



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

Board of County Commissioners

Miami Art Museum
101 West Flagler Street
Miami, Florida 33128

January 25, 2012
As Advertised

Harvey Ruvlin, Clerk
Board of County Commissioners

Christopher Agrippa, Division Chief
Clerk of the Board Division

Mary Smith-York, Commission Reporter
(305) 375-1598



**CLERK'S SUMMARY OF AGENDA ACTION
AND OFFICIAL MINUTES
TOURIST DEVELOPMENT COUNCIL
JANUARY 25, 2012**

The Tourist Development Council (TDC) convened in the Auditorium of the Miami Art Museum, 101 West Flagler Street, Miami, Florida, at 1:00 p.m. on January 25, 2012, there being present Chairman Dennis Moss and Members: Mr. Stuart Blumberg, Mr. William Perry III, Mr. Gene Prescott, and Mr. Miguel Waldo; (Members City of Miami Beach Mayor Mattie Herrera Bower, Mr. George Cozonis, Ms. Olga Ramudo, and City of Miami Commissioner Wilfredo Gort were absent).

The following staff members were present: Assistant County Attorney Thomas Logue; Mr. Michael Spring-Director, Mrs. Nikenna D. Benjamin, Grants Program Administrator, and Mrs. Liliana Hernandez, Grants Program Assistant, Department of Cultural Affairs; and Deputy Clerk Mary Smith-York.

Mr. William Talbert, President, Greater Miami Convention Visitor's Bureau, was also present.

Chairman Moss called the meeting to order at 1:08 p.m. and following opening remarks, he asked Council members to introduce themselves for the record.

Mr. Michael Spring, Director, Department of Cultural Affairs, announced that this was the first meeting for Mr. Miguel Waldo, the Tourist Development Council's newest member. Mr. Spring summarized Mr. Waldo's professional and scholastic experience and achievements.

I. Additions, Deletions, Withdrawals

Mr. Michael Spring, Department of Cultural Affairs Director, noted there were no additions, deletions, or withdrawals for today's (1/25) agenda.

II. Conflict of Interest

Mr. Michael Spring, Department of Cultural Affairs Director, advised that a conflict of interest existed for a TDC member on any item before the TDC if any of the following conditions were met within the last three years:

- the TDC Board Member was a paid staff member of an applicant organization;
- the TDC Board Member contributed \$1,000 or more to an applicant's organization; or
- the TDC Board Member served on the Board of Directors of an applicant's organization.

Mr. Spring noted the Conflict of Interest (COI) policy was also applicable to immediate family members of those TDC Board members to who met the above referenced conditions.

Mr. William Perry, III noted he served as a member on the Orange Bowl Committee, along with Council member Mr. Gene Prescott. Mr. Perry inquired as to whether this created a conflict of interest.

Mr. Stuart Blumberg recommended the COI Policy be amended to address the issue of TDC Board members serving as members of Committees of other Boards that make presentations before this Committee.

Later in the meeting, Mr. Perry noted for the record that he and Mr. Prescott were members of the Orange Bowl Committee, a totally separate entity from the Junior Orange Bowl event. He further noted the Orange Bowl Committee was not affiliated with the Junior Orange Bowl event and therefore, the Committee would avoid a loss of quorum because of COI issues.

Assistant County Attorney Thomas Logue encouraged members who had concerns regarding conflicts of interest to contact the County Attorney's Office prior to the meeting date to allow ample time for proper research. He asked whether Members Perry or Prescott, or a family member or close associate had a financial interest in the entity receiving the grant.

Upon hearing Mr. Prescott's response that he conducted business with the Biltmore Hotel, Assistant County Attorney Logue recommended they contact the Ethics Commission Audit Committee for clarification on whether a conflict existed in this case.

Mr. Spring suggested that Mr. Prescott abstain from voting on the item and that if quorum was lost, that the item be carried over to the next meeting.

Chairman Moss concurred with Mr. Spring that item E-2 should be carried over to the next meeting.

III. Reports and Discussion Items

A. Updated Budget / Financial Position and Funding Recommendations for FY 2011-12 Second Funding Period

Mr. Michael Spring provided a brief overview of the Second Quarter Funding Period (January–March) for the Tourist Development Council (TDC). He noted the TDC began the new Fiscal Year (FY 2011-12) with a budget of a little more than \$1,187,000, which was divided equally among the four quarters. Mr. Spring advised this quarter 24 applications were received, including 21 non-profit and three for-profit organizations, requesting approval for funding totaling \$384,000. He added, three (3) of the 24 represented new or first-time applicants, 16 applicants were continuing projects, and five were eligible for the ongoing projects category. Mr. Spring stated the TDC met and recommended funding for all 24 organizations in the amount of \$243,500.

In response to Mr. Stuart Blumberg's concern with the title "Shoulder Season Funds," Mr. Spring explained why those funds available to address unforeseen or needed adjustments and/or unanticipated major project requests were called "Shoulder Season." Responding to Commissioner Moss' suggestion that the funds could be called "Summer Funds," Mr. Spring explained that this funding should not be limited to summer events.

Upon Mr. Blumberg's request, TDC members agreed to amend the language to reflect that the Shoulder Season Fund will simply be referred to a Reserve Funds as it is unnecessary to single out the summer as the Shoulder Season as the destination produces year round events.

IV. Citizen's Presentation

Mr. Michael Spring, Cultural Affairs Department Director, requested the representatives of those organizations to make a brief statement in today's presentations.

V. Grant applications and Recommendations – Second Funding Period

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

V.A-7. National Gay and Lesbian Task Force Final Recommendation \$8,000

Mr. Richard Murry, Founder/President of The Murry Agency, appeared before the Council and noted he was pleased to have been retained by the National Gay and Lesbian Task Force for the past two years, as Public Relations Consultant, to represent the Winter Party Festival. He stated the organization had reached out to a larger international audience, including Brazil, Spain and Europe. Mr. Murry noted the recent partnership with Gay Village, Italy's largest annual public event. He stated international media outreach efforts were increased this year to bring in reporters from around the world, including Warsaw, Poland, to cover the event. He noted efforts were also being stepped up to increase partnerships for travel operators, which currently consisted of Brazil, Italy, and throughout North America. Mr. Murry noted the event had completed the room night obligation at the host hotel and was working on contracts for secondary overflow hotels on Miami Beach. He stated print advertising and national publications efforts had been doubled locally and abroad and noted advertising to women was also increased. Mr. Murry stated a new, dynamic, and more interactive Website was created and launched this year.

V.A-8. New Visions of South Dade, Inc. Final Recommendation \$15,000

Mr. Willie Brown, Jr. appeared before the Council and briefly explained the New Visions of South Dade, Inc.'s Dr. Martin Luther King, Jr. (MLK) parade and festival in the City of Homestead, FL. He distributed handouts and noted the basis for Tourist Development Council dollars was hotel occupancy in the vicinity and time of the events. Mr. Brown announced that during the MLK Celebration in Homestead and Florida City, hotel occupancy was near 90 percent. He distributed documents from Homestead Mayor Steven Bateman, who served as Co-Grand Marshall of the Parade, and from Florida City Mayor Otis Wallace, adding that Commissioner Moss was attended the parade.

In response to Mr. Brown's inquiry regarding recipient organizations receiving funds prior to the events, Mr. Spring advised that the Council's goal was to advance the review process as sufficiently for County Commission review as possible. He noted several issues impacted the process, including the Fiscal Year beginning in October.

V.A-11. The Miami Bach Society, Inc. Final Recommendation \$8,000

Ms. Kathryn Gaubatz, Executive Director, The Miami Bach Society, Inc. (MBS), appeared before the Council and noted her organization had received the support and interest of the Coral Gables Chamber of Commerce. She stated the Society appeared before the Chamber's Directors' Meeting, for the first time, and was able to distribute information and sell tickets during that time. Ms. Gaubatz noted the Biltmore Hotel was proving a block of rooms at a good rate and was also assisting with public relations efforts. She noted MBS would present two films during this year's film festival in Coral Gables: the first honoring a filmmaker from Trinidad and the second, Tous Les Matins du Monde, was a French Classic with music performed by Jordi

Savall. Ms. Gaubatz stated MBS had received a grant in the amount of \$25,000 from Knight Foundation.

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

V.C-3. Rotary Foundation of South Miami, Inc. Final Recommendation \$5,000

Ms. Wendy Lapidus, Chairwoman, South Miami Rotary Arts Festival, appeared before the Council and noted her organization had implemented the following changes this year: utilizing national applications; increased the number of food vendors; acquired a new marketing plan donated by a bona-fide marketing expert, and broadcast more advertisements online and on the airwaves.

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

V.D-1. Arteamericas, Inc. Final Recommendation \$15,000

Mr. Emilio Calleja, Vice President, Arteamericas, Inc., appeared before the Council and noted this was his first appearance to request funding. He provided a brief overview of the event's framework, noting it was a Latin American Art Fair in its tenth year of existence. Mr. Calleja listed the events and activities the Arteamericas partnered with, including Art Basel among others.

V.D-2. Corzo Castella Carballo Thompson Salman, P.A. Final Recommendation \$5,000

Mr. Javier Saalman, Director of Urban Planning & Grants Services, Corzo Castella Carballo Thompson Saalman, P.A. (C3TS), appeared before the Council and presented an overview of the C3TS' First Annual Event. He noted the name was Bayfront Parkway: Meet Me in the Median! He distributed a memorandum highlighting the main idea and listing sponsors of the 5-day event. Mr. Saalman pointed out that the development of this type of park/greenway concept was identified in the Miami Downtown Development Authority's Master Plan as a critical priority. He described plans for converting the six (6) surface parking lots, located downtown across from the Bayside Marketplace into an active urban park. Mr. Saalman stated the goal was to make the collective downtown area exciting and noted the 25 sponsors were listed on back of the memo he distributed earlier. He noted C3TS was working on a financial partnership with the Downtown Development Authority (DDA), which was a major sponsor for this project, and listed other financial contributors, including the Miami Marlins. Mr. Saalman advised the dates for this event would be February 29th through March 4th, and asked the Council to allocate \$10,000 rather than \$5,000 to allow sufficient marketing for this first annual event.

Mr. Michael Spring, Cultural Affairs Department Director, recommended accepting the funding recommendation for this event and to observe the performance outcomes, adding that it had been successful in other areas.

Mr. Blumberg expressed concern with changing the funding policy for one applicant, which might initiate a stream of applicants requesting additional funding.

E. Sports (Non-Profit) – Continuing

V.E-1. Greater Miami Billfish Tournament, Inc. Final Recommendation \$7,000

Ms. Judy Layne, Yamaha Contender Miami Billfish Tournament, appeared before the Council and expressed appreciation for their continued support, adding that the Tournament was

V.C-5. Women’s International Film and Arts Festival, Inc. Final Recommendation \$9,000

Ms. Yvonne McCormick-Lyons, Supporter of the Women’s International Film and Arts Festival, appeared before the Council and noted the expressed appreciation on behalf of the organization. She noted Actress Vivica A. Fox would serve as Primary Chair and Advisor for the 2012 Festival. Ms. McCormick-Lyons provided additional information regarding the “Pitch Miami” component and noted several investors had been identified who were willing to contribute to a film made in Miami. She presented an open invitation to anyone who had a film with a women taking part in the production and the film taking place in Miami, to submit their scripts for consideration. Ms. McCormick-Lyons stated the TDC dollars would be invested in bringing people back to shoot films here and to Showcase Miami in production and television. She requested an additional \$25,000 allocation if the budget allowed.

It was moved by Mr. William Perry that the funding recommendation for Item C-5 be \$9,000. This motion was seconded by Mr. Stuart Blumberg, and upon being put to a vote, passed by a unanimous vote of those members present.

G. Government (Non-Profit) – Continuing

V.G-1 City of Miami Gardens Final Recommendation \$20,000

Mr. William Talbert provided a brief overview of the Jazz in the Gardens event and noted it was becoming an internationally recognized event.

It was moved by Mr. Stuart Blumberg that the funding recommendation for Items A-2 and A-8 be increased to \$15,000. This motion was seconded by Chairman Moss, and upon being put to a vote, passed by a unanimous vote of those members present.

It was moved by Mr. Stuart Blumberg that the funding amount for Item G-1 be increased to \$20,000. This motion was seconded by Chairman Moss, and upon being put to a vote, passed by a unanimous vote of those members present.

It was moved by Mr. William Perry that the Council approve all the FY 2011-12 Second Funding Period recommendations, as amended, except Agenda Items E-2 and D-2. This motion was seconded by Mr. Gene Prescott, and upon being put to vote, passed by a vote of 5-0. (City of Miami Beach Mayor Mattie Herrera Bower, Mr. George Cozonis, Ms. Olga Ramudo, and City of Miami Commissioner Gort Wilfredo were absent).

Agenda Item No	Organization Name	Final Recommendation
V.A-1.	Center for Advancement of Jewish Education, Inc.	\$ 5,000
V.A-3.	Dr. Martin Luther Kind, Jr. Parade and Festivities Committee, Inc.	\$ 13,500
V.A-4.	Historical Association of Southern Florida, Inc.	\$ 9,000
V.A-5.	Miami Design Preservation League	\$ 22,500
V.A-6.	Miami International Film Festival	\$ 20,000
V.A-9.	South Florida Bluegrass Association, Inc.	\$ 5,000
V.A-10.	The Cultural Council, Inc.	\$ 6,750

Agenda Item No	Organization Name	Final Recommendation
V.A-12.	United Haitian American Artists, Inc.	\$ 5,000
V.C-1.	Cuban Classical Ballet of Miami, Inc.	\$10,000
V.C-4.	The Unconservatory, Inc.	\$ 5,000

Adjournment

Hearing no further questions or comments, the TDC meeting adjourned at 2:10 p.m.



Chairman Dennis Moss,
Tourist Development Council



**Tourist Development Council Meeting
Exhibits
January 25, 2012**

Prepared by: Mary Smith-York

EXHIBITS LIST

NO.	DATE	ITEM #	DESCRIPTION
1	1/25/2012		Agenda
2	12/14/2011		Previously Scheduled Meeting Agenda for December 14, 2011
3	12/14/2011		TDC Chair Moss' Memorandum re: Budget Recommendations for FY 2011-12 Second Funding Period
4	1/25/2012		Miami-Dade Cultural Affairs Department FY 2011-12 TDC 2 nd Quarter (Jan 1 – Mar 31) Report
5	12/14/2011		FY 2011-12 TDC Application Summary Worksheet–2 nd Funding Period
6	1/25/2012		Memorandum from Ralph Rosado, Chair Bayfront Parkway Steering Committee re: Meet Me in the Median
7	1/25/2012		Flyer Re: Junior Orange Bowl International Tennis Championship
8	1/25/2012		Flyer Re: IronMan 70.3 Miami
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**Tourist Development Council
Panel Meeting
Wednesday, January 25, 2012 1 PM
Miami Art Museum
101 West Flagler Street
Auditorium
Miami, Florida**

AGENDA

Citizens' Presentations

VI. Grant Applications and Recommendations - Second Funding Period

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

	Request	Staff Recommendation
7. National Gay and Lesbian Task Force <i>Richard Murry</i>	8,000	8,000
11. The Miami Bach Society, Inc. <i>Kathryn Gaubatz</i>	25,000	8,000

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

3. Rotary Foundation of South Miami, Inc. <i>Wendy Lapidus</i>	5,000	5,000
4. The Unconservatory, Inc. <i>Kirk Whipple</i>	5,000	4,000

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

2. Corzo Castella Carballo Thompson Salman, P.A. <i>Ralph Rosado</i>	10,000	5,000
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E. Sports (Non-Profit) -- Continuing

1. Greater Miami Billfish Tournament, Inc. <i>Judy Layne</i>	15,000	7,000
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F. Sports (For-Profit) -- Continuing

1. Miami Tri Events LLC <i>Cristian Anderson</i>	25,000	8,250
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Adjournment



Tourist Development Council
Panel Meeting
Wednesday, December 14, 2011 3 PM
Stephen P. Clark Center
111 NW First Street
Citizen's Independent Transportation Trust
10th Floor Conference Room
Miami, Florida

AGENDA

- I. Additions, Deletions, Withdrawals**
- II. Conflict of Interest**
- III. Reports and Discussion Items**
 - A. Updated Budget / Financial Position and Funding Recommendations for FY 2011-12 Second Funding Period**
- IV. Citizens' Presentations**
- V. Grant Applications and Recommendations - Second Funding Period**
 - A. Special Events/Promotions (Non-Profit) -- Continuing**

	Request	Subcommittee Recommendation
1. Center for Advancement of Jewish Education, Inc. <i>15th Annual Miami Jewish Film Festival</i>	10,000	5,000
2. Council of International Fashion Designers <i>Miami Beach International Fashion Week</i>	25,000	13,500
3. Dr. Martin Luther King, Jr., Parade and Festivities Committee, Inc. <i>Dr. Martin Luther King, Jr. Parade and Festivities</i>	15,000	13,500
4. Historical Association of Southern Florida, Inc. <i>Nineteenth Annual Miami International Map Fair</i>	10,000	9,000
5. Miami Design Preservation League LLC <i>Art Deco Weekend</i>	25,000	22,500
6. Miami International Film Festival <i>Miami International Film Festival 2012</i>	25,000	20,000
7. National Gay and Lesbian Task Force <i>National Gay and Lesbian Task Force Winter Party Festival</i>	8,000	8,000
8. New Visions of South Dade, Inc. <i>24th Annual Dr. Martin Luther King, Jr. Parade & Festival</i>	15,000	13,500
9. South Florida Bluegrass Association, Inc. <i>34th Annual 3-day Everglades Bluegrass Festival</i>	15,000	5,000
10. The Cultural Council, Inc. <i>Art and All That Jazz</i>	10,000	6,750



MEMORANDUM

Date: December 14, 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 2011-2012 Second Funding Period

FY 2011-2012 Available Budget

The allocation of funds to the Tourist Development Council's budget for fiscal year 2011-2012 is \$1,180,877. The 2% Tourist Development Room Tax Revenue will provide the Council with \$1,000,000, 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, \$80,877 was carried over from FY 2010-2011.

After careful review of department files, staff was able to determine that one (1) FY 2009-2010 grant was returned to the TDC. A total of \$6,250 has reverted back to the TDC as outlined in Article II.6 of the grant agreements. These funds were not reallocated in the FY 2009-2010, and have been utilized in the FY 2011-2012 quarterly budget allocations. The grant funds were recaptured from Miami Goin' Green, LLC for the *Miami Goin' Green*. These recaptured funds increased the total budget for FY 2011-2012 to \$1,187,127.

2nd Funding Period Overview

There are twenty-four (24) applications requesting a total of \$384,000 for the second funding period. Of these 24 applications, twenty-one (21) are from non-profit organizations requesting a total of \$324,000; and three (3) applications are from for-profit organizations requesting \$60,000.

Three (3) of these 24 organizations represent New and/or First-time projects to the Tourist Development Council; sixteen (16) are Continuing projects; and five (5) are eligible under the Ongoing projects category (i.e., nonprofit organizations that have completed a five year TDC funding cycle). The appropriate formulas have been applied in determining funding recommendations for applicant organizations that fall into the Continuing projects categories subject to the organizations' satisfying eligibility requirements and meeting program criteria.

The Tourist Development Council Subcommittee met to review applicants' requests. Per TDC policy, 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 \$243,500 has been recommended for 24 organizations by the TDC Subcommittee for this second funding period. The remaining balance for the program as appropriated at the beginning of the year is \$591,727. The current balance in the Shoulder Season/Reserve Fund is \$139,000. 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.

<u>Funding Period/Category</u>	<u>Budgeted + Allocations</u>	<u>Set-Aside +</u>	<u>Shoulder Season Fund / Reserve</u>	<u>Actual Recommended = /Expended # of grants</u>	<u>Remaining Balance</u>
First Funding Period	\$ 219,500	\$ 121,400	\$ 11,000	\$ 351,900 ³¹	\$ 17,400
Second Funding Period	260,900			\$ 243,500 ²⁴	239,100
Third Funding Period	239,100				196,227
Fourth Funding Period	196,227				139,000
Shoulder Season Fund / Reserve	150,000				
Set-Aside Grants	121,400				
TOTAL	\$1,187,127	\$ 121,400	\$ 11,000	\$ 595,400 ⁵⁵	\$ 591,727

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 2011-2012
TOURIST DEVELOPMENT COUNCIL
Second Funding Period**

BUDGET UPDATE CHART

	Special Events / Promotions	Sports Events	Television	Government	Total
Total TDC Funding Available in FY 2011-2012					\$1,187,127
Total TDC First Funding Period Allocations					\$351,900
Continuing Projects - Funding Formula Amounts (# of requests)	\$129,750 (12)	\$ 22,250 (3)	N/A	\$ 15,000 (1)	\$ 167,000 (16)
Ongoing Projects - Recommended Amounts (# of requests)	\$ 41,500 (5)	N/A	N/A	N/A	\$ 41,500 (5)
New and/or First- time Projects - Recommended Amounts (# of requests)	\$ 35,000 (3)	N/A	N/A	N/A	\$ 35,000 (3)
Total Recommended for First Funding Period (# of requests)	\$206,250 (20)	\$ 22,250 (3)	N/A	\$ 15,000 (1)	\$ 243,500 (24)
Balance Remaining (3rd + 4th+ Reserve + Shoulder Season Fund)					\$ 591,727

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

**Miami-Dade County Department of Cultural Affairs
 FY 2011-2012 - Tourist Development Council - 2nd Quarter (Jan 1-Mar 31)**

Agenda Item No.: A-1

ORGANIZATION: Center for Advancement of Jewish Education, Inc. **GRANT REQUEST:** \$10000

PROJECT TITLE: 15th Annual Miami Jewish Film Festival **RECOMMENDATION:** \$5000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: - January 21 -29, 2012

EVENT LOCATION: Regal Cinema South Beach

PROJECT SYNOPSIS:

Grant funds are requested to support the 15th Annual Miami Jewish Film Festival. Scheduled for January 21-29,2012, this unique festival will feature award-winning films from around the world. Films are selected for their intellectual and artistic merit and include aspects of the Jewish experience. These films appeal to the ethnically diverse population of South Florida (residents and tourists alike). The films will be coupled with educational experiences including guest speakers and handouts.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	10	4600
Out of County	5	650
Out of State	1	350
Foreign	4	400
TOTAL	20	6000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0	
# of hotel room nights anticipated to be booked:	50	
Actual number of hotel room nights	50	

**Miami-Dade County Department of Cultural Affairs
 FY 2011-2012 - Tourist Development Council - 2nd Quarter (Jan 1-Mar 31)**

Agenda Item No.: A-2

ORGANIZATION: Council of International Fashion Designers, Inc.

GRANT REQUEST: \$25000

PROJECT TITLE: Miami Beach International Fashion Week

RECOMMENDATION: \$13500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: - March 21 - 24, 2012

EVENT LOCATION: Miami Beach Convention Center

PROJECT SYNOPSIS:

Grant funds are requested to support the marketing efforts associated with the 14th annual Miami Beach International Fashion Week, March 21–24, 2012 at the Miami Beach Convention Center. The event will be attended by thousands of international media, designers, industry professionals, dignitaries and special guests from 40+ countries worldwide. Guests of this event provide more than \$10 million in local economic impact in hotels, restaurants, shopping, transportation, etc.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	50	3000
Out of County	50	2000
Out of State	150	2000
Foreign	250	8000
TOTAL	500	15000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	1,000	
# of hotel room nights anticipated to be booked:	5,000	
Actual number of hotel room nights	5,000	

used last year: _____

OUTSIDE MEDIA: Web: Yahoo! en Español, www.latina.com; Print: Vanidades, Cosmopolitan en español, Latina Magazine; TV: WTVJ-NBC 6 Non-Stop Miami, Glitz TV Latin America and RCT TV Colombia/NTN24

PREVIOUS TDC FUNDING: \$15,000 (09-10)

OTHER GOVERNMENT FUNDING: Miami Beach VCA - \$50,000

**Miami-Dade County Department of Cultural Affairs
 FY 2011-2012 - Tourist Development Council - 2nd Quarter (Jan 1-Mar 31)**

Agenda Item No.: A-3

ORGANIZATION: Dr. Martin Luther King, Jr., Parade and Festivities Committee, Inc. **GRANT REQUEST:** \$15000

PROJECT TITLE: DR. MARTIN LUTHER KING, JR PARADE AND FESTIVITIES **RECOMMENDATION:** \$13500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: - January 9 -16, 2012

EVENT LOCATION: MLK PARADE/STARTS AT 5400 NW 22nd Ave

PROJECT SYNOPSIS:

Grant funds are requested to support the 2012 MLK festivities scheduled for January 9-16, 2012. The list of activities includes an Oratorical Essay Contest (a joint venture between MLK and Miami-Dade County Public Schools students), an awards and scholarship banquet and the traditional parade through Liberty City/Brownsville on MLK Blvd. All events are free and open to the public.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	700	325000
Out of County	300	95000
Out of State	300	20000
Foreign	200	10000
TOTAL	1500	450000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0	
# of hotel room nights anticipated to be booked:	Pending	
Actual number of hotel room nights used last year:		

**Miami-Dade County Department of Cultural Affairs
FY 2011-2012 - Tourist Development Council - 2nd Quarter (Jan 1-Mar 31)**

Agenda Item No.: A-4

ORGANIZATION: Historical Association of Southern Florida, Inc.

GRANT REQUEST: \$10000

PROJECT TITLE: Nineteenth Annual Miami International Map Fair

RECOMMENDATION: \$9000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: - February 3 - 5, 2012

EVENT LOCATION: HistoryMiami

PROJECT SYNOPSIS:

Grant funds are requested to support the 19th Annual Miami International Map Fair. Described as "The Super Bowl of Mapdom", the Fair is a 3-day event scheduled for February 3-5, 2012. The event is held at the Museum of HistoryMiami in downtown Miami, with lectures offered in the Miami-Dade Public Library's auditorium. This event brings 1600 antique map dealers, collectors and enthusiasts from around the world to Miami to buy, sell and discuss historical and contemporary maps.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	0	560
Out of County	20	284
Out of State	80	384
Foreign	100	172
TOTAL	200	1400

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	310	
# of hotel room nights anticipated to be booked:	1104	
Actual number of hotel room nights	1100	

**Miami-Dade County Department of Cultural Affairs
 FY 2011-2012 - Tourist Development Council - 2nd Quarter (Jan 1-Mar 31)**

Agenda Item No.: A-5

ORGANIZATION: Miami Design Preservation League LLC **GRANT REQUEST:** \$25000

PROJECT TITLE: Art Deco Weekend **RECOMMENDATION:** \$22500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: - January 13 - 15, 2012

EVENT LOCATION: Art Deco Welcome Center

PROJECT SYNOPSIS:

Grant funds are requested to support Miami Design Preservation League's 35th Annual Art Deco Weekend scheduled for January 13-15, 2012. This three day festival celebrates the architecture and culture of Miami Beach's Art Deco District and will incorporate a fresh, entertaining and marketable theme: "Celebrating 35 Years of Art Deco Weekend". The event will include a lecture, film, and music series, a fashion show, parade and antique auto show. Artists and vendors will display arts and antiques.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	185	118,000
Out of County	23	70000
Out of State	12	20000
Foreign		2500
TOTAL	220	210500

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	89	
# of hotel room nights anticipated to be booked:	122	
Actual number of hotel room nights used last year:	92	

**Miami-Dade County Department of Cultural Affairs
 FY 2011-2012 - Tourist Development Council - 2nd Quarter (Jan 1-Mar 31)**

Agenda Item No.: A-6

ORGANIZATION: Miami-Dade College Foundation **GRANT REQUEST:** \$25000
PROJECT TITLE: Miami International Film Festival **RECOMMENDATION:** \$20000.00
 2012

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: - March 1 -11, 2012

EVENT LOCATION: Gusman Center for the Performing Arts

PROJECT SYNOPSIS:

Grant funds are requested to support the marketing and production costs associated with the Miami International Film Festival scheduled for March 1 -11, 2012. The Festival features a Festival Village on Lincoln Road (a free sampling of films, interviews and clips as well as opportunities for the public to meet Festival filmmakers and other guests). There will be various venues around the County used during the Festival.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	20	40000
Out of County	15	10000
Out of State	50	10000
Foreign	80	10000
TOTAL	165	70000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	270	
# of hotel room nights anticipated to be booked:	500	
Actual number of hotel room nights used last year:	900	

**Miami-Dade County Department of Cultural Affairs
 FY 2011-2012 - Tourist Development Council - 2nd Quarter (Jan 1-Mar 31)**

Agenda Item No.: A-7

ORGANIZATION: National Gay and Lesbian Task Force **GRANT REQUEST:** \$8000

PROJECT TITLE: National Gay and Lesbian Task Force **RECOMMENDATION:** \$8000.00
 Winter Party Festival

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: - February 29 - March 5, 2012

EVENT LOCATION: Doubletree Surfcomber Hotel

PROJECT SYNOPSIS:

Grant funds are requested to support marketing and advertising expenses tied to Winter Party Festival (WPF). With the support of the Miami-Dade County Department of Cultural Affairs, over the last several years the Task Force has significantly boosted and generated new tourism to Miami from all over the U.S., Canada, Europe, South America and Australia. With the support of the Tourism Development Council, we hope to continue to leverage WPF to position Miami as a premiere destination.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		2,835
Out of County		675
Out of State	80	8,640
Foreign	20	1,350
TOTAL	100	13500

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	484	
# of hotel room nights anticipated to be booked:	17,961	
Actual number of hotel room nights used last year:	724	615

**Miami-Dade County Department of Cultural Affairs
 FY 2011-2012 - Tourist Development Council - 2nd Quarter (Jan 1-Mar 31)**

Agenda Item No.: A-8

ORGANIZATION: New Visions of South Dade, Inc. **GRANT REQUEST:** \$15000
PROJECT TITLE: 24th Annual Dr. Martin Luther King, Jr. Parade & Festival **RECOMMENDATION:** \$13500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: - January 19, 2012

EVENT LOCATION: 24th Annual Martin Luther King, Jr. Parade & Festival

PROJECT SYNOPSIS:

Grant funds are requested to support sound and stage, insurance, travel costs and program support for the 24th Annual MLK Parade and Festival of Homestead and FLorida CIty. Tri-County schools, performers and organizations participate in this event and costs associated with this event support their participation and attendance.

The community appreciates this event as a whole as well as tourists, visitors and newcomers to deep South Dade.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	1,500	3,500
Out of County	350	1,000
Out of State	100	100
Foreign	50	50
TOTAL	2000	4650

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	25	50
# of hotel room nights anticipated to be booked:	75	75
Actual number of hotel room nights used last year:	3	3

**Miami-Dade County Department of Cultural Affairs
 FY 2011-2012 - Tourist Development Council - 2nd Quarter (Jan 1-Mar 31)**

Agenda Item No.: A-9

ORGANIZATION: South Florida Bluegrass Association, **GRANT REQUEST:** \$15000
 Inc.

PROJECT TITLE: 34th Annual 3-day Everglades Bluegrass Festival **RECOMMENDATION:** \$5000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: - February 24-26, 2012

EVENT LOCATION: Greynold's Park

PROJECT SYNOPSIS:

Grant funds are requested to support the South Florida Bluegrass Associations '34th Annual 3-day Everglades Bluegrass Festival', an internationally recognized event featuring professional, award winning Bluegrass music artists from across the country.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	27	900
Out of County	48	620
Out of State	21	420
Foreign	2	60
TOTAL	98	2000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0	
# of hotel room nights anticipated to be booked:	90	
Actual number of hotel room nights used last year:	40	

Miami-Dade County Department of Cultural Affairs
FY 2011-2012 - Tourist Development Council - 2nd Quarter (Jan 1-Mar 31)

Agenda Item No.: A-10

ORGANIZATION: The Cultural Council, Inc.

GRANT REQUEST: \$10000

PROJECT TITLE: Art and All That Jazz

RECOMMENDATION: \$6750.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: - January 14, 2012

EVENT LOCATION: South Miami-Dade Cultural Arts Center

PROJECT SYNOPSIS:

Grant funds are requested to support the first ever art showing and jazz concert, Art and All That Jazz, at the newly opened South Miami-Dade Cultural Arts Center in Cutler Bay. This event will feature an art exhibit of talented, local, fine artists and a performance featuring Miami Wind Symphony's Jazz Ensemble.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	40	900
Out of County	0	50
Out of State	0	50
Foreign	0	
TOTAL	40	1000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0	
# of hotel room nights anticipated to be booked:	0	
Actual number of hotel room nights used last year:	0	

OUTSIDE MEDIA: Print, Radio, press release, post cards

**Miami-Dade County Department of Cultural Affairs
 FY 2011-2012 - Tourist Development Council - 2nd Quarter (Jan 1-Mar 31)**

Agenda Item No.: A-11

ORGANIZATION: The Miami Bach Society, Inc. **GRANT REQUEST:** \$25000
PROJECT TITLE: Tropical Baroque Music Festival XIII **RECOMMENDATION:** \$8000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: - March 3 - September 30, 2012

EVENT LOCATION: Biltmore Hotel

PROJECT SYNOPSIS:

Grant funds are requested to support the Miami Bach Society's thirteenth international Tropical Baroque Music Festival. Nine concerts featuring renowned musicians, will take place in venues throughout Coral Gables. Artists from Europe, Latin America and the United States will perform Western classical music written before 1800 attracting local audiences as well as visitors from around the United States, South and Central America and Europe.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	6	3,500
Out of County	4	1000
Out of State	6	50
Foreign	36	100
TOTAL	52	4650

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	110	
# of hotel room nights anticipated to be booked:	140	
Actual number of hotel room nights used last year:	130	

Miami-Dade County Department of Cultural Affairs
FY 2011-2012 - Tourist Development Council - 2nd Quarter (Jan 1-Mar 31)

Agenda Item No.: A-12

ORGANIZATION: United Haitian American Artists, Inc **GRANT REQUEST:** \$6000
PROJECT TITLE: 24th Annual Haitian Independence Day Concert **RECOMMENDATION:** \$5000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: - January 1 - 2, 2012

EVENT LOCATION: Miami Dade County Auditorium

PROJECT SYNOPSIS:

Grant funds are requested to support the 24th Annual Haitian Independence Day Concert to be held in January, 2012. The four hour artistic event brings together 20-28 Haitian artists from different generations and residing in different parts of the world to jointly celebrate the folklore, and culture of Haiti. The event is open to the general public. The event will take place on two consecutive days in different locations in South Florida.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	5	1850
Out of County	8	300
Out of State	5	300
Foreign	10	50
TOTAL	28	2500

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0	0
# of hotel room nights anticipated to be booked:	6	3
Actual number of hotel room nights used last year:	4	2

**Miami-Dade County Department of Cultural Affairs
 FY 2011-2012 - Tourist Development Council - 2nd Quarter (Jan 1-Mar 31)**

Agenda Item No.: B-1

ORGANIZATION: Homestead Rodeo Association, Inc. **GRANT REQUEST:** \$15000
PROJECT TITLE: 63rd Annual Homestead **RECOMMENDATION:** \$15000.00
 Championship Rodeo and Frontier Days

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: - January 12 -29, 2012

EVENT LOCATION: Doc DeMilly Rodeo Arena at Harris Field

PROJECT SYNOPSIS:

Grant funds are requested to support the 63rd annual presentation of the southernmost rodeo in the United States and related events which will take place January 12-29, 2012 at the Doc DeMilly Rodeo Arena at Harris Field in Homestead. This is most well attended community and cultural event in South Dade and is expected to draw over 24,000 attendees to the three-day rodeo and over one dozen events that lead up to the rodeo weekend.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	40	21120
Out of County	80	1630
Out of State	325	1100
Foreign	5	150
TOTAL	450	24000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	11	
# of hotel room nights anticipated to be booked:	50	
Actual number of hotel room nights used last year:	65	

**Miami-Dade County Department of Cultural Affairs
 FY 2011-2012 - Tourist Development Council - 2nd Quarter (Jan 1-Mar 31)**

Agenda Item No.: C-1

ORGANIZATION: Cuban Classical Ballet of Miami, Inc. **GRANT REQUEST:** \$15000

PROJECT TITLE: Noche Espanola **RECOMMENDATION:** \$10000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: - February 4 -5, 2012

EVENT LOCATION: The Fillmore Miami Beach at Jackie Gleason Theater

PROJECT SYNOPSIS:

Grant funds are requested to support "La Noche Espanola" presented by The Cuban Classical Ballet of Miami on February 4 & 5, 2012, at the Miami Beach Fillmore at the Jackie Gleason Theater. Each performance will include segments of Spanish classical ballets including Don Quixote, Carmen, Majjissimo, and Paquita, as interpreted by Alberto Alonso. Performances will be ticketed at between \$23 -\$55.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	25	2500
Out of County	15	1500
Out of State	10	1500
Foreign	5	500
TOTAL	55	6000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	36	36
# of hotel room nights anticipated to be booked:	72	72
Actual number of hotel room nights used last year:	50	50

**Miami-Dade County Department of Cultural Affairs
FY 2011-2012 - Tourist Development Council - 2nd Quarter (Jan 1-Mar 31)**

Agenda Item No.: C-2

ORGANIZATION: National Foundation for Advancement in the Arts, Inc.

GRANT REQUEST: \$25000

PROJECT TITLE: YoungArts Week 2012

RECOMMENDATION: \$15000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: - January 9 -14, 2012

EVENT LOCATION: Gusman Center for the Performing Arts

PROJECT SYNOPSIS:

Grant funds will support YoungArts Week 2012, January 9-14 in Miami. In its 31st successful year, the event draws thousands of artists, including the most talented teens in the U.S. The week-long event, includes a series of performances and exhibitions free and open to the public at various venues throughout the County, providing a rare treat for art patrons, including residents and visitors. Last year's week-long event attracted over 5,000 participants and generated over 1,300 room nights.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	65	4,800
Out of County	32	197
Out of State	225	1500
Foreign	3	3
TOTAL	325	6500

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	1,260	
# of hotel room nights anticipated to be booked:	1,260	
Actual number of hotel room nights used last year:	1,301	

Miami-Dade County Department of Cultural Affairs
FY 2011-2012 - Tourist Development Council - 2nd Quarter (Jan 1-Mar 31)

Agenda Item No.: C-3

ORGANIZATION: Rotary Foundation of South Miami, Inc. **GRANT REQUEST:** \$5000

PROJECT TITLE: South Miami Arts Festival **RECOMMENDATION:** \$5000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: - February 25 - 26, 2012

EVENT LOCATION: Between US 1 and Red Road

PROJECT SYNOPSIS:

Funds are requested to support the South Miami Rotary Art Festival held on the main street of downtown South Miami on the last weekend in February. This annual, free, family-friendly, outdoor event is expected to attract over 27,000 visitors over two days as it celebrates its 27th Anniversary in 2011.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	210	30000
Out of County	150	2000
Out of State	85	1200
Foreign	4	900
TOTAL	449	34100

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	70	70
# of hotel room nights anticipated to be booked:	50	50
Actual number of hotel room nights used last year:	56	56

**Miami-Dade County Department of Cultural Affairs
 FY 2011-2012 - Tourist Development Council - 2nd Quarter (Jan 1-Mar 31)**

Agenda Item No.: C-4

ORGANIZATION: The Unconservatory, Inc.

GRANT REQUEST: \$5000

PROJECT TITLE: Gala For Two Pianos

RECOMMENDATION: \$5000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: - February 10 - 12, 2012

EVENT LOCATION: Unitarian Universalist Congregation of Miami

PROJECT SYNOPSIS:

Grant funds are requested to support concert performances and educational activities to be held in conjunction with Gala for Two Pianos. Events will be presented featuring professional concert artists from Miami Dade County. In the highlight of our season, Gala for Two Pianos will be celebrating it's twelfth anniversary with performances by Unconservatory directors Whipple and Morales.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	25	1900
Out of County		50
Out of State		30
Foreign		20
TOTAL	25	2000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0	
# of hotel room nights anticipated to be booked:	Approx. 30	
Actual number of hotel room nights used last year:	Approx. 20	

Miami-Dade County Department of Cultural Affairs
FY 2011-2012 - Tourist Development Council - 2nd Quarter (Jan 1-Mar 31)

Agenda Item No.: C-5

ORGANIZATION: Women's International Film & Arts Festival, Inc. **GRANT REQUEST:** \$15000

PROJECT TITLE: 7th Annual Women's International Film & Arts Festival **RECOMMENDATION:** \$7500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: - March 28 - April 1, 2012

EVENT LOCATION: AMC Theatres Aventura Mall

PROJECT SYNOPSIS:

Grant funds are requested to support the 7th Annual Women's International Film & Arts Festival, taking place March 28 -April 1, 2012. Funds from the TDC grant will assist with the creation, production and dissemination of marketing material, such as direct mail, print & media advertising and especially the aquisition of a national marketing firm which specializes in entertainment marketing and promotions. Funds will also be partially utilized for our spokesperson actress, producer Vivica A. Fox

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		8000
Out of County	20	1500
Out of State	30	500
Foreign	25	500
TOTAL	75	10500

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	220	
# of hotel room nights anticipated to be booked:	220	
Actual number of hotel room nights	152	

**Miami-Dade County Department of Cultural Affairs
 FY 2011-2012 - Tourist Development Council - 2nd Quarter (Jan 1-Mar 31)**

Agenda Item No.: D-1

ORGANIZATION: arteamericas, Inc.

GRANT REQUEST: \$25000

PROJECT TITLE: arteamericas

RECOMMENDATION: \$15000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - For-Profit

DATE(S) OF EVENT: - March 2 - 5, 2012

EVENT LOCATION: Miami Beach Convention Center

PROJECT SYNOPSIS:

Grant funds are requested to support the arteamericas Festival on March 2, 2012 at the Miami Beach Convention Center. This project proposes to invite a different country to be featured at the art fair every year. In 2011 Mexico was used as a trial and it was very well accepted. In 2012 the program will be fully implemented with Argentina. The project involves inviting galleries & cultural institutions to be featured at the fair with lectures and other events around Miami-Dade County.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		10,000
Out of County		2,000
Out of State		1,000
Foreign		1,000
TOTAL	0	14000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	350	
# of hotel room nights anticipated to be booked:	300	
Actual number of hotel room nights used last year:	250	

**Miami-Dade County Department of Cultural Affairs
 FY 2011-2012 - Tourist Development Council - 2nd Quarter (Jan 1-Mar 31)**

Agenda Item No.: E-1

ORGANIZATION: Greater Miami Billfish Tournament, **GRANT REQUEST:** \$15000
 Inc.

PROJECT TITLE: Yamaha Contender Miami Billfish **RECOMMENDATION:** \$7000.00
 Tournament

PROJECT TYPE/CATEGORY: Sport

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: - March 22 -24, 2012

EVENT LOCATION: Miami Beach Marina

PROJECT SYNOPSIS:

Grant funds are requested to support a fishing tournament that promotes sportfishing, which is still thriving all over the world, as an enjoyable activity for the entire family. Scheduled for March 22-24th, 2012 at the Miami Beach Marina 300 Alton Road, this tournament attracts tourists and anglers to Miami-Dade County showcasing the destination as the capital of this ever growing spectator and participant sport, while also promoting marine conservation and preservation ethics, education, scholarships and youth programs, along with businesses and artists from the South Florida area.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	150	1900
Out of County	150	1350
Out of State	75	300
Foreign	25	50
TOTAL	400	3600

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0	
# of hotel room nights anticipated to be booked:	35-40	
Actual number of hotel room nights	35	

**Miami-Dade County Department of Cultural Affairs
 FY 2011-2012 - Tourist Development Council - 2nd Quarter (Jan 1-Mar 31)**

Agenda Item No.: E-2

ORGANIZATION: Junior Orange Bowl Committee, Inc. **GRANT REQUEST:** \$15000

PROJECT TITLE: Junior Orange Bowl Int'l Tennis, Golf, Chess, Sports Ability Games & Nat'l Basketball **RECOMMENDATION:** \$7000.00

PROJECT TYPE/CATEGORY: Sport

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: - December 1 - 30, 2011

EVENT LOCATION: Crandon Park Tennis Center

PROJECT SYNOPSIS:

Grant funds are requested to support the events of the Junior Orange Bowl Festival that attract out-of-town participants. These events include the International Tennis Championship, the International Golf Championship, the International Scholastic Chess Championship, the Sports Ability Games, and the National Boys' and Girls' Basketball Classic. Each of these events host participation from youths living outside Miami-Dade County, attincurring well over 1,000 hotel room nights locally every year.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	715	400
Out of County	390	60
Out of State	240	300
Foreign	930	300
TOTAL	2275	1060

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	2439	
# of hotel room nights anticipated to be booked:	2500	
Actual number of hotel room nights used last year:	1174	1174

**Miami-Dade County Department of Cultural Affairs
 FY 2011-2012 - Tourist Development Council - 2nd Quarter (Jan 1-Mar 31)**

Agenda Item No.: F-1

ORGANIZATION: Miami Tri Events LLC

GRANT REQUEST: \$25000

PROJECT TITLE: Rohto Ironman 70.3 Miami

RECOMMENDATION: \$8250.00

PROJECT TYPE/CATEGORY: Sport

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - For-Profit

DATE(S) OF EVENT: - October 30, 2011

EVENT LOCATION: Bayfront Park

PROJECT SYNOPSIS:

Grant funds are requested to support the 2011 Rohto Ironman 70.3 Miami taking place at Bayfront Park, 301 N. Biscayne Blvd., Miami, Fla. 33132. Rohto Ironman 70.3 Miami is a triathlon consisting of a 1.2 mile swim, a 56 mile bike and 13.1 mile run, which adds to a 70.3 mile of total race.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	1000	2700
Out of County	900	2430
Out of State		
Foreign	1100	2970
TOTAL	3000	8100

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	1200	
# of hotel room nights anticipated to be booked:	1200	
Actual number of hotel room nights used last year:	800	

OUTSIDE MEDIA: TV: Comcast, Versus Channel Print: Triathlon magazine, Competitors Magazine; Flyers

**Miami-Dade County Department of Cultural Affairs
 FY 2011-2012 - Tourist Development Council - 2nd Quarter (Jan 1-Mar 31)**

Agenda Item No.: G-1

ORGANIZATION: City of Miami Gardens

GRANT REQUEST: \$25000

PROJECT TITLE: Jazz in the Gardens

RECOMMENDATION: \$15000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Government - Municipal

DATE(S) OF EVENT: - March 17 -18, 2012

EVENT LOCATION: Sun Life Stadium

PROJECT SYNOPSIS:

Grant funds are requested to support the Jazz in the Gardens 2012 music festival being held on the weekend of Saturday, March 17 & Sunday, March 18, 2012. The event is held annually at Sun Life Stadium and has become the "must attend" music festival in the South. Started in 2006, the event has gained worldwide recognition amongst jazz and R&B enthusiasts traveling to South Florida for the festivities. The event opened its doors to 2,500 attendees and has since grown to an attendance of 45,000.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	400	40000
Out of County	150	
Out of State	250	15000
Foreign		5000
TOTAL	800	60000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	260	
# of hotel room nights anticipated to be booked:	3000	
Actual number of hotel room nights used last year:	1888	

FY 2011-2012 Tourist Development Council
Application Summary Worksheet
Panel Meeting -- December 14, 2011 3 pm
Second Funding Period

**Special Events/Promotions
Nonprofit Organizations (Continuing)**

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
V. A-1	Center for Advancement of Jewish Education, Inc.	5,000	15th Annual Miami Jewish Film Festival	01/21/12 to 01/29/12	10,000	Continuing / 4th	5,000	6,000	0.7	5,000	R	
V. A-2	Council of International Fashion Designers	13,500	Miami Beach International Fashion Week	03/21/12 to 03/24/12	25,000	Continuing / 2nd	15,000	15,000	0.9	11,500	R	
V. A-3	Dr. Martin Luther King, Jr., Parade and Festivities Committee, Inc.	13,500	Dr. Martin Luther King, Jr. Parade and Festivities	01/09/12 to 01/16/12	15,000	Continuing / 3rd	10,000	10,000	0.8	1,500	R	
V. A-4	Historical Association of Southern Florida, Inc.	9,000	19th Annual Miami International Map Fair	02/03/12 to 02/05/12	10,000	Continuing / 2nd	10,000	10,000	0.9	1,000	R	
V. A-5	Miami Design Preservation League	22,500	Art Deco Weekend	01/13/12 to 01/15/12	25,000	Continuing / 2nd	22,500	25,000	0.9	2,500	R	
V. A-6	Miami International Film Festival	20,000	Miami International Film Festival 2012	03/02/12 to 03/11/12	25,000	Continuing / 4th	16,000	20,000	0.7	5,000	R	
V. A-7	National Gay and Lesbian Task Force	8,000	National Gay and Lesbian Task Force Winter Party Festival	02/29/12 to 03/05/12	8,000	Continuing / 3rd	10,000	10,000	0.8	0	R	
V. A-8	New Visions of South Dade, Inc.	13,500	24th Annual Dr. Martin Luther King, Jr. Parade and Festival	01/19/12 to 01/19/12	15,000	Continuing / 2nd	15,000	15,000	0.9	1,500	R	
V. A-9	South Florida Bluegrass Association, Inc.	5,000	34th Annual Everglades 3-day Everglades Bluegrass Festival	02/24/12 to 02/26/12	15,000	Continuing / 5th	6,000	7,500	0.6	10,000	R	
V. A-10	The Cultural Council, Inc.	6,750	Art and All That Jazz	01/14/12 to 01/14/12	10,000	Continuing / 2nd	7,500	7,500	0.9	3,250	R	
V. A-11	The Miami Bach Society, Inc.	8,000	Troical Baroque Music Festival XIII	03/03/12 to 03/05/12	25,000	Continuing / 3rd	9,000	10,000	0.8	17,000	R	
V. A-12	United Haitian American Artists, Inc	5,000	23rd Annual Haitian Independence Day Concert	01/01/12 to 01/02/12	6,000	Continuing / 3rd	5,000	5,000	0.8	1,000	R	
Subtotals:		129,750			189,000					59,250		0
										*D = Direct R = Reimbursement		

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
V. B-1	Homestead Rodeo Association, Inc.	15,000	63rd Annual Homestead Championship Rodeo Frontier Days	01/12/12 to 01/29/12	15,000	First Time / 1st	N/A	N/A	N/A	0	R	
Subtotals:		15,000			15,000					0		0
										*D = Direct R = Reimbursement		

**Special Events/Promotions
Non-Profit Organizations (Ongoing)**

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
V. C-1	Cuban Classical Ballet of Miami, Inc.	10,000	Noche Espanola	02/04/12 to 02/05/12	15,000	Ongoing / 1st	6,000	10,000	N/A	5,000	R	
V. C-2	National Foundation for Advancement in the Arts, Inc.	15,000	YoungArts Week 2012	01/09/12 to 01/14/12	25,000	Ongoing / 1st	9,000	15,000	N/A	10,000	R	
V. C-3	Rotary Foundation of South Miami, Inc.	5,000	South Miami Rotary Art Festival	02/25/12 to 02/26/12	5,000	Ongoing / 1st	5,000	3,000	N/A	0	R	
V. C-4	The Unconservatory, Inc.	4,000	Gala for Two Pianos	01/01/12 to 01/31/12	5,000	Ongoing / 1st	4,000	4,000	N/A	1,000	R	
V. C-5	Women's International Film & Arts Festival, Inc.	7,500	7th Annual Women's International Film & Arts Festival	03/28/12 to 04/01/12	15,000	Ongoing / 1st	5,000	5,000	N/A	7,500	R	
Subtotals:		41,500			65,000					23,500		0
										*D = Direct R = Reimbursement		

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*	Final Panel Action
V. D-1	arteamericas, Inc.	15,000	arteamericas	3/02/12 to 03/05/12	25,000	First Time / 1st	N/A	N/A	N/A	10,000	R	
V. D-2	Corzo Castella Carballo Thompson Salman, P.A.	5,000	Biscayne Green	02/26/12 to 03/03/12	10,000	First Time / 1st	N/A	N/A	N/A	5,000	R	
Subtotals:		20,000			35,000					15,000		0
										*D = Direct		R = Reimbursement

Sports
Non-Profit Organizations (Continuing)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
V. E-1	Greater Miami Billfish Tournament, Inc.	7,000	Yamaha Contender Miami Billfish Tournament	03/21/12 to 03/24/12	15,000	Continuing / 4th	8,000	10,000	0.7	8,000	R	
V. E-2	Jr. Orange Bowl Committee, Inc.	7,000	Junior Orange Bowl International Tennis, Golf, Chess, Sports Ability Games & National Basketball	12/01/12 to 01/16/12	15,000	Continuing / 4th	8,000	10,000	0.7	8,000	R	
Subtotals:		14,000			30,000					16,000		0
										*D = Direct		R = Reimbursement

Sports
For-Profit Organizations (Continuing)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
V. F-1	Miami Tri Events, LLC	8,250	Rohto Ironman 70.3 Miami	10/30/11 to 10/30/11	25,000	Continuing / 2nd	12,500	12,500	0.66	16,750	R	
Subtotals:		8,250			25,000					16,750		0
										*D = Direct		R = Reimbursement

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*	Final Panel Action
V. G-1	City of Miami Gardens	15,000	Jazz in the Gardens	03/17/12 to 03/18/12	25,000	Continuing / 5th	15,000	15,000	0.66	10,000	R	
Subtotals:		15,000			25,000					10,000		0
										*D = Direct		R = Reimbursement

Beginning Balance for FY 2011-2012:	1,100,000
Carry-over/Recaptured Funds:	87,127
Total Available for FY 2011-2012:	1,187,127
Beginning Balance for 2nd Funding Quarter:	260,900
Shoulder Season Fund/Reserve Fund:	139,000
Remaining Balance for the Program:	591,727
Total number of Applications:	24
Grant request grand total:	384,000
Request to recommendation grand total:	140,500
Subcommittee Recommendation Grand Total:	243,500
Final Panel Recommendation Grand Total:	0

TO: Fellow Urban Aficionados
FROM: Ralph Rosado, Chair
RE: Bayfront Parkway Steering Committee
EVENT DATES: Bayfront Parkway: *Meet Me in the Median!*
February 28 – March 5, 2012

The “Big Picture”

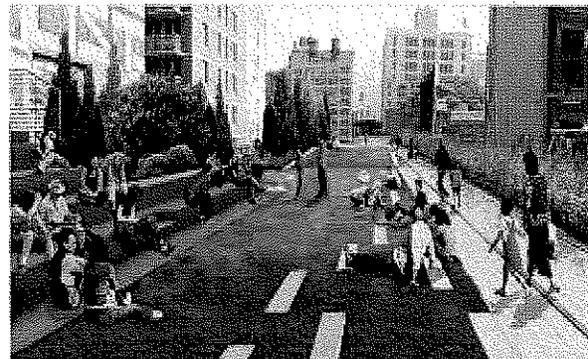
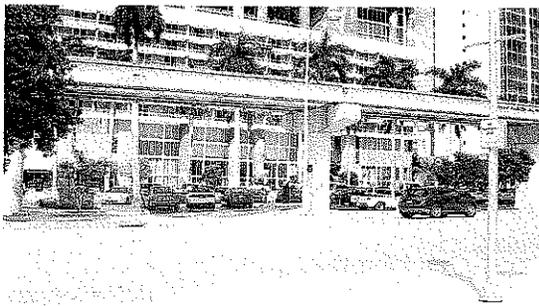
New York City. London. Boston. Madrid. Vancouver. San Francisco. Virtually every major city is known for its sophisticated, magnificent network of urban parks that emanate from its downtown core. Soon we can hopefully add Miami to that list. In its recent *Master Plan*, Miami’s Downtown Development Authority (DDA) identified the development of such a park and greenway network as one of its most critical priorities, as a way to connect different urban neighborhoods, expand recreational offerings, establish safe pedestrian and bicyclist access to its underused waterfront, and enhance its aesthetic appeal.

But even the best Master Plans can sit for years on office shelves unless organized citizen efforts bring worthy projects to fruition.

Project Idea

Since 2005 in over 800 cities around the globe, residents, business owners, nonprofits, and everyday citizens have secured the right to use parking spaces and convert them into small urban parks for one day. We propose borrowing this idea, expanding it to one week, increasing the land size involved, and undertaking this exciting initiative in our very own downtown Miami.

The Miami Parking Authority (MPA) is “lending” the median surface parking lot (approximately half an acre in size) that is located in the center of Biscayne Boulevard between SE 1st and E. Flagler Streets across from the Mia Restaurant (shown below at left) so that it can be temporarily converted into an active urban park seamlessly connected to the surrounding urban core (such as the one shown below at right). This highly-visible location is in the shadows of downtown skyscrapers holding tens of thousands of workers, hotel guests, and, beginning just a few short years ago, residents. With enough support, this temporary effort could gain traction and lead to the permanent conversion of the various surface parking lots in the area, into a continuous downtown greenway network.





JUNIOR ORANGE BOWL INTERNATIONAL TENNIS CHAMPIONSHIP

HOST SITES

CRANDON PARK - GIRLS 14'S

7300 CRANDON BLVD. KEY BISCAYNE 33149

BILTMORE TENNIS CENTER - GIRLS 12'S

1150 ANASTASIA AVE. CORAL GABLES 33134

UNIVERSITY OF MIAMI - BOYS 14'S

5821 SAN AMARO DR. CORAL GABLES 33146

SALVADORE PARK - BOYS 12'S

1120 ANDALUSIA AVE. CORAL GABLES 33134

BE A FAN!

*Come watch the competition and be a part of
the World's most prestigious International
Junior Tennis Championship*

QUALIFYING MATCHES START WEDNESDAY DECEMBER 14TH

MAIN DRAW MATCHES START SATURDAY DECEMBER 17TH

FINALS BOYS 12'S THURSDAY DECEMBER 22ND

AT SALVADORE PARK

1120 ANDALUSIA AVE. CORAL GABLES 33134

FINALS BOYS 14'S, GIRLS 12'S & 14'S FRIDAY DECEMBER 23RD

AT THE UNIVERSITY OF MIAMI TENNIS CENTER

5821 SAN AMARO DRIVE CORAL GABLES 33146



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