- -
		-
		-
Total Cash Revenues and In-Kind Contributions	80750	12500
TOTAL REVENUES	93250	

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Pro OTHER PROJECT FY2 REVENUES Oth Revenues	CASH	In-Kind
TOTAL OTHER REVENUES	0	0

Previous Next

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (Apr 1-Jun 30)

Agenda Item No: A-22

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

GRANT REQUEST: $25000

TITILE OF EVENT: Women's International Film Festival

RECOMMENDATION: $5000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: -

EVENT LOCATION: AMC Theaters

DESCRIPTION:
Funds are requested to support the 6th Annual Women's International Film & Arts Festival, taking place March 30 - April 3, 2011n acquiring rental of screening locations, the production and distribution of all related communication such as direct mail, print and media; the cost of the opening reception, press brunch, a family-day activity event, the awards ceremony, and a closing concert celebrating women. All the events will have a nominal cost to the public.

HOTEL CONFIRMATION:
New Port Beach Hotel

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 5500
OUT OF COUNTY: 1700
OUT OF STATE: 250
FOREIGN: 100

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 5

Hotel Room Nights at the time of Panel: 5

 # room nights anticipated: 5

 # room nights anticipated at time of panel:

Actual number of hotel room nights used last year: 250

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: $5,000 (09-10); $5,000 (08-09); $10,000 (07-08); $5,000 (06-07)

OTHER GOVERNMENT FUNDING:

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: 3rd Quarter (Apr 1-Jun 30)

(2) Please check one: Special Events/Promotions

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

Women's International Film & Arts Festival, Inc

FOR MORE INFO CONTACT: WWW.DNB.COM

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

City: Miami **State:** FL **Zip:** 33180 **Website:**

(4) Applicant Institution Type: Organization - Non-Profit

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

(7) FEI#: 20-3774163 **(8) State of Incorporation:** Florida

(10) Name: Yvonne McCormack-Lyon ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Miss ☐ Dr.

Title:

Email: Yvonne1@wiffonline.org

PROJECT INFORMATION

(11) Project Title: Women's International Film Festival

(12) Starting and Ending Dates: -

(14) Address or Location of Project: AMC Theaters, 19501 Biscayne Blvd. #3001

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

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

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

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

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

(17) Primary Audience: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

'The 6th Annual Women's International Film Festival is a unique, high quality, 5-day, cultural event that will feature films made by, or portraying women's issues from around the world. In conjunction with the Festival will be many Florida produced films by women making their national premiere. The Festival provides a natural platform for the inclusion of other forms of art expressions such as visual arts, spoken word and other cultural cognitive forms. The Women's International Film and Arts Festival is one of only two film festivals in the Southeastern U.S. specifically dedicated to women; and one of only a handful of annual events recognizing the uniqueness of women's plights and issues. The 2011 Women's International Film and Arts Festival is produced in March, international women's month. It takes place at the end of the month as a closing event to provide a celebration with insight into the role, and issues of women as captured by women filmmakers from around the world. The 2011 Women's International Film Festival is recognized worldwide by the film industry as one that offers an international platform for women filmmakers, actors, and producers to showcase their work. The 2011 Women's International Film Festival will screen films at AMC in Aventura from Thursday, March 31 through Saturday, April 2. The festival will screen a selection of 50 movies from 25 different countries. There will be a wrap-up after party event at Trio on the Bay on 79th street causeway. The festival is a ticketed event. The range is $12 general admission to single programs and we are offering a discounted price of $5 to groups of five or more, students, and seniors. As an international film festival, this event is by nature culturally diverse and brings about international attention. The first tier is brought about by the filmmakers themselves, who through use of their own marketing initiatives advertise the screening of their film at our festival. This is something they're very proud of, and as part of their marketing the filmmakers attend the screening of their movie. The 2011 festival is bringing in filmmakers and celebrities from Australia, Brazil, Canada, China, Cuba, Iran, Israel, and the UK. Many of them, through their own initiatives, contact local and national organizations that support their theme, creating a second tier of visitors to the area. The festival also obtains international press coverage at the home location of these filmmakers, exposing the Women's International Film and Arts Festival, now on its sixth year, to millions of people throughout the globe. It is in a way advertising Miami and South Florida to the glamorous and lucrative film industry around the world. The festival began an active advertising campaign in February. These include pre-taped studio interviews with Yvonne McCormack-Lyons for Comcast cable network. These will run on a daily basis into the week of the festival, where Comcast has the option to cover it live. Other advertisements are with WLYTE FM, and WLRN, as well as the spanish radio station ROMANCE 107. TeleAmerica is running television ads. Print media includes ads in publications such as Cravings Magazine (March Women's Issue), the New Times (which will include a printed Program Schedule), The Sun Sentinel, and The Miami Herald. Marketing initiatives include Wednesday's for Women weekly networking events that are combined, for economic reasons, with on-going daily specials at accessible locations such as Mediterranial Grill, The News Lounge, Blue Martini, and the Newport Hotel. The principal artists attending the 2011 Women's International Film and Arts Festival include celebrities and personalities such as this year's highlight personality, Ms. Rose Mapendo, who has attained worldwide recognition, speaking at the White House, the UN, and global organizations around the world, in favor of the plight of mothers, and women in general in war-torn countries. Rose Mapendo's story is featured in the documentary 'Pushing the Elephant' which has just been picked up by PBS Independent Film for broadcasting. Rose Mapendo is here to pick up an award for humanitarian work and her tireless efforts to eliminate the violence toward women caught in war ravaged areas. Others include playwright Gregory Allen Howard, a current resident of South Florida whose credits include script for the Denzel Washington film 'Remember the Titans'. Veronica Riedel, director of the highly acclaimed spanish language film 'Capsulas', she is the premiere motion picture director of Guatemala, Joni Steele Kimberlin, Hollywood producer best known for the documentary 'Wise Women Speak', Actress/Director Alexandra Roxo, Brenda Lau, Tobias Menzies (played Brutus in the HBO mini-series 'ROME'), as we are celebrating local filmmakers, Adriana Bosch, best known for her presidential biographies aired on PBS is screening her film 'Latin Music USA: Divas and Superstars'. This screening involves celebrities like Nestor Torres, Steven Bauer, Flor de Loto, Emilio and Gloria Estefan. The target audience is primarily women (who make up over 70% of movie ticket purchasers), and snowball general audience such as husbands, and children. TDC funding will enhance our marketing efforts by supporting our media presence in local, national, and international papers and magazines related to the film industry, and additionally, to women throughout the world.

Home Content Manager User Manager Forms Manager Lifecycle Manager Report Query Builder PDF Layout Manager Mail Manager My Forms

Manage My Forms Logout

User Details : Yvonne McCormack - Lyons (Women's International Film & Arts Festival, Inc)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

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Grant Amount Requested *

<span style= *You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page*

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance." size='25' required='1' errorMsg ='' onblur="formatNumber(this, '2', ',', '.', '', '', '');" field_type_name="text" />

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration			0	
Personnel: Artistic			0	
Personnel: Technical/ Production			0	
Outside Artistic Fees/ Services	5000		5000	

Outside Other Fees/ Services			0	
Marketing: ADV/PR / Printing/ Publication			0	
Marketing: Postage/ Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Purchase			0	
Space Rental			0	
Insurance (Liability)			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/ Materials			0	
Other Project Expenses			0	
Sub-Total	5000	0	5000	0
TOTAL EXPENSES	-	-	5000	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
			0	
			0	
			0	
			0	
			0	
			0	
TOTAL OTHER EXPENSES	0	0	0	0

FY2 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions	40000	-
Memberships	5000	-
Tuitions/ Enrollment Fees	5500	-
Contracted Services: Outside Programs/ Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	72000	80000
Foundation Support	50000	-
Private/ Individual Support	10000	
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Govt Grants: Federal	-	-
City of Hollywood	10000	-
		-
Govt Grants: State	-	-
		-
		-

Govt Grants: Local	-	- - -
		-
Govt Grants: The Childrens Trust		- -
Merchandise/ Concessions/ Gift Shop Revs		-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand		-
Other Project Revenues		
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:	10000	- -
		-
		-
Total Cash Revenues and In-Kind Contributions	202500	80000
TOTAL REVENUES	282500	

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Pro OTHER PROJECT FY2 REVENUES Oth Revenues	CASH	In-Kind
TOTAL OTHER REVENUES	0	0

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: B-1

ORGANIZATION: Community Arts And Culture Inc

GRANT REQUEST: $5000

TITILE OF EVENT: 13th annual Afro Roots World Music festival

RECOMMENDATION: $5000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 3/1/2011 - 9/30/2011

EVENT LOCATION: North Beach Bandshell

DESCRIPTION:
Grant funds are requested to support the 13th annual Afro Roots World Music festival which is part of Community Arts and Culture's 2010/2011 season of events. The festival will take place on Saturday April 16th, 2011 at the North Beach Band Shell on 7275 Collins Ave. in Miami Beach. This festival celebrates the evolution of African culture in our communities by way of musical showcases, for both adults and children.

HOTEL CONFIRMATION:
New Hotel (10 room nights); Crystal Beach Suites (4 room nights); Days Inn (6 room nights)

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 500
OUT OF COUNTY: 100
OUT OF STATE: 70
FOREIGN: 30

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 20

 # room nights anticipated: 20

Actual number of hotel room nights used last year: 20

Hotel Room Nights at the time of Panel: 20

 # room nights anticipated at time of panel:

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:
Miami Beach Cultural Presenters - $5,671

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: 3rd Quarter (April 1 - June 30)

(2) Please check one: Special Events/Promotions

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

Community Arts And Culture Inc

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 12 NE 51st Street

City: Miami **State:** FL **Zip:** 33141 **Website:**

(4) Applicant Institution Type: Organization - Non-Profit

(5) Corporate Status: Organization - Non-Profit **(6) Year of Incorporation:** 2002

(7) FEI#: 16-1641289 **(8) State of Incorporation:** Florida

(10) Name: Jose Elias ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Miss ☐ Dr.

Title:

Email: joseelias@bellsouth.net

PROJECT INFORMATION

(11) Project Title: 13th annual Afro Roots World Music festival

(12) Starting and Ending Dates: 3/1/2011 - 9/30/2011

(14) Address or Location of Project: North Beach Bandshell, 7250 Collins Ave.

(15) Municipality in which project will take place (use codes): **Primary:** # 5 **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: # 6 **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: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

1. The 13th Annual Afro Roots World Music Festival: Celebrating 13 years of serving Dade County with quality programs, this festival has become the longest running event for our organization. It has been noted by some as the longest running world music festival in Miami. The festival has been able to expand its reach beyond local South Florida artists by bringing in performers from African countries such as Senegal, Ivory Coast, Guinea, Mali, and the Republic of Congo. This global connection through music has helped the festival evolve into one of Miami's most culturally diverse events. We have continued our collaborative efforts with Transit Lounge in presenting the Festival of the Drum which is the kick off celebration for the entire Festival and it's affiliated events. Furthermore, we continue to produce our interactive kids program featuring live music and dance alongside materials to create art with. Last years festival featured a variety of special guest, some of whom our internationally known. The Nag Champayons were joined on stage by El Chino Dreadlion who was part of the famous Grammy Nominated New York group Yerba Buena. Conjunto Progreso who headlined the show, was joined on stage by legendary Cuban singer Roberto Torres. To expand on this, the festival will now feature an internationally known act as the main headliner. It will take place at the North Beach Bandshell on Saturday, April, 16, 2011. The line up will feature Jahfe, Locos por Juana, the Spam All Stars, and for the first time in the festivals history, Haitian roots group Boukman Eksperyans. As usual, this will be an all-ages event beginning at 4:30pm and ending at 10:30pm. Ticket prices will range from $10.00 presale general admission to $15 at the door. We also plan on having ticket giveaways, participate in the Culture Shock Miami ticket program, students with valid ID and seniors over 65 get a reduced rate of $10 at the door, children twelve and under get in for $5.00 at the door too. In addition to the festival, we have two free satellite events including the Festival of the Drum kick off celebration at Transit Lounge on Friday, April 15, 2011 which will feature three acts which include Zona de Bomba, a new local group representing the Bomba rhythms of Puerto Rico, Barrio Abajo, which represents the Afro Colombian cultures of Colombia's Pacific coast, and the Nag Champayons, which are a collective of global artists who's music represents the diversity of Miami. For our kids program, Let the children have music and dance, we will host a daytime event in collaboration with the Barnyard in Coconut Grove on Saturday morning April 16, 2011 from 11 am- 1 pm. This program features performers in a show and tell format which encourages kids to interact and participate by learning about rhythms and specific dances related to the cultures that are being showcased. The Afro Roots festival takes place during Miami's tourist season. For those music lovers who make an annual pilgrimage to Miami, this event offers an international array of musicians that represent Miami's ever growing cultural mecca. This year we expect over 500 patrons to attend the festival. we base this figure on the fact that we have drawn over 400 patrons in previous years.Besides presenting many of Miami's world renowned music groups, the festival will now feature international known acts from outside of Florida and the United States. For the first time ever in the 13 year history of the festival, we will be inviting guest from other states who are involved with national radio like Afro Pop Worldwide, NPR and KCRW Los Angeles. We are also having the festival at the newly renovated North Beach Band Shell which is a designated historical landmark from the Art Deco era. This will entice tourists to explore other parts of Miami, giving them an opportunity to experience our rich global music culture. Our marketing efforts will be as follows: Press release and individual pitch notes sent out to over 300 South Florida media outlets (all major radio, broadcast and print, freelance writers and music bloggers.) Here are some examples:Television = CBS4 - Community Calendar, News Desk, NBC6 © South Florida Today, FOX7 - Deco Drive, Community Calendar, News Desk, WPLG10 - Community Calendar, News Desk, UNIVISION 23 - Community Calendar, News Desk, TELEMUNDO 51 - Community Calendar, News Desk, PLUM TV - The Juice,GEN TV - Community Calendar, News Desk AMERICA TEVE - Community Calendar, News Desk, PBS interview Print Media = MIAMI NEW TIMES - MIAMI HERALD - EL NUEVO HERALD, DIARIO LAS AMERICAS - SUN SENTINEL - Community Calendar, News Desk, MIAMI MONTHLY, FLORIDA INTERNAITONAL MAGAZINE, THE LEAD MIAMI BEACH, 944 magazine Radio = WDNA FM - Howard Duperly, PSA for free satellite events., WVUM FM - Christina Sava, ticket giveaway's and live radio interviews with artist's and festival director., WLRN FM - Michael Stock, live radio interview with Artist's and festival director. Web Based = Generation N, interviews for Generation N Website and Blog, event listing will appear on homepage week of event., AROUND TOWN, METROMIX SOUTH FLORIDA, SOUL OF MIAMI, FABRIKA LINK,CLUB PLANET, WHAT MIAMI, REMEZCLA MIAMI newsletter sent to over 9,000, MIAMI.COM - Fred Gonzalez 10,000 printed flyers to be distributed at events leading up to ours such as: Art Basel Miami satellite events.

User Details : Jose Elias (Community Arts And Culture Inc)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 5000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration	1000	3000	4000	
Personnel: Artistic			0	
Personnel: Technical/ Production			0	
Outside Artistic Fees/ Services		8000	8000	
Outside Other Fees/ Services		3000	3000	

Marketing: ADV/PR / Printing/ Publication	1000	3000	4000	
Marketing: Postage/ Distribution			0	
Marketing: Web Design/ Support/ Maintenance	500	700	1200	500
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental	2500	2500	5000	
Equipment Purchase			0	
Space Rental			0	500
Insurance (Liability)		525	525	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/ Materials			0	
Other Project Expenses			0	
Sub-Total	5000	20725	25725	1000
TOTAL EXPENSES	-	-	26725	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
			0	
			0	
			0	
			0	
			0	
			0	

User Details : Jose Elias (Community Arts And Culture Inc)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- Project Expenses FY2010-2011 UNIV2
- **Project Revenues FY2010-2011 UNIV New**
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to the program guidelines for funding request caps and matching funds requirements.

Note: Enter the grant amount requested in the line item indicated under Department of Cultural Affairs grants in the table below. Your Total Project Revenues must equal your Total Project Expenses. In addition, Total Cash Revenues must equal Total Cash Expenses and In-Kind Contributions must also balance.

Proje FY2010-2011 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions	2000	-
Memberships		-
Tuitions/ Enrollment Fees		-
Contracted Services: Outside Programs/ Performances	2154	-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support		500
Foundation Support		-

Private/ Individual Support		500
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
		-
		-
Govt Grants: Local	-	-
miami beach	5671	-
		-
		-
		-
Govt Grants: The Childrens Trust		-
Merchandise/ Concessions/ Gift Shop Revs		-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand	2500	-
Other Project Revenues		
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:	5000	-
DAN grant	8400	-
		-
		-
Total Cash Revenues and In-Kind Contributions	25725	1000

TOTAL REVENUES 26725

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Proje FY20 Othe Revenues	OTHER PROJECT REVENUES	CASH	In-Kind
	TOTAL OTHER REVENUES	0	0

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: B-2

ORGANIZATION: Coral Gables Cinemateque, Inc.

GRANT REQUEST: $10000

TITILE OF EVENT: One World, Many Cinemas

RECOMMENDATION: $7500

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 4/1/2011 - 6/30/2011

EVENT LOCATION: Coral Gables Art Cinema

DESCRIPTION:
Grant funds are requested for ONE WORLD, MANY CINEMAS, the spring 2011 screening series and related educational activities at the Coral Gables Art Cinema. The series will bring the incredible diversity of global art-house" film to Miami-Dade County. Most films presented in the ONE WORLD, MANY CINEMAS series will not generally be available at other venues in South Florida, providing for a unique contribution to the region's cultural landscape and an attractive destination for cultural tourism."

HOTEL CONFIRMATION:
Biltmore Hotel (16 room nights)

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 3400
OUT OF COUNTY: 400
OUT OF STATE: 150
FOREIGN: 50

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: NA

Hotel Room Nights at the time of Panel: NA

 # room nights anticipated: 26

 # room nights anticipated at time of panel:

Actual number of hotel room nights used last year: NA

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:
City of Coral Gables - $1,000

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: **3rd Quarter (April 1 - June 30)**

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

Coral Gables Cinemateque, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 1998 NE 150th Street

City: North Miami **State:** FL **Zip:** 33134 **Website:**

(4) Applicant Institution Type: Organization - Non-Profit

(5) Corporate Status: Organization - Non-Profit **(6) Year of Incorporation:** 2006

(7) FEI#: 20-4120218 **(8) State of Incorporation:** Florida

(10) Name: Charles Michael ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Miss ☐ Dr.

Title:

Email:

PROJECT INFORMATION

(11) Project Title: One World, Many Cinemas

(12) Starting and Ending Dates: 4/1/2011 - 6/30/2011

(14) Address or Location of Project: Coral Gables Art Cinema, 260 Aragon Avenue

(15) Municipality in which project will take place (use codes): **Primary: #** 6 **Secondary: #**

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

(16) Miami-Dade Commission District: # 6 **Florida State Senate District: #** 36

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: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

Funding is requested to support ONE WORLD, MANY CINEMAS, the spring 2011 screening series that will be the centerpiece of the Coral Gables Art Cinema's year-round, weekly season of programming during this period. About ten feature films will be showcased over a three-month period, each playing for a minimum of one week. These will include a broad selection of high quality international titles as well as some U.S. films, placing in context the global cinema terrain for both our local audience and visiting tourists, which in total are expected to number 4,000. Most of these will not generally be available at other venues in South Florida, providing for a unique contribution to the region's cultural landscape. In addition to the feature films, related activities, including meet-the-artist events, panel discussions and retrospective screenings, will be part of the series. The goal is to present a series that is diverse and vibrant, and speaks to the multicultural and multilingual nature of Miami, while challenging audiences with cutting-edge work and new ideas. Visitors to Miami-Dade County who are interested in the arts and cultural tourism" will find the ONE WORLD, MANY CINEMAS series an exciting, cosmopolitan destination that enhances their stay in the area, and reflects the deeper aspects of Miami beyond simply palm trees and tropical weather. All events that are part of the ONE WORLD, MANY CINEMAS series will take place at the Coral Gables Art Cinema, which is located on Aragon Avenue, directly across the street from Books & Books, in the heart of downtown Coral Gables. The beautiful new, 144-seat Coral Gables Art Cinema, with full 16mm, 35mm and industry standard true theatrical quality digital video projection, professional theater-quality sound and stadium seating, is one of the best and most comfortable venues for experiencing alternative film in South Florida. It opened on October 15, 2010 and the venue is run by the non-profit Coral Gables Cinemateque, Inc. The Cinema in general screens films and holds events from late afternoon Monday through Thursday, and from mid-day to after midnight on Saturday and Sunday, and this will hold true throughout the ONE WORLD, MANY CINEMAS series. The ONE WORLD, MANY CINEMAS feature films will usually open on a Friday night and play through the next Thursday. All screenings and related events for this series will take place from April through June, 2011. A firm schedule and program has not been set this far in advance due to the nature of the film booking and distribution process. Regular Cinema ticket prices will be used as part of the series, which are $9 general admission, $7 for students (25 and under) and seniors (65 and older) with ID and $5 for children under 12. Certain events, such as panel discussions, will be held free of charge. It is no exaggeration to say that both the location and the pricing of the Cinema are advantageous for a venue that seeks to attract audiences away from overpriced multiplexes to a thoughtful, provocative brand of alternative filmmaking from America and around the world. The ONE WORLD, MANY CINEMAS series will increase the quality and quantity of cultural offerings in Miami-Dade County in the area of cinema, with which the County is underserved compared to major international tourist-appealing urban areas such as New York City or London. This will help to strengthen Miami-Dade's appeal as both a cultural tourism destination, and as location that has wide range of activities for tourists to participate in. The ONE WORLD, MANY CINEMAS series will be marketed intensively through a combination of paid advertising, press coverage, electronic promotion, social networking, and street distribution of collateral materials. In addition to the overall marketing of the ONE WORLD, MANY CINEMAS series, a tailored marketing and media approach will be created for particular events and films. In addition to an active and fresh website, both seasonal and week-specific pieces will be distributed electronically through Constant Contact and through street distribution to businesses and other venues. This will include a vibrant, weekly e-newsletter, which as of January 2011 circulates to almost 5,000 email addresses. The website is accessible internationally, as is the Cinema's Facebook page, and the extensive online coverage of the series and the Cinema allows potential visitors to easily find out about the events. Partnerships with other organizations and businesses also will play a key role in marketing ONE WORLD, MANY CINEMAS, and particularly by working with area hotels and restaurants, tourists will be reached. WLRN-Radio is the Cinema's media partner, providing a regular amount of donated PSAs to match the ones the Cinema underwrites, and this will continue for the ONE WORLD, MANY CINEMA series. The Biltmore and Hyatt Regency are the Cinema's hotel sponsors, providing donated room nights for visiting artists, including directors and actors, as part of the series. A total of 26 donated room nights from are projected for the spring 2011 series. Because of the nature of the film business, it is not possible more than two months in advance to confirm most specific bookings. Some films currently under consideration which give a sense of what the ONE WORLD, MANY CINEMAS series will be like are HEARTBEATS, the new love triangle dramedy from Montreal's Xavier Dolan.

Home Content Manager User Manager Forms Manager Lifecycle Manager Report Query Builder PDF Layout Manager Mail Manager My Forms

Manage My Forms

Logout

User Details : Robert Rosenberg (Coral Gables Cinemateque, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

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Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 10000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration	2500	30500	33000	2000
Personnel: Artistic			0	
Personnel: Technical/ Production		10000	10000	
Outside Artistic Fees/ Services	4500	7500	12000	
Outside Other Fees/ Services			0	

Marketing: ADV/PR / Printing/ Publication	3000	2000	5000	
Marketing: Postage/ Distribution		500	500	
Marketing: Web Design/ Support/ Maintenance			0	2000
Travel: In County		250	250	
Travel: Out of County		1200	1200	
Equipment Rental		300	300	
Equipment Purchase			0	
Space Rental			0	
Insurance (Liability)			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/ Materials		500	500	
Other Project Expenses			0	2500
Sub-Total	10000	52750	62750	6500
TOTAL EXPENSES	-	-	69250	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
Hotel rooms for			0	1600
Food and beverage			0	900
			0	
			0	
			0	
			0	

User Details : Robert Rosenberg (Coral Gables Cinemateque, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
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- Project Expenses FY2010-2011 UNIV2
- **Project Revenues FY2010-2011 UNIV New**
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to the program guidelines for funding request caps and matching funds requirements.

Note: Enter the grant amount requested in the line item indicated under Department of Cultural Affairs grants in the table below. Your Total Project Revenues must equal your Total Project Expenses. In addition, Total Cash Revenues must equal Total Cash Expenses and In-Kind Contributions must also balance.

Proje FY2010-2011 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions	32200	-
Memberships	3050	-
Tuitions/ Enrollment Fees		-
Contracted Services: Outside Programs/ Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income	5000	-
Corporate Support	2000	2500
Foundation Support		-

Private/ Individual Support	2000	4000
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
		-
		-
Govt Grants: Local	-	-
City of Coral Gables	1000	-
		-
		-
		-
Govt Grants: The Childrens Trust		-
Merchandise/ Concessions/ Gift Shop Revs		-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand		-
Other Project Revenues		
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:		-
3rd Quarter	7500	-
TDC Grant 3rd	10000	-
		-
Total Cash Revenues and In-Kind Contributions	62750	6500

TOTAL REVENUES 69250

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Proje FY20 Othe Revenues	OTHER PROJECT REVENUES	CASH	In-Kind
	TOTAL OTHER REVENUES	0	0

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: B-3

ORGANIZATION: The Sicilian Cultural and Film Festival Inc.

GRANT REQUEST: $5000

TITILE OF EVENT: VI Sicilian Film Festival

RECOMMENDATION: $2500

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 4/7/2011 - 4/13/2011

EVENT LOCATION: Miami Beach Cinematheque

DESCRIPTION:
Grant funds are requested to support the VI Sicilian Film Festival (SFF). The SFF is an annual and open to the public event that has been taking place in the City of Miami Beach for 5 years. It brings the Sicilian culture to the forefront and shares the beauty and life of Sicily with Miami-Dade residents and visitors. The festival's 6th edition will be held from April 7 through 13, 2011, at the Miami Beach Cinematheque.

HOTEL CONFIRMATION:
Clay Hotel
Park Central Hotel
Whitelaw Hotel

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 600
OUT OF COUNTY: 100
OUT OF STATE: 150
FOREIGN: 150

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 200

room nights anticipated: 250

Actual number of hotel room nights used last year: 180

Hotel Room Nights at the time of Panel: 104

room nights anticipated at time of panel:

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: **3rd Quarter (April 1 - June 30)**

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

The Sicilian Cultural and Film Festival Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 8300 Hawthorne Avenue

City: Miami Beach **State:** FL **Zip:** 33139 **Website:**

(4) Applicant Institution Type: **Organization - Non-Profit**

(5) Corporate Status: Organization - Non-Profit **(6) Year of Incorporation:** 2006

(7) FEI#: 87-0763972 **(8) State of Incorporation:** Florida

(10) Name: Regina Moore ☐ **Mr.** ☐ **Mrs.** ☐ **Ms.** ☐ **Miss** ☐ **Dr.**

Title:

Email: reginabm@bellsouth.net

PROJECT INFORMATION

(11) Project Title: VI Sicilian Film Festival

(12) Starting and Ending Dates: 4/7/2011 - 4/13/2011

(14) Address or Location of Project: Miami Beach Cinematheque, 1130 Washington Ave

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

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

(16) Miami-Dade Commission District: # 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: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

'WHAT - For 5 years the SFF has been a unique event that brings the existence and the importance of Sicilian cinema to Miami-Dade County. The SFF is the American display of the Sicilian cinema. The event showcases feature films, TV movies, retrospectives, short films, documentaries, and invites various distinguished actors, producers, screenwriters and artists to participate and be honored during the festival. An international jury gives first prize to the feature movies and best technical contribution. There are one or two scheduled awards for the best short films that are authored by a few of the young writers. The short film award gives recognition to the young artists who are the future of Sicilian cinema. The festival typically presents 5 feature movies, 3 to 4 TV movies, 5 Retrospectives, 5 to 10 Documentaries, and 10 to 20 short films. The festival also offers cocktail parties, press conferences, round tables, lessons, music performances, gastronomic events with Sicilian wines and much more. Sicily is the second place in Italy after Rome in producing movies, and some of the best Italian directors are Sicilian (Giuseppe Tornatore won an Oscar for Cinema Paradiso). An impressive number of directors from all over the world choose Sicily as a site for shooting their movies. Furthermore, so many in Hollywood have Sicilian descendant like Giuseppe Tornatore, Frank Capra, Frank Sinatra, Vincente Minnelli, Liza Minnelli, Al Pacino, Joseph Barbera, Martin Scorsese, Sylvester Stallone, Susan Sarandon, Cindy Lauper and others. WHEN - The VI Sicilian Film Festival will be held from April 7 through 13, 2011 at the Miami Beach Cinematheque. This is a seven-day event that presents the average of 3 film showings every evening at the Miami Beach Cinematheque. The SFF tickets are $10 per movie showing. Ticket discount is available for students, senior citizens and the Miami Beach Cinematheque's members. There is also the option to buy packages of $20 which include movies and special events. The Sicilian Film Festival will participate in the Miami-Dade County Department of Cultural Affairs' Culture Shock and Golden Ticket Programs and will donate some of its tickets. The organization wants to give the opportunity for both youth and senior citizen to attend the film festival and appreciate the Sicilian culture. HOW - The Sicilian Film Festival promotes the Sicilian culture and cinema in Miami-Dade County! This is a unique event that brings the best of the Sicilian cinema, artists, culture and food, and it is an international cultural event that is appreciated by all. The Sicilian Film Festival brings to the community a new Sicily out of Sicily through cinema. Distinguished artists come to participate in this remarkable festival. It is expected that 1,000 people will attend the 2011 festival in Miami Beach, and we expect that 20% will be tourists. MARKETING - The Sicilian Film Festival has developed a relationship with the largest Italian broadcasters, both RAI and RAI International, which are committed to air public announcements/reviews about the festival to its 20 million household's subscribers in Italy and to its 12 million viewers worldwide. The festival will utilize the Beach Channel TV, which reaches 116,000 households and 15,000 hotel rooms. To reach the South Florida Hispanic community, the SFF will announce with Mega TV (Fin de Semana show). The Italian TV TeleOccidente will produce a 30min documentary about the 2011 SFF and will broadcast the event to Italian and European TV channels. The 89.7 FM Classical South Florida is a media sponsor and will broadcast the SFF to its South Floridian listeners. The SFF has a significant number of sponsor magazines and newspapers that publish articles about the festival. Please see attached media plan. The organization will create press releases of the festival's 6th edition in 6 different languages (English, Italian, Spanish, French, German and Arabic). Emanuele Viscuso has a very strong connection with the international press that immediately publishes the information about the SFF. It will develop email blast - this is a very effective way to promote the SFF and to create a positive brand image of this festival in Miami-Dade County. Email blasts will be sent to its own database. The company's email list consists of 20,000 addresses that have been gathered by Emanuele Viscuso (President), Salvo Bitonti (Artistic Director), supporters, and Miami Beach Cinematheque. The SFF will utilize viral marketing. This is an excellent strategy to spread the word for the upcoming festival. Facebook, Twitter and Youtube.com are powerful social networks. MEDIA SPONSORS - The media sponsors to covering the 2011 SFF: - TV: RAI and RAI International, The Beach Channel, Mega TV, TeleOccidente (Occidental Sicily and Sky Platform). - Radio: Radio Carini and 89.7 FM Classical South Florida. HOTEL SPONSORS - The Clay Hotel is sponsoring The Sicilian Film Festival. The hotel has blocked 25 rooms for 8 nights for the dates April 6 through 14,2011. WHO - The SFF's target audience is film lovers from South Florida, the rest of the states and abroad. The Sicilian Film Festival key directors include: Emanuele Viscuso, Founder & President and Salvo Bitonti, Artistic Director. Emanuele Viscuso is a sculptor, a musician, a designer and a cultural promoter. Because of his vast professional trajectory, his work can be seen in airports, museums, hotels, banks and private collections, besides continuous exhibitions in Europe and in the USA.

User Details : Emanuele Viscuso (The Sicilian Cultural and Film Festival Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 5000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration	1500	4500	6000	3000
Personnel: Artistic	0	0	0	0
Personnel: Technical/ Production	0	1500	1500	0
Outside Artistic Fees/ Services	0	0	0	0
Outside Other Fees/ Services	0	2500	2500	0
Marketing: ADV/PR / Printing/ Publication	3500	5000	8500	3200

Marketing: Postage/ Distribution	0	0	0	0
Marketing: Web Design/ Support/ Maintenance	0	3000	3000	0
Travel: In County	0	6000	6000	0
Travel: Out of County	0	4000	4000	0
Equipment Rental	0	0	0	0
Equipment Purchase	0	0	0	0
Space Rental	0	2000	2000	0
Insurance (Liability)	0	0	0	0
Utilities	0	2000	2000	0
Fundraising/ Development (Non-Personnel)	0	0	0	0
Merchandise/ Concessions/ Gift Shops	0	0	0	0
Supplies/ Materials	0	1000	1000	0
Other Project Expenses	0	0	0	3000
Sub-Total	5000	31500	36500	9200
TOTAL EXPENSES	-	-	45700	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
Copies of Feature	0	0	0	3000
			0	
			0	
			0	
			0	
			0	
TOTAL OTHER EXPENSES	0	0	0	3000

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FY2 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions	3000	-
Memberships	0	-
Tuitions/ Enrollment Fees	0	-
Contracted Services: Outside Programs/ Performances	0	-
Contracted Services: Special Exhibition Fees	0	-
Contracted Services: Other	0	-
Rental Income	0	-
Corporate Support	4000	6200
Foundation Support	0	-
Private/ Individual Support	4000	3000
Other Private Support: Auxiliary Activities	0	-
Other Private Support: Special Event Proceeds	0	-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
		-
		-

Govt Grants: Local	-	-
Miami Beach VCA	6000	-
		-
		-
		-
Govt Grants: The Childrens Trust	0	-
Merchandise/ Concessions/ Gift Shop Revs	0	-
Investment Income (Endowment)	0	-
Interest and Dividends	0	-
Cash on Hand	2000	-
Other Project Revenues	5000	0
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:	5000	-
Community Grant	7500	-
		-
		-
Total Cash Revenues and In-Kind Contributions	**36500**	**9200**
TOTAL REVENUES	**45700**	

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Pro
FY2
Oth
Revenues

OTHER PROJECT REVENUES	CASH	In-Kind
Sicilian Government	5000	0
TOTAL OTHER REVENUES	5000	0

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: B-4

ORGANIZATION: University of Wynwood. Inc.

GRANT REQUEST: $19500

TITILE OF EVENT: O, Miami

RECOMMENDATION: $15000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 4/1/2011 - 4/30/2011

EVENT LOCATION: New World Center

DESCRIPTION:
Funds are requested to support O, Miami, a month-long, county-wide poetry festival inaugurating in April 2011 with the goal of bringing every person in Miami-Dade County into an encounter with poetry, culminating in a series of marquee readings held at the New World Center on Miami Beach, April 27-30. Throughout April, O, Miami will be presenting poetry-related multi-genre collaborative content with local museums, galleries, libraries, schools, Zoo Miami, Fairchild Tropical Garden, and others.

HOTEL CONFIRMATION:
Betsy Hotel

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 9000
OUT OF COUNTY: 400
OUT OF STATE: 200
FOREIGN: 100

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 49

Hotel Room Nights at the time of Panel: 47

 # room nights anticipated: 75

 # room nights anticipated at time of panel:

Actual number of hotel room nights used last year: 5

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:
Community Grants - $7,500

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: **3rd Quarter (April 1 - June 30)**

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

University of Wynwood. Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 500 NE 56th Street

City: Miami **State:** FL **Zip:** 33139 **Website:**

(4) Applicant Institution Type: **Organization - Non-Profit**

(5) Corporate Status: Organization - Non-Profit **(6) Year of Incorporation:** 2010

(7) FEI#: 27-2502614 **(8) State of Incorporation:** Florida

(10) Name: Scott Cunningham ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Miss ☐ Dr.

Title:

Email: scott@universityofwynwood.org

PROJECT INFORMATION

(11) Project Title: O, Miami

(12) Starting and Ending Dates: 4/1/2011 - 4/30/2011

(14) Address or Location of Project: New World Center, 500 17 ST

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

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

(16) Miami-Dade Commission District: # 5 **Florida State Senate District: #** 25

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: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

O, Miami is a month-long, county-wide poetry festival taking place throughout April 2011. Produced by University of Wynwood with a generous founding grant from the John S. and James L. Knight Foundation, O, Miami is inaugurating with the goal of bringing every single person in Miami-Dade County into an encounter with poetry. 34 events and 22 projects will be conducted in multiple languages, sometimes simultaneously, often in collaboration with other cultural organizations, involving over 60 participating poets and artists, with 34 collaborative partner organizations. Readings featuring local writers will be occurring throughout the month, in coordination with several month-long projects. The festival culminates with a four-day series of readings from April 27-30, 2011 at the Frank Gehry-designed New World Center on Miami Beach. O, Miami serves to not only bring poets of national and international renown to Miami-Dade County, but also to empower local writers and artists to create a new, lasting identity for Miami as a community with a proud and thriving poetic community. This cultural enriching of Miami-Dade County will also deepen its national and international reputation as a hub for poetic life, with a particular focus on multi-lingual writers and translators, inviting an international audience of cultural tourists to what will be a city unique on the global literary map. Many of O, Miami's projects will be running throughout April, providing poetic content to visitors of the Museum of Contemporary Art, Wolfsonian-FIU, Fairchild Tropical Botanic Garden, Everglades National Park, Miami Metropolitan Zoo, Miami-Dade Public Library System, University of Miami, Florida International University, Miami Arts Charter, the New World School for the Arts, and the NWSA ArtSeen Gallery. Working with the Poetry Society of America, O, Miami is also bringing the internationally acclaimed Poetry in Motion" program to Miami-Dade County's public transit system. In addition to these month-long projects, O, Miami is presenting poetry readings and other poetry-related events throughout the month, beginning with events at the Adrienne Arscht Center on April 1st, a poetry/food event on Key Biscayne that evening, at NWSA ArtSeen Gallery on April 2nd, cutting-edge poetry and modern dance events at the Moore Building in the Design District on April 7th & 8th, video poetry at the Main Branch of the Public Library System on April 14th, Argentinian avant-garde poetry at the Museum of Contemporary Art on April 20th, with several other readings by local poets spread out throughout the month, all culminating with four nights of premiere international poetry events at the New World Center on Miami Beach on April 27-30. All of these readings will be open to the public, with most being free of charge. We will have progressively priced tickets for sale for our readings at the New World Center, starting from $5, up to $25. These events will attract tourists to Miami-Dade County with their unprecedented scope and variety. We are bringing the US Poet Laureate, W.S. Merwin, to Miami, as well as one of the world's most respected poets and scholars, Canadian writer Anne Carson, in addition to many nationally heralded US poets, such as Tony Hoagland, Brian Turner, Forrest Gander, and Jill McDonough. For the international events from the 27th-30th, we are also bringing in a large number of widely known and respected poets from Spanish-speaking countries and backgrounds, including Carla Faesler (Mexico), Victor Rodriguez-Nunez (Cuba), and Raul Zurita (Chile). The quality and breadth of these poets will attract cultural tourists both nationally and internationally. Our national and international marketing strategy is built around announcing O, Miami in national and international poetry and literary journals and magazines, with particular emphasis on college writing programs, knowing that students of poetry from around the country and Latin America will be drawn to such high-caliber programming in a vacation destination like Miami. We will be inviting college and graduate writing students to make a "Poetry Spring Break" to Miami this year, to focus their seasonal travels on our festival. This also includes a strong marketing campaign via Facebook, Twitter, and other social networking internet tools, further assisted by exclusive online content with our principal media sponsor, The Miami Herald. Our target audience for O, Miami is no less than every single resident and tourist in Miami-Dade County during the month of April. We are working to make poetry impossible to miss during the month. This entails targeting many smaller audiences within the county, especially those outside of already-established audiences for literary events. Our work with institutions like Zoo Miami, Fairchild Tropical Botanic Garden, Everglades National Park, and the Miami-Dade Transit System, allow us to bring content and awareness to audiences in contexts where poetry is not expected. By collaborating with many of Miami's best known cultural institutions, we are able to reach many audiences. TDC funding will help us to bring current US Poet Laureate, W.S. Merwin, the most recognizable poet in the country, to Miami-Dade County in April--we are asking the TDC to provide us with funding for half of his $15,000 honorarium. This is of particular value this year, as W.S. Merwin is making only two limited tours of the country during his tenure as Poet Laureate. For Miami to be one of his host cities in this time brings immediate recognition to O, Miami, and also to the County.

User Details : Scott Cunningham (University of Wynwood. Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Additional Venues UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 19500

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration		78000	78000	
Personnel: Artistic			0	
Personnel: Technical/ Production		15000	15000	2000
Outside Artistic Fees/ Services	7500	48885	56385	6200
Outside Other Fees/ Services			0	
Marketing: ADV/PR / Printing/ Publication	7000	18000	25000	3550

Marketing: Postage/ Distribution		3000	3000	
Marketing: Web Design/ Support/ Maintenance		6000	6000	
Travel: In County			0	
Travel: Out of County		2000	2000	
Equipment Rental			0	
Equipment Purchase			0	
Space Rental	5000	33255	38255	
Insurance (Liability)		5000	5000	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/ Materials		29250	29250	
Other Project Expenses		19110	19110	
Sub-Total	19500	257500	277000	11750
TOTAL EXPENSES	-	-	288750	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
Printing and		10000	10000	
Administrative		3110	3110	
Month-Long Projects		6000	6000	
			0	
			0	
			0	
TOTAL OTHER EXPENSES	0	19110	19110	0

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Pro
FY2010-2011
Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions		-
Memberships		-
Tuitions/ Enrollment Fees		-
Contracted Services: Outside Programs/ Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support		9750
Foundation Support	250000	-
Private/ Individual Support		2000
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
		-
		-

Govt Grants: Local	-	-
Community Grant	7500	-
		-
		-
		-
Govt Grants: The Childrens Trust		-
Merchandise/ Concessions/ Gift Shop Revs		-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand		-
Other Project Revenues		
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:		-
TDC	19500	-
		-
		-
Total Cash Revenues and In-Kind Contributions	**277000**	**11750**
TOTAL REVENUES	**288750**	

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Pro OTHER PROJECT FY2 REVENUES Oth Revenues	CASH	In-Kind
TOTAL OTHER REVENUES	0	0

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: C-1

ORGANIZATION: ARTISTAMUNDO, L.L.C.

GRANT REQUEST: $5000

TITILE OF EVENT: Miami Virtual Arts Tours

RECOMMENDATION: $0

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - For-Profit

DATE(S) OF EVENT: 4/20/2011 - 6/30/2011

EVENT LOCATION: Miami Virtual Arts Tours

DESCRIPTION:
Grant funds are requested to support Miami Virtual Arts Tours which will highlight Miami Dade County's arts and culture life to the virtual world. Our virtual tours will film events, Art in Public Places, architectural and historical sites, and other interesting arts sites and events throughout the county from April-June. The tours will be posted on the site www.MiamiArtsTours.com, along with affiliate websites and links to GMCVB and Miami Hotel Associations.

HOTEL CONFIRMATION:
N/A

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 300
OUT OF COUNTY: 300
OUT OF STATE: 100
FOREIGN:

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: n/a

Hotel Room Nights at the time of Panel: n/a

room nights anticipated: n/a

room nights anticipated at time of panel:

Actual number of hotel room nights used last year: n/a

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: **3rd Quarter (April 1 - June 30)**

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

ARTISTAMUNDO, L.L.C.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 114 East Enid Drive, #9

City: Key Biscayne **State:** FL **Zip:** 33149 **Website:**

(4) Applicant Institution Type: Organization - For-Profit

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

(7) FEI#: 262755778 **(8) State of Incorporation:** Florida

(10) Name: Alexandra Figueredo ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Miss ☐ Dr.

Title:

Email: alexandrafigueredo@gmail.com

PROJECT INFORMATION

(11) Project Title: Miami Virtual Arts Tours

(12) Starting and Ending Dates: 4/20/2011 - 6/30/2011

(14) Address or Location of Project: Miami Virtual Arts Tours, 117 E Enid Dr. #9

(15) Municipality in which project will take place (use codes): **Primary: #** 24 **Secondary: #**

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

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

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

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

(17) Primary Audience: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

'Miami Virtual Arts Tours are first of their kind in providing video tours online related to the arts, culture and architecture in Miami Dade County. The mission of the Virtual Tours is to attract tourists to visit Miami as a result of the county's level of artistic and cultural diversity emphasizing such elements as Art Deco architecture, Vizcaya's Renaissance-style villa, Latin music and culture on historic Calle Ocho, and a multitude of famous Latin American sculptures and paintings that are dispersed throughout the county. Currently there is no one complete site that provides virtual arts tours in Miami. ARTIST/SPOKESPERSON: The 'voice' and spokesperson of the videos is Alexandra Figueredo, with help from local historians and art directors for contextual information and additional support. As a journalist, and marketing communications & broadcast graduate student at FIU, Alexandra is an experienced and engaging hostess for the virtual tours. She will be assisted by a film crew who will film and edit the virtual tours. DESCRIPTION OF TOURS: Up to two virtual tours per month will be filmed, highlighting a different aspect of the arts/culture in Miami Dade County: 1. Architecture Mediterranean Revival - history of the architecture in Miami with Spanish, Italian and Moorish influences, including tour of Villa Vizcaya, The Biltmore Hotel, and other unique buildings. 2. Art Deco tour - history and influence of art deco, and tour of buildings and hotels throughout Miami Beach. 3. Cuban Culture - a visit to Viernes Culturales/Cultural Fridays arts and culture fair in Little Havana's historic quarter discusses immigration and influence of Cuban culture, tour of Freedom Tower, famous Cuban master painters past and present. 4. The Botero Tour - featuring world-famous Colombian artist Fernando Botero, with a tour of his outdoor sculptures and Latin American art galleries and collections displaying his well-known paintings. 5. The Jose Bedia Tour - featuring works by Jose Bedia, internationally-renowned Cuban-American artist, visiting his commissioned works and Art in Public Places around the county such as the performing arts complex and sidewalk mosaics on Key Biscayne. TARGET AUDIENCE: consists of visitors from Europe, Latin America and North America who wish to visit Miami or are considering stopping in Miami while visiting other cities in the United States or Florida. The virtual tours will entice these visitors who are sophisticated culturally and artistically to visit Miami, extend their stay, and/or provide them with additional options for cultural and artistic attractions. There is also natural spillover awareness for local residents who search for arts tours in Miami and will find the Miami Arts Tours site. MARKETING: By design, Miami Virtual Arts Tours are themselves a marketing strategy to attract tourists to the county by showing them a glimpse of what they can see while visiting. The virtual tours will be posted on www.MiamiArtsTours.com with links to the GMCVB and Greater Miami & The Beaches Hotel Association, which provide resources for booking hotels and further visitor information. As part of a social media campaign, the virtual tours will be posted in the 'ArtistaTravel' section of ArtistaMundo.com and newsletter. ArtistaMundo.com has traffic of over 10,000 monthly visitors from around the world and a monthly newsletter with distribution of over 9,000. The virtual tours will also be posted on the ArtistaMundo Facebook and YouTube pages, Facebook ads as part of the social media campaign to drive more traffic. MEDIA COVERAGE: We have obtained commitments from WPLG Channel 10 and CBS4, two local news stations to cover our arts tours project. Plus several local newspapers have agreed to feature us. In addition, local municipal television stations such as Coral Gables TV, City of Miami TV, Key Biscayne TV, The Beach Channel and WPBT2's uVuvideo.org will broadcast relevant virtual tours that carry content specific to their municipality on their channels. SPONSORS: Through alliances with the GMCVB, Greater Miami & The Beaches Hotel Association, and the Miami Dade Beacon Council, we will obtain sponsorships from local hotels, restaurants and tourist attractions to promote themselves on our site. This will provide further exposure and awareness to accommodations and other attractions around the county. CULTURAL AFFAIRS/TDC PARTICIPATION: The TDC is crucial to getting this project to the next level with the funds, support and assistance from Miami Dade County Cultural Affairs. Leveraging the name and clout of Cultural Affairs and TDC will help us garner additional support and funding from other local organizations and individuals not possible otherwise. For example, by being awarded this grant, we estimate at least $2,000 in in-kind web promotion and distribution of videos from the GMCVB and the Hotel Alliance; this support, albeit non-cash, can aid in increasing awareness and exposure tremendously! Plus we expect additional monetary sponsorship from local businesses that wish to advertise on our site to promote themselve.

User Details : Alexandra Figueredo (ARTISTAMUNDO, L.L.C.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 5000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration		3000	3000	
Personnel: Artistic	1600		1600	
Personnel: Technical/ Production	2300		2300	
Outside Artistic Fees/ Services		100	100	
Outside Other Fees/ Services		1000	1000	

Marketing: ADV/PR / Printing/ Publication	600	400	1000	1000
Marketing: Postage/ Distribution			0	
Marketing: Web Design/ Support/ Maintenance	500		500	1000
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Purchase			0	
Space Rental			0	
Insurance (Liability)			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/ Materials		100	100	
Other Project Expenses	0	300	300	
Sub-Total	5000	4900	9900	2000
TOTAL EXPENSES	-	-	11900	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
Website Hosting Fees	0	300	300	
			0	
			0	
			0	
			0	
			0	

User Details : Alexandra Figueredo (ARTISTAMUNDO, L.L.C.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- Project Expenses FY2010-2011 UNIV2
- **Project Revenues FY2010-2011 UNIV New**
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to the program guidelines for funding request caps and matching funds requirements.

Note: Enter the grant amount requested in the line item indicated under Department of Cultural Affairs grants in the table below. Your Total Project Revenues must equal your Total Project Expenses. In addition, Total Cash Revenues must equal Total Cash Expenses and In-Kind Contributions must also balance.

Proje FY2010-2011 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions		-
Memberships		-
Tuitions/ Enrollment Fees		-
Contracted Services: Outside Programs/ Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support		2000
Foundation Support		-

Private/ Individual Support	4900	
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
		-
		-
Govt Grants: Local	-	-
		-
		-
		-
		-
Govt Grants: The Childrens Trust		-
Merchandise/ Concessions/ Gift Shop Revs		-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand		-
Other Project Revenues		
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:	5000	-
		-
		-
		-
Total Cash Revenues and In-Kind Contributions	9900	2000

TOTAL REVENUES	11900

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Proje FY20 Othe Revenues	OTHER PROJECT REVENUES	CASH	In-Kind
	TOTAL OTHER REVENUES	0	0

Previous Next

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: D-1

ORGANIZATION: Miami Northwest Express Track Club, Inc.

GRANT REQUEST: $15000

TITILE OF EVENT: 36th Annual Northwest Track & Field Classic

RECOMMENDATION: $12000

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 6/10/2011 - 6/12/2011

EVENT LOCATION: Miami Dade College, North Campus / Traz Powell Stadium

DESCRIPTION:
Grant funds are requested to support the 36th Annual Northwest Track & Field Classic. This event involves youth from the Bahamas, British Virgin Islands, Canada, Cayman Islands, Jamaica, Mexico and Puerto Rico and throughout the United States and U.S. Virgin Islands.

HOTEL CONFIRMATION:
Homewood Suites; Blue Lagoon; El Palacio

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 3500
OUT OF COUNTY: 400
OUT OF STATE: 100
FOREIGN: 2000

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 580

Hotel Room Nights at the time of Panel: 400

 # room nights anticipated: 1200

 # room nights anticipated at time of panel: 1200

Actual number of hotel room nights used last year: 1200

OUTSIDE MEDIA:

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

OTHER GOVERNMENT FUNDING:

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: **3rd Quarter (April 1 - June 30)**

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

Miami Northwest Express Track Club, Inc.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 1310 NW 90th Street

City: Miami **State:** FL **Zip:** 33167 **Website:**

(4) Applicant Institution Type: Organization - Non-Profit

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

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

(10) Name: Jesse Holt ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Miss ☐ Dr.

Title:

Email: jholt12121@aol.com

PROJECT INFORMATION

(11) Project Title: 36th Annual Northwest Track & Field Classic

(12) Starting and Ending Dates: 6/10/2011 - 6/12/2011

(14) Address or Location of Project: Miami Dade College, North Campus / Traz Powell Stadium, 11380 NW 27th Avenue

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

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

(16) Miami-Dade Commission District: # 2 **Florida State Senate District: #**

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

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

(17) Primary Audience: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

The 36th Annual Northwest Track & Field Classic provides 3 days of competition that is held during the second weekend of June each year. This competition involves thousands of athletes, Coaches, Teams, Chaperones and fans from the Caribbean and throughout the United States. In the process, cultural exchanges are made and life-time friendships are established. This event will be held at Miami-Dade College, North Campus / Traz Powell Stadium on June 10-12, 2011, and it includes only track and field based events. There is $6 per day or $15, 3-day admission pass to attend this international event which attracts tourists from around the world and brings them to South Florida every June. This event is promoted via radio, television, local newspapers and on the internet. It is also advertised in Track and Field News, National Master News, Youth Running, The Southern Running Journal and in several track and field Magazines. We have also had WEDR, Hot 105, WMBM and the Miami Herald provide live coverage during past events and we've already received commitments from them to help promote us again this year. In preparation for another outstanding event, we have solidified contracts with several hotels to provide special rates for our attendees and we are expecting to fill 1200 booked rooms for this year's event. On the track, we are expecting boys and girls as young as four years of age, as well as male and female athletes who are elite or amateurs, and many fun seekers who are interested in the sport. The TDC funding enhances our project's tourism by providing funding that defrays basic promotional costs and track meet essentials. The meet is hosted by the Miami Northwest Express Track Club and it is sanctioned by the USA Track & Field Association. We begin promoting this event immediately after it concludes as our database continues to expand and our influence around the world has continued to increase. We have received many phone calls from new people who are seeking additional information about our event based upon the referrals of those who have attended in the past.

Home Content Manager User Manager Forms Manager Lifecycle Manager Report Query Builder PDF Layout Manager Mail Manager My Forms

Manage My Forms

Logout

User Details : Jesse Holt (Miami Northwest Express Track Club, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
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- **Project Expenses FY2010-2011 UNIV2**
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- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
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- Certification/Signature UNIV FY2010-2011

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Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
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Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 15000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration			0	10000
Personnel: Artistic			0	
Personnel: Technical/ Production			0	
Outside Artistic Fees/ Services			0	
Outside Other Fees/ Services	1000	5000	6000	12000

Marketing: ADV/PR / Printing/ Publication	4000		4000	
Marketing: Postage/ Distribution	600	1400	2000	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	2000
Travel: Out of County			0	
Equipment Rental	2500	500	3000	
Equipment Purchase			0	
Space Rental			0	6000
Insurance (Liability)			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		15000	15000	10000
Supplies/ Materials	2000	3000	5000	12000
Other Project Expenses	5400	9600	15000	8000
Sub-Total	15500	34500	50000	60000
TOTAL EXPENSES	-	-	110000	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
			0	
			0	
			0	
			0	
			0	
			0	

User Details : Jesse Holt (Miami Northwest Express Track Club, Inc.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
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- TDC Project Summary
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- Project Expenses FY2010-2011 UNIV2
- **Project Revenues FY2010-2011 UNIV New**
- Current and Completed Budgets FY2008-2010 UNIV New
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- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

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Refer to the program guidelines for funding request caps and matching funds requirements.

Note: Enter the grant amount requested in the line item indicated under Department of Cultural Affairs grants in the table below. Your Total Project Revenues must equal your Total Project Expenses. In addition, Total Cash Revenues must equal Total Cash Expenses and In-Kind Contributions must also balance.

Proje FY2010-2011 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions	10000	-
Memberships		-
Tuitions/ Enrollment Fees		-
Contracted Services: Outside Programs/ Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other	5000	-
Rental Income		-
Corporate Support		
Foundation Support		-

Private/ Individual Support	20000	
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds	6000	-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
		-
		-
Govt Grants: Local	-	-
		-
		-
		-
		-
Govt Grants: The Childrens Trust		-
Merchandise/ Concessions/ Gift Shop Revs	5000	-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand		-
Other Project Revenues		
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:	15000	-
		-
		-
		-
Total Cash Revenues and In-Kind Contributions	61000	0

TOTAL REVENUES 61000

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Proje FY20 Othe Revenues OTHER PROJECT REVENUES	CASH	In-Kind
TOTAL OTHER REVENUES	0	0

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (Apr 1-Jun 30)

Agenda Item No: E-1

ORGANIZATION: Media USA dba STUDIOMILANO

GRANT REQUEST: $25000

TITILE OF EVENT: Miami Saling Week

RECOMMENDATION: $5025

EVENT CATEGORY: Sport

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - For-Profit

DATE(S) OF EVENT: 3/7/2011 - 3/12/2011

EVENT LOCATION: Miami Saling Week/ Coconut Grove Sailing Club

DESCRIPTION:
'Grant funds are requested to bring the world renown sailing photographer Franco Pace and his sailing photography exhibit 'Le Vele di Franco Pace' during the Miami Sailing Week from March 7th to the 12th at the old Coconut Grove convention center. Miami S

HOTEL CONFIRMATION:
Mutiny Hotel; Courtyard by Marriott; Residence Inn; Hampton Inn

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 2000
OUT OF COUNTY: 250
OUT OF STATE: 250
FOREIGN: 2500

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 450

Hotel Room Nights at the time of Panel: 450

 # room nights anticipated: 650

 # room nights anticipated at time of panel:

Actual number of hotel room nights used last year: 600

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: $7,500 (09-10)

OTHER GOVERNMENT FUNDING:

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: 3rd Quarter (Apr 1-Jun 30)

(2) Please check one: Sport

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

Media USA dba STUDIOMILANO

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 800 Brickell Avenue, Suite 710

City: Miami **State:** FL **Zip:** 33131 **Website:**

(4) Applicant Institution Type: Organization - For-Profit

(5) Corporate Status: Organization - For-Profit **(6) Year of Incorporation:** 2002

(7) FEI#: 50527914 **(8) State of Incorporation:** Florida

(10) Name: Lou Cantin ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Miss ☐ Dr.

Title:

Email: lou@studiomilano.com

PROJECT INFORMATION

(11) Project Title: Miami Saling Week

(12) Starting and Ending Dates: 3/7/2011 - 3/12/2011

(14) Address or Location of Project: Miami Saling Week/ Coconut Grove Sailing Club, 800 Brickell Avenue Suite 710

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

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

(16) Miami-Dade Commission District: # 7 **Florida State Senate District:** # 39

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

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

(17) Primary Audience: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

What started out as a three-day event with less than 10 boats in 1927, the Bacardi Cup now attracts more than 200 sailors each year from some 23 countries and the attention of national and interna-tional media. In 1962, the regatta found a new home at the Coconut Grove sailing center and now enters its 48th year at the same location.

The Bacardi Cup will constitute the traditional event of the newborn MIAMI SAILING WEEK (MSW) established in 2010, and Bacardi USA will continue to be the main sponsor of the event. MSW will take place in Miami's Coconut Grove area from March 7th to the 12th, 2011.

New classes have been added for an extended level of participation. We have confirmation of the following sailboat classes; Viper, Melges 20 and 24, and J24 classes with the goal to attract a mini-mum of 150/200 boats. With the addition of these classes, more than 600 sailors from the US and the world will participate in this major sailing regatta.

A village area adjacent to Coconut Grove's Dinner Key will be created and be open to sailors, family, friends, media, spectators and to the local community. A VIP hospitality area will be reserved for participants and media. New social events will be added in order to make MSW a memorable ex-perience on and off the water. Those events are: A Classic Car Show on March 10th, daily restau-rants and bar promotions in the Coconut Grove area as well as the photography exhibit explained in details below.

ART EXHIBIT

A special weeklong art exhibit is inviting BMSW participants and visitors to three creative expositions: "The Sails of Franco Pace" by Franco Pace, " A celebration of 100 years of the Star Class" the historic boat of the BACARDI Cup and a display of Miami based, pop artist, Stephen Gamson. The North Hall of the Convention Center of Coconut Grove will be divided in three main areas where the artists will be able to display their art. The exhibition is free to the public. Open daily between noon and 6:00 pm.

"The Sails of Franco Pace": The exhibition summarizes the activity of the author during the last 30 years in the field of Yachting. The images describe the magic of sailing on different seas around the world;

"A celebration of 100 years of the Star Class": A history path of the history of the Star boat from the original design in 1911 to the present day is created for this part of the exhibition. The organizers want to walk the visitors through the most changes during the Star Boats' life. An old wooden Star from vintage 1950's will be fully rigged alongside the current high tech model raced today.

"Stephen Gamson" will display paintings and sculptures that are playfulin style, witty and relate to pop culture. The artist will also be designing the official event poster of the event.

BACARDI WELCOME COCKTAIL

The event will officially open the art exhibits and also kick off the BACARDI Miami Sailing Week sponsored by EFG Bank. The cocktail which will be held outdoors on Sunday, 3rd March from 4:00 pm to 7:00 pm next to the old Coconut Grove Convention center. This welcome cocktail is open to sponsors and participants of the event. On Sunday, March 3rd From 12 noon to 4:00 pm we will also host visitors to the Shake-a-leg community Bay Day. The North Hall of the Convention Center will have opened its doors for this occasion and visitors and participants will be able to walk through the art exhibits set up for this inauguration.

BACARDI MID WEEK PARTY

The mid week event will be held on Wednesday, March 9th, from 6:00 pm to 9:00 pm in the hospitality village. The main purpose of this event is to incorporate the remaining participants of the regatta and to welcome them to the sunny Coconut Grove and Biscayne bay.

BACARDI BAR HOPPING

During the Miami Sailing Week, Bacardi along with local Coconut Grove merchants, will unite forces to support local businesses by creating a series of events that will bring our participants to enjoy the local night life. The event will take place throughout the week. This is to bring the true spirit of Miami and South Florida to Coconut Grove area for the Bacardi Miami Sailing Week and to get the local community and participant sailors involved with the Sailing event.

User Details : Lou Cantin (Media USA/DBA STUDIOMILANO)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 25000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration		50000	50000	
Personnel: Artistic	10,000	10,000	20000	
Personnel: Technical/ Production			0	
Outside Artistic Fees/ Services	15000	15000	30000	
Outside Other Fees/ Services		55000	55000	

Marketing: ADV/PR / Printing/ Publication		45925	45925	
Marketing: Postage/ Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental		18900	18900	
Equipment Purchase		17000	17000	
Space Rental		22000	22000	
Insurance (Liability)			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/ Materials			0	
Other Project Expenses		117550	117550	
Sub-Total	25000	351375	376375	0
TOTAL EXPENSES	-	-	376375	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
Venues&Misc Expenses	75100		75100	
Hospitality Village	7000		7000	
			0	
Press Room Media	32000		32000	
			0	
Press Boat/VIP Yacht	3450		3450	

User Details : Lou Cantin (Media USA/DBA STUDIOMILANO)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- Project Expenses FY2010-2011 UNIV2
- **Project Revenues FY2010-2011 UNIV New**
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to the program guidelines for funding request caps and matching funds requirements.

Note: Enter the grant amount requested in the line item indicated under Department of Cultural Affairs grants in the table below. Your Total Project Revenues must equal your Total Project Expenses. In addition, Total Cash Revenues must equal Total Cash Expenses and In-Kind Contributions must also balance.

Proje FY2010-2011 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions		-
Memberships		-
Tuitions/ Enrollment Fees	36000	-
Contracted Services: Outside Programs/ Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	110000	
Foundation Support		-

Private/ Individual Support		
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
		-
		-
Govt Grants: Local	-	-
		-
		-
		-
		-
Govt Grants: The Childrens Trust		-
Merchandise/ Concessions/ Gift Shop Revs		-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand	192925	-
Other Project Revenues	10400	
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:	25000	-
		-
		-
		-
Total Cash Revenues and In-Kind Contributions	374325	0

TOTAL REVENUES 374325

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Proje FY20 Othe Revenues

OTHER PROJECT REVENUES	CASH	In-Kind
Merchandising	7400	
Room night	3000	
TOTAL OTHER REVENUES	10400	0

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: E-2

ORGANIZATION: The Polo Life, LLC.

GRANT REQUEST: $5000

TITILE OF EVENT: Miami Beach Polo World Cup VII and The South Beach Polo World Cup III

RECOMMENDATION: $5000

EVENT CATEGORY: Sport

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - For-Profit

DATE(S) OF EVENT: 4/21/2011 - 4/24/2011

EVENT LOCATION: Collins Park Beach

DESCRIPTION:
Grant funds are requested to support The Miami Beach Polo World Cup VII and The South Beach Polo World Cup III. The event will take place on April 21-24th held on Collins Park- Beach Front between 20th-22 street. There will be social events, which start on Wednesday April 20h with a press conference followed by a possible after party at the venue and other social events. There will be satellite events through out the remainder of the weekend. The games will take place Thursday - Sunday.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 3000
OUT OF COUNTY: 4000
OUT OF STATE: 3000
FOREIGN: 3000

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 300

Hotel Room Nights at the time of Panel: 300

 # room nights anticipated: 650

 # room nights anticipated at time of panel:

Actual number of hotel room nights used last year: 650

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: $6,700 (08-09); $10,000 (07-08)

OTHER GOVERNMENT FUNDING:
Miami Beach VCA - $40,000

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-____

QUARTER/CATEGORY

(1) Please check one: 3rd Quarter (April 1 - June 30)

(2) Please check one: Sport

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

The Polo Life, LLC.

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 407 Lincoln Road, Suite 302

City: Miami Beach **State:** FL **Zip:** 33139 **Website:**

(4) Applicant Institution Type: Organization - For-Profit

(5) Corporate Status: Organization - For-Profit **(6) Year of Incorporation:** 2003

(7) FEI#: 20-4911792 **(8) State of Incorporation:** Florida

(10) Name: Bruce Orosz ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Miss ☐ Dr.

Title:

Email: borosz@actproductions.com

PROJECT INFORMATION

(11) Project Title: a:7:{s:7:

(12) Starting and Ending Dates: 4/21/2011 - 4/24/2011

(14) Address or Location of Project: Collins Park Beach, 2100 Collins Avenue

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

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

(16) Miami-Dade Commission District: # 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: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

The Miami Beach Polo World Cup VII and The South Beach Women's Polo World Cup III will take place April 21-24th. Polo is a sport played in every corner of the world, and the lifestyle associated with it is a mobile, jet-setting one. The event draws celebrities and successful professionals from all over the world and showcases 8 women's teams and 6 men's teams, featuring renowned and internationally recognized polo players like Nacho Figueras and Nic Roldan. The four-day event is scheduled within the polo tournament schedule, in order to maximize participation by the best players and teams. As such, it typically falls to the end of April. An arena is built right on the beach, just behind the famous Setai hotel. This year, the games will commence on Thursday, April 21st and go through Sunday, April 24th, from 1pm to 5pm each day. Aside from the main, 4-day Polo game event, the calendar is also packed with social events, which kickoff with the press conference on Wednesday, April 20th, and pack hotels, restaurants and nightclubs with Polo enthusiasts and celebrities. Tickets are not required, however spectators are encouraged to purchase them. Tickets allow access to the VIP Grand Stand where drinks and hors d'oeuvres are complementary and can be enjoyed under shade and on beautiful furniture. The daily tickets also allow access to all of each evening's social events. The games can be enjoyed by the public, right from the beach, from outside the bounds of the arena and the VIP Grand Stand. The ticket prices range from $100 on Thursday, April 21st, to $130 on Friday, April 22nd, to $150 on Saturday and Sunday, April 23rd and 24th. Miami Beach residents can receive a 20% discount with their Florida ID. The Polo community, worldwide, is a large one, and because the Miami Beach Polo event is so unique within the world of Polo, the draw is very strong. When a Polo player travels to compete, they each bring an entire entourage, which can include their grooms and handlers, and even their horses, not to mention their families and friends. The players, many of whom are celebrities, also have fans, who travel with friends and family to get a glimpse of their idols. There are the spectators and enthusiasts, and also the many, many international media representatives. All of these people come for the games, staying in the hotels, shopping in the stores and eating in the restaurants that call Miami-Dade home. The event is marketed via print, broadcast and Internet outlets, and internationally, in European and South American markets. Our current media partners include Esquire Magazine, Ocean Drive, Comcast, A&E, Bio, History, E! and Plum TV.Our hotel partners include The Setai, Raleigh, W Hotel, Morgan's Hotel Group, Park Central and The Hotel of South Beach. Presently (at the time of this writing) we have 300 hotel rooms blocked for the event, but we know that the number will increase. we anticipate that this year's polo will attract 10,000 polo aficionado, sponsors, players, staff and general admissions. The principal competitors in the Polo event are all professional players from around the world. They include celebrities like super model Nacho Figueras and America's top-rated player, Nic Roldan, as well as celebrated female player, Sunny Hale. The target audience includes Polo enthusiasts, but also newcomers from within the typical Polo lifestyle demographic, which includes successful professionals who enjoy fast-paced sports and hobnobbing with similar people. The financial support from the TDC will help enhance the experience we offer by helping us to offer more to the target audience. We have big shoes to fill, since last year's polo was so successful. Each year we seek to surpass the previous year's experience by making a bigger and better event. We believe that the TDC's help will be an integral part of attracting, enticing and ultimately satisfying more spectators, enthusiasts and participants. We want them to have such a great time that they will continue to come in the future, and tell everyone they know about how great it was. We produce the event ourselves, however, it would not be possible without our many partnerships. Along with the partners we have already mentioned, we also work together with Mercedes AMG, Nespresso, Hublot (an LVMH brand), Morgan Stanley, The Ferretti Group, La Martina, Asprey, Bombay Sapphire and Bacardi, to name a few. to name a few. The implementation for each year's event literally begins the moment the previous year's event is over. For an entire year, the many necessary sponsor relationships are maintained, and new ones begun. Engineering designs start right away, with new thoughts and ideas examined, rolled over and adjusted in preparation for permitting. The applications for the various permits, including Building and Special Events, are put in immediately as well, with details shared with the governmental bodies as soon as they are available. The core ideas and plans are usually in place no later than June of each year. From there, there are always small changes and tweaks continue through the Fall and Winter. But, the goal is to stay ahead of the game and to minimize improvisation through diligent planning.

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User Details : Bruce Orosz (The Polo Life, LLC.)
Grant Name : Tourist Development Council > FY2010-2011

My Forms > TDC Review Forms > TDC Application Data QTR3 > FY2010-2011

TDC Application FY2010-2011

- TDC Application Comments
- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
- TDC Uploads Form
- Certification/Signature UNIV FY2010-2011

You may download an Excel spreadsheet "replica" of the Projected Project Budget Form from the CGO FAQ page

Refer to program guidelines for funding request caps.
The amount requested must equal the Grant Dollars Allocated Total (first column) in the budget form below.
Grant dollars may be used only for expenses directly related to the proposed project. General overhead or other operating expenses not directly related to the proposed project are not permitted. Refer to the program guidelines for specific allowable grant expenditures and grant use restrictions.
Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 5,000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration		87562	87562	
Personnel: Artistic		32208	32208	
Personnel: Technical/ Production		89585	89585	
Outside Artistic Fees/ Services			0	
Outside Other Fees/ Services		21800	21800	
Marketing: ADV/PR / Printing/ Publication	2500	22906	25406	6352

Marketing: Postage/ Distribution		6995	6995	
Marketing: Web Design/ Support/ Maintenance	2500	4906	7406	
Travel: In County		14545	14545	10000
Travel: Out of County			0	
Equipment Rental		125058	125058	
Equipment Purchase		15000	15000	
Space Rental		16258	16258	
Insurance (Liability)		3454	3454	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	75000
Supplies/ Materials		10829	10829	
Other Project Expenses		43655	43655	
Sub-Total	5000	494761	499761	91352
TOTAL EXPENSES	-	-	591113	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
Permits		20000	20000	
Sanitations		7000	7000	
Sand Dragging		3455	3455	
Sand Sifting		2500	2500	
Police		8000	8000	
Fire		2700	2700	
TOTAL OTHER EXPENSES	0	43655	43655	0

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FY2 REVENUES / IN-KIND	CASH	In-Kind
Revenues		
Admissions	58000	-
Memberships		-
Tuitions/ Enrollment Fees	135000	-
Contracted Services: Outside Programs/ Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	243113	
Foundation Support		-
Private/ Individual Support		
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
		-
		-

Govt Grants: Local	-	-
VCA	40000	-
		-
		-
		-
Govt Grants: The Childrens Trust		-
Merchandise/ Concessions/ Gift Shop Revs		-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand		-
Other Project Revenues		110000
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:		-
TDC	5000	-
		-
		-
Total Cash Revenues and In-Kind Contributions	**481113**	**110000**
TOTAL REVENUES	**591113**	

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Pro
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Revenues

OTHER PROJECT REVENUES	CASH	In-Kind
Hotel & Airline		60000
Catering & Liquor		50000
TOTAL OTHER REVENUES	0	110000

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (Apr 1-Jun 30)

Agenda Item No: F-1

ORGANIZATION: Miami Tri Events LLC

GRANT REQUEST: $25000

TITILE OF EVENT: Rohto Ironman 70.3 Miami

RECOMMENDATION: $12500

EVENT CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - For-Profit

DATE(S) OF EVENT: 10/30/2010 - 10/30/2010

EVENT LOCATION: Bayfront Park

DESCRIPTION:
Grant funds are requested to supoort the 2010 Rohto Ironman 70.3 Miami taking place on October 30, 2010 at Bayfront Park (301 N Biscayne Blvd, Miami fl, 33132.Ironman 70.3 races is a triathlon consisting of a 1.2 mile swim, a 56-mile bike and a 13.1 mile run, whichadds up to 70.3 miles of total racing.

HOTEL CONFIRMATION:
Miami Intercontential Hotels and Resorts (700 room nights)

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 2100
OUT OF COUNTY: 2972
OUT OF STATE: 2689
FOREIGN: 0

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 1200

Hotel Room Nights at the time of Panel: 1200

 # room nights anticipated: 1200

 # room nights anticipated at time of panel:

Actual number of hotel room nights used last year: N/A

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: **3rd Quarter (Apr 1-Jun 30)**

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

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

Miami Tri Events LLC

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 2501 NW 112th Avenue, Suite 109

City: Miami **State:** FL **Zip:** 33132 **Website:**

(4) Applicant Institution Type: Organization - For-Profit

(5) Corporate Status: Organization - For-Profit **(6) Year of Incorporation:** 2009

(7) FEI#: 27-0263440 **(8) State of Incorporation:** Florida

(10) Name: Cristian Anderson ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Miss ☐ Dr.

Title:

Email: Cristian@paramount-prod.com

PROJECT INFORMATION

(11) Project Title: Rohto Ironman 70.3 Miami

(12) Starting and Ending Dates: 10/30/2010 - 10/30/2010

(14) Address or Location of Project: Bayfront Park, 301 N Biscayne Blvd

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

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

(16) Miami-Dade Commission District: # 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: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

Ironman is perhaps the most well known triathlon competition in the world. Every triathlete dreams of once competing in this kind of event somewhere in the world. An Ironman Triathlon is one of a series of long-distance triathlon races organized by the World Triathlon Corporation (WTC) consisting of a 2.4-mile (3.86 km) swim, a 112-mile (180.25 km) bike and a marathon (26 miles 385 yards, 42.195 km) run, raced in that order and without a break. Most Ironman events have a strict time limit of 17 hours to complete the race, where the Ironman race starts at 7 AM, the mandatory swim cut off for the 2.4 mile swim is 2 hours 20 minutes, the bike cut off time is 5:30 PM, and all finishers must complete their marathon by midnight. The time limit to complete the race for Ironman Japan is 15 hours. The WTC also has a Half Ironman event, or Ironman 70.3, which is exactly half the distances of a regular Ironman. The Rohto Ironman 70.3 Miami is a triathlon consisting of 1.2 mile swim, a 56-mile bike and a 13.1 mile run, which adds up to 70.3 miles of total racing. There is a registration fee of $275 for each athlete and 90% of the registrations occurr online, through a service company called Active.com. There are nearly 3,000 athletes already registered from all over the world. In average each athlete brings about 2.7 person(s) with them. The race will take place on Saturday, October 30th, 2010 at Bayfront Park (301 N biscayne BLVD, Miami Fl, 33132), however, we will be hosting an Expo at the Hyatt Miami Hotel, on Thursday and Friday (October 28th and 29th respectively) we athletes, their friends and relatives can visit the differnt booths with products and services related to the sport. The organization will be promoting the event through newsletters, internet, flyers, magazines and on TV. We are currtenly working with two hotels; The Intercontinental Miami and the Hyatt Regency Miami. We have about 1200 rooms blocked for our event participants. A recent research report done about the sport and athletes grouped participants into seven distinct segments according to similarities in their demographics, psychographics and involvement in the sport. On average, triathletes are from high socio-economic backgrounds with median incomes of $126,000, however, their motivators and mindset are different, creating a significant opportunity for the triathlon community to serve them better and in more targeted ways. The TCD funding will help our event significantlly. This will give us much needed help to promote the event and encourage the participants to bring friends and family, as well as boost tourism. Our goal as an organization is give the participants and spectators something to remember. We want them to come back. The funds from TDC will allow us to enhance our website and include all kinds of tourist information as well as making it inviting for more people to participate or come watch the event as it happens. We also will dedicate part of the funds to marketing efforts both in printed magazines and TV. Our organization currently has a licensing contract to host the Ironman 70.3 Miami on 2010, 2011 and 2012. Our goal is to encourage athletes to re-register for our future events. In reference to hospitality, our organization has signed agreements with two major hotels in downtown: The Hyatt and the Intercontinental Hotel. We will be having the Expo at the Hyatt and our Pasta Dinner the night prior to the race, at the Intercontinental Hotel. We have created ancilliary events for people not actually participating in the race, like bay cruises on Friday and Saturday with Island Cruise, encouraging sightseeing and tourism.

User Details : Cristian Anderson (Miami Tri Events LLC)
Grant Name : Tourist Development Council > FY2010-2011

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TDC Application FY2010-2011

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- Org & Grant Contact Info FY 2010-2011
- Other Contacts FY2010-2011
- Project/Season Information UNIV
- Funding History UNIV
- TDC Project Summary
- TDC Marketing Details
- TDC Tourism Impact Projection
- TDC Project Narrative
- TDC - Cultural Diversity
- **Project Expenses FY2010-2011 UNIV2**
- Project Revenues FY2010-2011 UNIV New
- Current and Completed Budgets FY2008-2010 UNIV New
- In-Kind Source UNIV New
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Note: Your Total Project Expenses must equal your Total Project Revenues. In addition, Total Cash Expenses must equal Total Cash Revenues and In-Kind Contributions must also balance.

Grant Amount Requested * 25,000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration		25000	25000	
Personnel: Artistic		0	0	
Personnel: Technical/ Production		100000	100000	
Outside Artistic Fees/ Services		0	0	
Outside Other Fees/ Services		115000	115000	

Marketing: ADV/PR / Printing/ Publication	15000	12000	27000	
Marketing: Postage/ Distribution		1500	1500	
Marketing: Web Design/ Support/ Maintenance	10000	0	10000	
Travel: In County		3000	3000	
Travel: Out of County		0	0	
Equipment Rental		129000	129000	
Equipment Purchase		10000	10000	
Space Rental	0	50000	50000	
Insurance (Liability)		2000	2000	
Utilities		6000	6000	
Fundraising/ Development (Non-Personnel)		0	0	
Merchandise/ Concessions/ Gift Shops		30000	30000	
Supplies/ Materials		75000	75000	
Other Project Expenses		300000	300000	
Sub-Total	25000	858500	883500	0
TOTAL EXPENSES	-	-	883500	-

In the table below, provide a detailed breakdown for any expenses included in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
The Totals for each column in the Other Project Expenses table below should equal the amounts shown in the "Other Project Expenses" line item from the main Project Budget Expenses table above.
You must upload an itemized budget support document for any line items below that exceed $5,000.

Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
Police		200000	200000	
Race Coordination		45000	45000	
Prizes and Trophies		55000	55000	
			0	
			0	
			0	

User Details : Cristian Anderson (Miami Tri Events LLC)
Grant Name : Tourist Development Council > FY2010-2011

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Refer to the program guidelines for funding request caps and matching funds requirements.

Note: Enter the grant amount requested in the line item indicated under Department of Cultural Affairs grants in the table below. Your Total Project Revenues must equal your Total Project Expenses. In addition, Total Cash Revenues must equal Total Cash Expenses and In-Kind Contributions must also balance.

Proje FY2010-2011 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions	754500	-
Memberships		-
Tuitions/ Enrollment Fees		-
Contracted Services: Outside Programs/ Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	129000	
Foundation Support		-

Private/ Individual Support		
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Govt Grants: Federal	-	-
		-
		-
Govt Grants: State	-	-
		-
		-
Govt Grants: Local	-	-
		-
		-
		-
		-
Govt Grants: The Childrens Trust		-
Merchandise/ Concessions/ Gift Shop Revs		-
Investment Income (Endowment)		-
Interest and Dividends		-
Cash on Hand		-
Other Project Revenues		
Dept of Cultural Affairs Grants (Itemize below)	-	-
Grant Amount Requested:		-
		-
		-
		-
Total Cash Revenues and In-Kind Contributions	883500	0

TOTAL REVENUES 883500

In the table below, provide a detailed breakdown for any revenues included in the "Other Project Revenues" line item from the main Project Budget Revenues table above. The Totals for each column in the Other Project Revenues table below should equal the amounts shown in the "Other Project Revenues" line item from the main Project Budget Revenues table above.

Proje FY20 Othe Revenues	OTHER PROJECT REVENUES	CASH	In-Kind
	TOTAL OTHER REVENUES	0	0

Previous Next

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Miami-Dade County Department of Cultural Affairs
FY 2010-2011 Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No: G-1

ORGANIZATION: City of Miami Gardens

GRANT REQUEST: $25000

TITILE OF EVENT: Jazz in the Gardens

RECOMMENDATION: $15000

EVENT CATEGORY: Government/Municipality

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Government - Municipal

DATE(S) OF EVENT: 3/18/2011 - 3/21/2011

EVENT LOCATION: Sun Life Stadium

DESCRIPTION:
Grant funds are requested to support the 6th Annual Jazz in the Gardens 2011 festival, voted 2010 Best Music Festival in South Florida. The event features the best in a music concert experience, and a food and shopping experience second to none. The line-up is: Saturday , March 19, Heads of State featuring Bobby Brown, Johnny Gil and Ralph Tresvant, Al Jarreau, Charlie Wilson and Ms. Lauryn Hill. Sunday, March 20, Branford Marsalis, Lalah Hathaway, El Debarge, En Vogue and Gladys Knight.

HOTEL CONFIRMATION:
Don Shula's Hotel and golf Resort (70 room nights); Hotel Indigo (62 room nights); Hilton Standard Inn (81 room nights); Alexander Hotel (40 room nights); Sole (25 room nights)

TOURISM IMPACT PROJECTION:
MDC RESIDENTS: 15000
OUT OF COUNTY: 25000
OUT OF STATE: 15000
FOREIGN: 5000

HOTEL ROOM NIGHTS PROJECTION:

Hotel Room Nights at the time of submission: 428

Hotel Room Nights at the time of Panel: 428

 # room nights anticipated: 900

 # room nights anticipated at time of panel:

Actual number of hotel room nights used last year: 300

OUTSIDE MEDIA:

PREVIOUS TDC FUNDING: $12,000 (08-09); $13,500 (07-08); $15,000 (06-07)

OTHER GOVERNMENT FUNDING:

MIAMI-DADE COUNTY DEPARTMENT OF CULTURAL AFFAIRS
FY 2010-2011 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 2010-2011 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM

TDC/11-___

QUARTER/CATEGORY

(1) Please check one: **3rd Quarter (April 1 - June 30)**

(2) Please check one: **Government/Municipality**

ORGANIZATION AND CONTACT INFORMATION

DUN & BRADSTREET D-U-N-S #

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

City of Miami Gardens

FOR MORE INFO CONTACT: WWW.DNB.COM

Organization's Legal Address: 1515 NW 167th Street, Bldg 5, Suite 200

City: Miami Gardens **State:** FL **Zip:** 33056 **Website:**

(4) Applicant Institution Type: Government - Municipal

(5) Corporate Status: Government - Municipal **(6) Year of Incorporation:** 2003

(7) FEI#: 11-369944 **(8) State of Incorporation:** Florida

(10) Name: Ula Zucker ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Miss ☐ Dr.

Title:

Email: uzucker@miamigardens-fl.gov

PROJECT INFORMATION

(11) Project Title: Jazz in the Gardens

(12) Starting and Ending Dates: 3/18/2011 - 3/21/2011

(14) Address or Location of Project: Sun Life Stadium, 2269 Dan Marino Boulevard

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

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

(16) Miami-Dade Commission District: # 1 **Florida State Senate District: #** 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: General

(18) Expected Participation (# of individuals): **Attending Total:**

Children:

(19) Primary Population: General

PROJECT DETAILS

Moving into our 6th year, Jazz in the gardens was voted the 2010 Best Music Festival in South Florida by the Miami new times. This event features a star-studded line-up, presenting the best in the music concert experience and a food and shopping experience that make this event second to none. Presented by the City of Miami Gardens, this event was initially created with the vision in mind of branding the City of Miami Gardens and surround areas as a tourist destination. Beyond just being a destination for vacationers, this event has become an opportunity to showcase Miami Gardens as a viable place to live, work and do business. Once again the event will be hosted at the Sun Life Stadium venue, which has been our sponsoring partner since 2006. Sun Life Stadium is currently the home of the Miami Dolphins and Florida Marlins. The event will feature on Saturday night, March 19th, Heads of State featuring Bobby Brown, Johnny Gil and Ralph Tresvant, Al Jarreau, Charlie Wilson and Ms. Lauryn Hill. On Sunday night, March 20th, Branford Marsalis, Lalah Hathaway, El Debarge, En Vogue and Gladys Knight will grace the stage. These legendary artists are sure to bring the noise. The event has become very popular within the local and regional areas as well as nationally. While most of the country is buried in the winter cold, South Florida in the spring time offers great weather, attractions and in particularly this event. The two day weekend event, along with the celebrity golf tournament and the Women's Impact Luncheon offer travelers a number of activities that can be combined with attending the concert, making Jazz in the Gardens in Miami Gardens the perfect and ultimate weekend getaway. Gradually we have built a festival that has ultimately become a destination. In an effort to really assist travelers enjoy more of South Florida, we have developed relationships with key hotel partners and airlines to make traveling and accommodations easier and affordable. We have also created shopping packages, tour packages along with spa and golf packages in effort to push and keep travelers in the area longer. Other than the main event, the two-day Jazz in the Garden music concert, the City this year will open to offer the general public an opportunity to participate in two planned ancillary events; the celebrity golf tournament and the Women's Impact Luncheon. This will be the 5th Annual Celebrity Golf Tournament is a highly attended event and guests look forward to the opportunity to play clubs against celebrity participants. The participation fee for the golf tournament is $500 per person and $2000.00 per foursome. The Women's Impact Luncheon is $30.00 per person. This event is a women's empowerment event offering women an opportunity to network and obtain vital information to enhance lives. Our marketing efforts include television, cable, print and radio. We have a number of media sponsors and partners whom include commitments from media partners and sponsors that will be covering the event pre-, during and post event. These include, Comcast, BET Centric, Rolling Out magazine with publications in 19 markets; Uptown Magazine, Heart & Soul magazine, the Miami New Times, Miami Herald and many online media partners which, including Singersroom.com, Smoothjazz.com, Soulbounce.com, Fucicoligy.com as well as a number of radio online partners. The City of Miami Gardens has partnered with a number of hotels to assist in providing the best accommodations at the most affordable rates for visiting guests of Jazz in the Gardens. Each hotel has presented a reasonable group rate that will be offered to guests of Jazz in the Gardens. Agreements have been signed between these hotels and the City, securing special rates and partnerships. These hotels include those listed below: Don Shula's Hotel and Golf Resort, Miami Lakes (Sponsor/Partner) Hotel indigo, Miami Lakes Hilton Standard Inn Alexander Hotel, Miami Beach Solé, Sunny Isles Beach Marriott Courtyard Properties South Beach Miami Lakes We have a total of 428 room nights currently either booked or available. As for competing events, there really are none. The events taking place in the South Florida area at this time cater to a completely different demographic. This event is essentially the only one of its kind. Our guests performers this year include on Saturday night, March 19th, Heads of State featuring Bobby Brown, Johnny Gil and Ralph Tresvant, Al Jarreau, Charlie Wilson and Ms. Lauryn Hill. On Sunday night, March 20th, Branford Marsalis, Lalah Hathaway, El Debarge, En Vogue and Gladys Knight. While we target all groups of people as we invite diversity, the event has taken a life of its own as far as catering and appealing to the African American Demographic. The TDC's funding will certainly enhance our marketing efforts where we lack in marketing to a broader nationwide audience. Media is very expensive and we do what we can to leverage partnerships that will afford us promotional opportunities, however greater funding would really extend our reach.

User Details : Ula Zucker (City of Miami Gardens)
Grant Name : Tourist Development Council > FY2010-2011

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Grant Amount Requested * 25000

Project Expenses FY2010-2011

EXPENSES/IN-KIND	GRANT DOLLARS ALLOCATED	CASH MATCH	=TOTAL CASH Expenses	IN-KIND
Personnel: Administration		438100	438100	
Personnel: Artistic		8500	8500	
Personnel: Technical/ Production		90000	90000	
Outside Artistic Fees/ Services		635000	635000	
Outside Other Fees/ Services			0	

Marketing: ADV/PR / Printing/ Publication	25000	177681	202681	300000
Marketing: Postage/ Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		31500	31500	
Travel: Out of County		56000	56000	20000
Equipment Rental		360818	360818	
Equipment Purchase			0	
Space Rental		85000	85000	100000
Insurance (Liability)		14500	14500	
Utilities			0	
Fundraising/ Development (Non-Personnel)		50000	50000	
Merchandise/ Concessions/ Gift Shops		16500	16500	
Supplies/ Materials		30750	30750	
Other Project Expenses		176863	176863	
Sub-Total	25000	2171212	2196212	420000
TOTAL EXPENSES	-	-	2616212	-

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Other Project Expenses

OTHER PROJECT EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL OTHER CASH EXPENSES	IN-KIND
Golf Tournament		25000	25000	
Decor		25000	25000	
Catering		71863	71863	
Program Book		15000	15000	
Permits		5000	5000	
Womens Impact		35000	35000	

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Proje FY2010-2011 Revenues

REVENUES / IN-KIND	CASH	In-Kind
Admissions	1772561	-
Memberships		-
Tuitions/ Enrollment Fees		-
Contracted Services: Outside Programs/ Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	240000	420000
Foundation Support		-