



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

Board of County Commissioners

Stephen P. Clark Center
10th Floor Conference Room
111 Northwest 1st Street
Miami, Florida 33128

February 29, 2012
As Advertised

Harvey Ruvin, Clerk
Board of County Commissioners

Christopher Agrippa, Division Chief
Clerk of the Board Division

Karen Harrison, Commission Reporter
(305) 375-1296



**CLERK'S SUMMARY OF AGENDA ACTION
AND OFFICIAL MINUTES
TOURIST DEVELOPMENT COUNCIL
FEBRUARY 29, 2012**

The Tourist Development Council (TDC) convened in the 10th floor Conference Room at the Stephen P. Clark Government Center, 111 Northwest First Street, Miami, Florida, at 1:00 p.m. on February 29, 2012. Present were Chairman Dennis Moss and members, Mr. William Perry III, Ms. Olga Ramudo, Mr. Stuart Blumberg, Mr. George Corzonis, Mr. Miguel Waldo, and Mr. Gene Prescott (City of Miami Beach Mayor Mattie Herrera Bower and City of Miami Commissioner Wilfredo Gort were absent).

The following staff members were also present: Mr. Michael Spring, Director, Department of Cultural Affairs; Mrs. Nikena D. Benjamin, Grants Program Administrator; Mrs. Liliana Hernandez, Grants Program Assistant; Assistant County Attorney Daniel Frastai; and Deputy Clerk Karen Harrison.

Mr. Bill Talbert, President of the Greater Miami Convention Visitor's Bureau, was also present.

Chairman Moss called the meeting to order at 1:10 p.m. He asked the Council members to state their names for the record.

I. Additions, Deletions, Withdrawals

There were no additions, deletions, or withdrawals from today's agenda.

II. Conflict of Interest

Mr. Michael Spring, Director, Department of Cultural Affairs, indicated that a conflict of interest existed for a TDC member on any item before the TDC if any of the following instances applied:

- the TDC Board Member was a paid staff member of an applicant organization;
- the TDC Board Member served on the Board of Directors of an applicant's organization;
- and
- the TDC Board Member made a contribution of at least \$1000 to an applicant's organization within the last three years.

Mr. Spring noted the Conflict of Interest (COI) policy also applied if an immediate family member of a TDC Board member fell into those categories.

In response to Mr. Blumberg's inquiry regarding whether the conflict of interest policy referring to \$1000 contribution applied to in-kind contributions, Mr. Spring noted this policy referred to the essence of the relationship between the Board Member and the applicant organization. He advised if a Council member had a relationship with an applicant organization and that member received benefits or had given a perception of a benefit this should be declared as a conflict of interest.

Following further discussion, Assistant County Attorney Daniel Fraistai offered legal advice and noted that the Miami-Dade Commission on Ethics was responsible for determining whether the Council member had a conflict of interest.

III. Items for Approval

A. Minutes of the January 25, 2012 Meeting

Mr. Spring asked that the members of the Council take up the January 25, 2012 TDC minutes at the next meeting.

B. FY2011-2012 Second Funding Period's Deferred Applicant

1. Junior Orange Bowl Committee, Inc	Final Recommendation
	\$7,000

Director Michael Spring provided a brief update, noting the foregoing application was presented at the last TDC Second Quarter meeting, but no decision was reached in the absence of a quorum of members without a conflict of interest.

It was moved by Mr. Stuart Blumberg that the Junior Orange Bowl Committee be awarded \$7,000 to organize the Junior Orange Bowl International Tennis, Golf, Chess, Sports Ability Games & National Basketball. This motion was seconded by Ms. Olga Ramudo, and upon being put to a vote, passed by a vote of 6-0 (City of Miami Beach Mayor Mattie Herrera Bower and City of Miami Commissioner Wilfredo Gort were absent). Mr. Perry and Mr. Prescott declared conflicts of interests, and abstained from voting.

IV. Reports and Discussion Items

A. Updated Budget/Financial Position and Funding Recommendations for FY2011-12 Third Funding Period

Mr. Michael Spring provided a brief update of the TDC budget, and he advised that TDC was in the third quarter spanning from April to June, based on the County's fiscal year that began on October 1st. He explained that the budget was divided into four quarters, and TDC had stayed within budget for the first two quarters of the fiscal year. Mr. Spring noted that the accumulated revenue increased from \$1.180, 877 million to \$1.187 million based on the carry-over funds from last year, the allocation, and returned grants for the fiscal year.

Mr. Spring noted 24 applications requesting funding that totaled \$392,500 was received. He also noted that one (1) application was new, 22 applicants were for continuing projects, and one (1) applicant was eligible for an ongoing project that had completed a five year cycle.

Mr. Spring announced that, based on the outcome of the TDC Subcommittee meetings that reviewed staff's recommendations for these applications, the funding recommendations for these 24 organizations totaled \$227,850. Therefore, if the Council approved today the \$7,000 award recommendation to the Junior Orange Bowl Committee, the reserve balance would be \$139,000 to either provide additional awards at today's meeting or be carried over to the next funding quarter.

V. Citizen's Presentations

Mr. Michael Spring explained the procedures regarding today's citizen's presentations, and he requested the representatives of those organizations to make a brief statement on new information. He noted that representatives who had not registered would have the opportunity to make a short presentation following the order listed in the agenda.

VI. Grant Applications and Recommendations – Third Funding Period

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

**VI. A-4. Coral Gables Cinemateque, Inc. Final Recommendation
\$6,750**

Mr. Robert Rosenberg, Director of the Coral Gables Cinemateque, appeared before the Council and commented on the film events that took place at the Coconut Grove Arts Festival. He noted the featuring movie "The Artist," educational activities, and other special events had been incredibly successful.

**VI. A-8. Friends of the Miami-Dade Public Library, Inc
Final Recommendation
\$7,500**

Ms. Lainey Brooks appeared before the Council representing the foregoing applicant, and she noted the number of participants had grown to over 10,000 within the past 12 years. She also noted the Art of Storytelling had become a signature event worldwide, which had increased the hotel room occupancy and hosted delegations from Washington D.C., Brazil, Ireland, and the Caribbean. She further noted hotels were also used to host professional conference events such as the Annual Congress of African-American Librarians and the International Federation of Library Associations and Institutions.

**VI. A-10. Jewish Museum of Florida Final Recommendation
\$5,000**

Ms. Irene Warner representing the foregoing applicant appeared before the Council and thanked the members for their support. She noted the Lithuania and the Finkelstein exhibits would be featured at the Marketing for Exhibits event. She further noted the event was visited daily by tourist worldwide and hotel rooms were booked throughout Miami-Dade County.

**VI. A-11. Miami Gay & Lesbian Film Festival, Inc.
Final Recommendation
\$17,500**

Mr. Franc Castro representing the foregoing applicant appeared before the Council, and he noted the organization had continued focusing on increasing tourism and the number of hotel rooms by offering special priced travel packages with tickets to the 14th Annual Miami Gay and Lesbian Film Festival. He noted the collaborative efforts by partnering with hotels for the event. In terms of creating public awareness, he noted that a Lavender Heart award ceremony would be a part of the event to recognize artists like Ms. Shirley Wright, a country singer, who made a significant contribution to the gay and lesbian community. Mr. Castro noted the marketing efforts that would reach several national magazines and involvement of helping youth.

VI. A-15. Red Chemistry, Inc.

Final Recommendation

\$5,000

Mr. Carlos Zepeda representing the foregoing applicant appeared before the Council and provided an update on the European Film Festival and Short Film Competition event, noting recent bookings of 25 hotel rooms during the film festival from May 30th - June 7th. He noted that both Atlantic Broadband and the Euro Cinema were committed sponsors for the event, which would provide international exposure, and that negotiations were ongoing with other artists.

VI. A-18. The Sicilian Cultural and Film Festival, Inc

Final Recommendation

\$2,500

Mr. Emanuele Viscuso appeared before the Council representing the foregoing applicant to provide an update on the VII Sicilian Film Festival international event. He asked that the Council members consider the time he and other staff members volunteered their in-kind services. Mr. Viscuso noted this event would allow the guests the opportunity to mingle with its well-known stars, which included evening cocktail parties at the Edgewater Hotel. He spoke of the marketing efforts that offered travel packages with special rates for hotels and restaurants. Mr. Viscuso pointed out the need to increase award amount because this was an international event.

Responding to Mr. Blumberg's inquiry regarding the list of individuals named in the brochure were recent sponsors of this film festival, Mr. Viscuso noted the list reflected a history of sponsors.

VI. A-19. Viernes Culturales/Cultural Fridays, Inc

Final Recommendation

\$15,000

Mr. Jose Casanova and Ms. Patricia Manrique representing the foregoing applicant appeared before the Council and thanked the members for supporting their 12th annual event that had substantial growth, attracting approximately 4,100 tourists monthly. He noted the organization's marketing efforts attracted tourists from Europe, the Caribbean, Central and South America to the Little Havana area. Additionally, Ms. Patricia Manrique noted the collaborative efforts of working closely with tourist agencies regarding marketing and promotional campaigns to display the event attractions, which include cigar shops and galleries.

Responding to Ms. Ramudo's question, Ms. Manrique confirmed that the organization had 50,000 tourists visit last year, which totaled approximately 4,100 tourists per month.

Later in the meeting, Ms. Ramudo noted because this event had continued growth and had become iconic in Miami, she wanted to propose that the recommended award be increased.

It was moved by Ms. Ramudo that FY2011-2012 TDC third funding period award recommendation for Viernes Culturales/Cultural Fridays, Inc. be increased from \$13,500 to \$15,000. This motion was seconded by Chairman Moss, and upon being put to a vote, the vote passed 7-0. (City of Miami Beach Mayor Mattie Herrera Bower and City of Miami Commissioner Wilfredo Gort were absent)

C. Sports (Non-Profit) – Continuing

**VI. C-1. Miami Northwest Express Track Club Inc Final Recommendation
\$12,000**

Mr. Jesse Holt representing the foregoing applicant appeared before the Council and thanked the TDC Council for their support, which helped the organization for the past 37 years to organize the annual Northwest Track and Field Contest at Miami-Dade College, North Campus. He noted the growth of the organization reflected participants ranging from ages 3-85 years old, and two members in the past had qualified for the 2008 Olympics. Mr. Holt emphasized the financial challenges to maintain the program. He noted the firm's recent initiative that had 86 youth participating in a 10 day sports training session at the City of Miami Orange Bowl track and field.

In response to Chairman Moss' inquiry regarding the nationality of the participants, Mr. Holt noted that in addition to youth from South Florida, participants were from Jamaica, the Bahamas, the Cayman Islands, the U.S. and British Virgin Islands, and Canada. He noted that many of the youth were first-time participants in these international competitions.

Mr. Perry commented on Mr. Holt's good qualities, noting he was an icon who had touched the lives of many people, particularly from the Caribbean. He stated that he might have a conflict of interest because his son participated in this track program in 2000.

Responding to Mr. Perry's question about how the \$3 million renovation of Moor Park field had affected this program, Mr. Holt noted there was tremendous growth, which included participation of children ages 3-4 years old.

Chairman Moss assured Mr. Perry there was no conflict of interest regarding his son's past participation in the program.

It was moved by Mr. Blumberg that FY2011-2012 TDC third funding period recommendation for the Miami Northwest Express Track Club Inc. be increased from \$8,000 to \$12,000. This motion was seconded by Ms. Ramudo; and being put to a vote, the vote passed 7-0. (City of Miami Beach Mayor Mattie Herrera Bower and City of Miami Commissioner Wilfredo Gort were absent).

**VI. C-2. Miami-Dade Sports Commission Final Recommendation
\$15,000**

Ms. Heather Kurstin representing the Wrestle Mania XXVIII event appeared before the Council, noting this was a first-time event for Miami-Dade County and South Florida that already sold out stadium seats with an estimated 120,000 attendees. She noted the week long of ancillary activities of this event included a fashion show fundraiser for the Sylvester Cancer Center. She noted this event was the first in Miami-Dade County that would occupy its main venues: American Airlines Arena, the Miami Beach Convention Center, and the Sun Life Stadium. This event would be attended by 65 percent tourists, televised and watched in 23 countries by a million pay-per-view fans. Ms. Kurstin commented on the economic impact this event would have, noting there were plans for Wrestle Mania to return to Miami in 2016.

Mr. Blumberg pointed out the subcommittee had historically used a formula to determine the funding award recommendation for a different type of event than the Miami-Dade Sports Commission, and he suggested that staff reflect this on the chart and provide a rationale for the TDC award recommendation increase from \$8,000 to \$15,000.

In response to Mr. Blumberg's question regarding how 80,000 participants could only generate admissions totaling \$150,000, Ms. Kurstin explained that amount would be generated by selling the projected 37,500 tickets for a facility fee of \$4.00 per ticket; and it would be the only revenue collected by the Sports Commission and the local organizing committee (LOC).

Ms. Kurstin noted the Wrestle Mania tickets would be sold at no less than \$50 each. She also noted that the request for the TDC grant was to help the LOC to prepare for the event, in terms of certain fees, like advertising and operational fees, and house costs related to access to venues.

Mr. Blumberg advised taking precaution and to carefully schedule parties on Star Island because there were specific regulations and Code enforcements.

Pursuant to Mr. Perry's query, Ms. Kurstin noted the LOC had a similar structure to the Super Bowl Host Committee. She emphasized that this event would be Miami based, including the location of hotels, whereas the Super Bowl event was regional. She noted that, although a commitment had been made regarding the return of this event to Miami in 2016, it was not final and the selection process was still required.

Discussion ensued among the Council members regarding this event being held in New York City next year at the Met Life Stadium and the importance of having strong support from the community.

Mr. Corzonis suggested the significance and impact of this event should be taken into consideration, and it would be appropriate to use the formula for first-time applicants to award a larger amount since technically it was a first-time event.

Pursuant to Ms. Ramudo's inquiry regarding whether a conflict of interest existed due to Commissioner Diaz's involvement with this event because of his past membership in the Council, Chairman Moss advised no conflict existed since the commissioner was not currently a member of the Council.

Mr. Prescott proposed that the FY2011-2012 TDC funding period recommendation for the foregoing item be increased.

It was moved by Mr. Stuart Blumberg that the FY2011-2012 TDC third quarter funding period award recommendation for the Miami-Dade Sports Commission be increased from \$15,000 to \$25,000 using the first-time major event formula. This motion was seconded by Chairman Moss; and upon being put to a vote, the vote passed 7-0. (City of Miami Beach Mayor Mattie Herrera Bower and City of Miami Commissioner Wilfredo Gort were absent).

VI. C-3. United States Judo Inc

**Final Recommendation
\$15,000**

Ms. Heather Kurstin appeared before the Council on behalf of Mr. Jose Rodriguez, President of United States Judo, who was out of the country; and she noted that over 40 countries would be participating in the 2011 International Judo Federation World Cup. She also noted that this year's event was a tune-up for the Olympic qualifier.

Chairman Moss opened the floor to other representatives of applicant organizations not listed on the agenda, who wished to make a presentation.

VI. D-1. V O R Miami, Inc

Final Recommendation

\$25,000

Mr. Perry asked for clarification, an explanation regarding the ongoing TDC workshops and policy as it related to communication between the applicants and Council members.

Mr. Spring noted the TDC staff members had advised applicants that the best practice policy in communicating with Council members was to send factual information to Council members either by e-mail or regular mail, and to refrain from calling or meeting with Council members; however, he was unaware of any prohibitions in this matter.

Mr. Perry recommended that the Council consider including a formal policy that limits certain contact between the applicants and the Council members as part of the application procedure during the 4th Quarter TDC meeting that was scheduled to discuss policy and procedures. He stated that because of this issue he could not support the foregoing applicant. Mr. Perry noted that, based on his experience, he felt uncomfortable since the applicant had contacted him; and he wished to ensure procedures were followed appropriately.

Following further discussion, Mr. Spring noted from the staff's observation, this was a really outstanding event that would be a big attraction for the Miami-Dade area and strongly recommend the funding.

It was moved by Mr. Stuart Blumberg that FY2011-2012 TDC third quarter funding period award recommendation of \$25,000 for applicant VI. D-1 Volvo Ocean Race be approved. This motion was seconded by Chairman Moss; and being put to a vote, the vote passed 6-1 (Mr. Perry voted no). (City of Miami Beach Mayor Mattie Herrera Bower and City of Miami Commissioner Wilfredo Gort were absent)

In response to Mr. Blumberg's comment regarding the absence of a Council member who represented the City of Miami and had not attended a TDC meeting for a year, Mr. Spring noted the City's representative changed; but his office would contact Commissioner Michelle Spence-Jones to encourage her to attend the next TDC meeting.

Following further discussion, it was moved by Mr. Stuart Blumberg that the recommended awards by the Subcommittee for FY2011-2012 TDC third funding period be approved except the following Agenda Items that were pulled: VI. A-19 Viernes Culturales/Cultural Fridays, Inc., VI. D-1 VOR Miami, Inc., VI. C-1 Miami Northwest Express Track Club Inc., and VI. C-2 Miami-Dade Sports Commission. This motion was seconded by Chairman Moss; and upon being put to a vote, the vote passed 7-0. (City of Miami Beach Mayor Mattie Herrera Bower and City of Miami Commissioner Wilfredo Gort were absent).

Agenda Item No	Organization Name	Final Recommendation
VI. A-1.	Aqua Foundation for Women, Inc	\$5,000
VI. A-2.	City Theatre, Inc.	\$5,000
VI. A-3.	Coconut Grove Arts & Historical Association, Inc.	\$15,000
VI. A-5.	Creation Art Center Corporation	\$5,000
VI. A-6.	FIU for the Benefit of School of Hospitality and Management South Beach Wine	\$12,250
VI. A-7.	Friends of the Bass Museum, Inc	\$5,250
VI. A-9.	GABLESTAGE, Inc.	\$12,000
VI. A-12.	Miami River Fund, Inc.	\$5,000
VI. A-13.	Michael-Ann Russell Jewish Community Center, Inc.	\$5,600
VI. A-14.	Patrons of Exceptional Artists, Inc	\$3,000
VI. A-16.	The Miami Children's Museum, Inc	\$14,000
VI. A-17.	THE RHYTHM FOUNDATION, INC	\$5,000
VI. B-1.	Florida Grand Opera, Inc.	\$15,000

Adjournment

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



Chairman Dennis C. Moss
Tourist Development Council

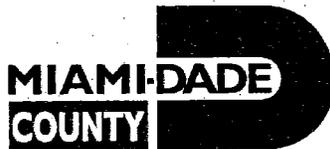


**Board of County Commissioners'
Tourist Development Council
February 29, 2012**

Prepared by: (Karen Harrison)

EXHIBITS LIST

NO.	DATE	ITEM #	DESCRIPTION
1	02/29/2012	-	Clerk's Summary
2	02/29/2012	-	Agenda
3	02/29/2012	-	Citizen's Presentation
4	02/29/2012	-	Coral Gables Art Cinema Film Calendar
5	02/29/2012	-	Memo: Budget Recommendations 2012-13 –Michael Spring
6	02/29/2012	--	Memo: Third Quarter Funding Meeting
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Panel Meeting
Wednesday, February 29, 2012 1 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. Items for Approval

A. Minutes of the January 25, 2012 Meeting

B. FY 2011-2012 Second Funding Period's Deferred Applicant

<p>1. Junior Orange Bowl Committee, Inc. <i>Junior Orange Bowl Int'l Tennis, Golf, Chess, Sports Ability Games & Nat'l Basketball</i></p>	<p>\$7,000</p>
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IV. Reports and Discussion Items

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

V. Citizens' Presentations

VI. Grant Applications and Recommendations - Third Funding Period

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

	Request	Subcommittee Recommendation
1. Aqua Foundation for Women, Inc. <i>Aqua Girl Festival 2012</i>	15,000	5,000
2. City Theatre, Inc. <i>17th Annual Summer Shorts Festival</i>	15,000	5,000
3. Coconut Grove Arts & Historical Association, Inc. <i>Coconut Grove Arts Festival</i>	25,000	15,000
4. Coral Gables Cinemateque, Inc. <i>World Voices</i>	6,750	6,750
5. Creation Art Center Corporation <i>Po-Po-Po</i>	5,000	5,000
6. Florida International University for the benefit of School of Hospitality and Management SoBch Wine <i>Fun & Fit as a Family Festival</i>	12,250	12,250
7. Friends of the Bass Museum, Inc. <i>Hot Nights, Cool Jazz!</i>	15,000	5,250

	Request	Subcommittee Recommendation
8. Friends of the Miami-Dade Public Library, Inc. <i>Art of Storytelling</i>	15,000	7,500
9. GABLESTAGE, INC. <i>GableStage 2011-2012 Season</i>	25,000	12,000
10. Jewish Museum of Florida <i>Marketing for Exhibits</i>	15,000	5,000
11. Miami Gay & Lesbian Film Festival, Inc. <i>14th Annual Miami Gay and Lesbian Film Festival</i>	25,000	17,500
12. Miami River Fund, Inc. <i>Miami Riverday</i>	15,000	5,000
13. Michael-Ann Russell Jewish Community Center, Inc. <i>Festival Yachad - Israeli Folk Dance Festival</i>	11,000	5,600
14. Patrons of Exceptional Artists, Inc. <i>2012 Miami International Piano Festival</i>	3,000	3,000
15. Red Chemistry, Inc. <i>2012 European Film Festival in Miami & Short Film Competition</i>	14,500	5,000
16. The Miami Children's Museum, Inc. <i>MiChiMu's Fun-lympics!</i>	25,000	14,000
17. THE RHYTHM FOUNDATION, INC. <i>Big Night in Little Haiti</i>	20,000	5,000
18. The Sicilian Cultural and Film Festival, Inc. <i>The VII Sicilian Film Festival</i>	5,000	2,500
19. Viernes Culturales/Cultural Fridays, Inc. <i>Viernes Culturales/Cultural Fridays</i>	15,000	13,500
B. Special Events/Promotions (Non-Profit) – Ongoing		
1. Florida Grand Opera, Inc. <i>Romeo et Juliette' French Opera Festival</i>	25,000	15,000
C. Sports (Non-Profit) – Continuing		
1. Miami Northwest Express Track Club, Inc. <i>37th Annual Northwest Track & Field Classic</i>	15,000	8,000
2. Miami-Dade Sports Commission <i>WrestleMania XXVIII</i>	25,000	15,000
3. United States Judo, Inc. <i>2012 IJF World Cup, U.S. Open and Training Camp</i>	20,000	15,000
D. Sports (Non-Profit) – First-Time		
1. V O R Miami, Inc. <i>Volvo Ocean Race 2011-2012</i>	25,000	25,000

Adjournment



Panel Meeting
 Wednesday, February 29, 2012 1 PM
 Stephen P. Clark Center
 111 NW First Street
 Citizen's Independent Transportation Trust
 10th Floor Conference Room
 Miami, Florida

Citizens' Presentations

VI. Grant Applications and Recommendations - Third Funding Period

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

	Request	Subcommittee Recommendation
4. Coral Gables Cinemateque, Inc. <i>Robert Rosenberg and Michelle Acosta</i>	6,750	6,750
8. Friends of the Miami-Dade Public Library, Inc. <i>Lainey Brooks</i>	15,000	7,500
10. Jewish Museum of Florida <i>Joann Arnowitz and Irene Warner</i>	15,000	5,000
11. Miami Gay & Lesbian Film Festival, Inc. <i>Franc Castro</i>	25,000	17,500
15. Red Chemistry, Inc. <i>Carlos Zepeda</i>	14,500	5,000
18. The Sicilian Cultural and Film Festival, Inc. <i>Emanuele Viscuso and Regina Moore</i>	5,000	2,500
19. Viernes Culturales/Cultural Fridays, Inc. <i>Jose Casanova and Patricia Manrique</i>	15,000	13,500

C. Sports (Non-Profit) – Continuing

2. Miami-Dade Sports Commission <i>Commissioner Jose "Pepe" Diaz and Heather Kurstin</i>	25,000	15,000
3. United States Judo, Inc. <i>Heather Kurstin</i>	20,000	15,000

Adjournment

***Pina* – Held Over through March 1**

Germany-France, 103 min, 3D, Dir: Wim Wenders, Rated PG, South Florida Premiere, German with English subtitles

Take one lion among art film directors - Wim Wenders - and one of the most important and innovative contemporary choreographers - Pina Bausch - and allow them to explore through state-of-the-art 3D the intersection between film and dance, and you have the Oscar-nominated *Pina*. A huge hit already after its opening weekend here, it is being held over at the Coral Gables Art Cinema for a second week as it continues its South Florida Premiere in 3D through March 1. In *Pina*, acclaimed German director Wenders (*Wings of Desire; Paris, Texas*) takes the audience on a sensual, inspiring journey that showcases the exciting genre of dance theater Bausch created. The *Miami Herald* says, "Director Wim Wenders' eye-popping 3D tribute to the late choreographer Pina Bausch is a must-see." *Full week screening times are Wed. 2/22 at 4:30, 6:45, & 9:00 pm; Thu. 2/23 at 4:30, 6:45, & 9:00 pm; Fri. 2/24 at 5:00, 7:15, & 9:30 pm; Sat. 2/25 at 4:30, 6:45, & 9:00; Sun. 2/26 at 4:30, 6:45, & 9:00; and Mon. 2/27 through Thu. 3/1 at 4:30, 6:45, & 9:00*



***Live from the National Theatre of London* – February 25 & 26**

The Coral Gables Art Cinema continues its new series of special event contemporary performances from the internationally renowned National Theatre of London. The second show in the series is the enchanting tragic comedy *Travelling Light*, which plays on Saturday and Sunday, February 25 & 26 at 1:00 pm. The play is an ode to the birth of the moving picture industry and a lovely reflection of life in a Jewish shtetl in Eastern Europe at the turn of the twentieth century. *The Guardian* calls it, "A love letter to the movies and an appealingly intelligent evocation of the Jewish folk culture that formed the basis of American cinema." Funding for this series has been provided in part by the Coral Gables Community Foundation. *The play runs two hours and forty minutes including an intermission, and tickets to these special event programs are \$20 general admission, \$18 for seniors 65-and-over and full-time students (I.D. required), \$16 for members of the Cinema, and \$14 for children 12-and-under.*



***Miami International Film Festival* – March 2 - March 8**

From March 2-9, the Gables Cinema is proud to be one of the venues for the Miami International Film Festival (MIFF). MIFF's mission is to bridge cultural understanding, encourage artistic development and excellence and broaden horizons by provoking thought through film. Come see the great films premiering all week at the Cinema as part of MIFF (no other Gables Cinema programs are scheduled for this week).



Coral Gables Art Cinema

260 Aragon Avenue • Coral Gables, FL 33134

"Miami's Best Art House Cinema" – New Times

Family Day on Aragon Program – Saturday March 10

Join us as we continue regular second Saturday family and youth film screenings as part of the new Family Day on Aragon, in partnership with the Coral Gables Museum and Books & Books. Film will be announced soon.



Chico & Rita – Opens Friday March 16

Spain-UK, 94 min, 35mm, Dirs: Fernando Trueba, Javier Mariscal, Tono Errando, South Florida First Run Engagement, Spanish with English subtitles

Just nominated for an Academy Award for Best Animated Feature, Fernando Trueba (*Calle 54* and the Oscar-winning *Belle Époque*) and Spain's most famous and successful graphic designer Javier Mariscal have created a passionate, animated love story in *Chico & Rita* that magically captures the rhythms and feel of 1950's Cuba. On March 16 it will begin its South Florida First Run Engagement in 35mm at the Gables Cinema. In the film, wonderfully rendered in a hand-drawn, artful style, a gifted songwriter and beautiful singer chase their dreams - and each other - from Havana to New York and Las Vegas. Featuring music by Bebo Valdés, and compositions by Dizzy Gillespie, Thelonious Monk and Cole Porter. *The New York Times* says, "Sexy, sweet and laced with a sadness at once specific to its place and time and accessible to anyone with a breakable heart, *Chico & Rita* is an animated valentine to Cuba and its music." *First week screenings times are Fri. 3/16 at 7:00 & 10:00 pm (with a reception at 9:00 pm); Sat. 3/17 at 3:00, 5:00, 7:00 & 9:00 pm; Sun. 3/18 at 2:30, 4:30, 6:30 & 8:30 pm; Mon. 3/19 through Thu. 3/22 at 4:30, 6:30 & 8:30.*



Join us for the Red Carpet Opening Night event, which includes a live in person Q&A with director Fernando Trueba for both screenings. In addition, Manager of Centro Cultural Español (CCE) of Miami Maria Palacios will introduce the film, for which CCE is a co-sponsor. Between the two screenings, a reception will take place from 9:00 to 10:00 pm on the Cinema's outdoor plaza for anyone who purchases a ticket for either show. The reception includes live Latin jazz, delicious food including award-winning mini indulgence desserts courtesy of Seasons 52, and an open bar courtesy of Bacardi. Special ticket prices for this event are \$25 general admission and can be purchased in advance online at www.gablesinema.com, in-person at the Cinema box office during film screening hours, or on opening night.



Screening times announced weekly for full seven-day-a-week runs

www.gablesinema.com • www.facebook.com/gablesinema • (786) 385-9689 • info@gablesinema.com

Tickets are available in advance online at www.gablesinema.com, and at the Cinema box office (cash or credit card) during screening hours, which begin a half-hour before the first screening of the day for current shows and up to two weeks in advance

*Adults \$11, Seniors (65 & over) and students (both with ID) \$9
Members \$7 and Children (12 & under) \$6*

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



MEMORANDUM

Date: February 29, 2012

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 Third 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 FY2010-2011.

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 FY2011-2012 to \$1,187,127.

3rd Funding Period Overview

There are twenty-four (24) applications requesting a total of \$392,500 for the third funding period. All 24 applications are from non-profit organizations.

One (1) of these 24 organizations represents a New and/or First-time project to the Tourist Development Council; twenty-two (22) are Continuing projects; and one (1) is 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 \$227,850 has been recommended for 24 organizations by the TDC Subcommittee for this third funding period. In addition, \$7,000 is recommended for one (1) application that was carried over from the FY 2011-2012 second quarter funding period as a result of lack of quorum for the necessary voting approval. The remaining balance for the program as appropriated at the beginning of the year is \$354,377. The current balance in the Reserve Fund is \$139,000. Reserve funds are available to address unforeseen or needed adjustments and/or unanticipated major project requests.

<u>Funding Period/Category</u>	<u>Budgeted + Allocations</u>	<u>Set-Aside +</u>	<u>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	\$
Second Funding Period	246,000			\$ 246,000 ²³	
Third Funding Period	246,350			\$ 234,850 ²⁵	11,500
Fourth Funding Period	203,877				203,877
Reserve Fund	150,000				139,000
Set-Aside Grants	121,400				
TOTAL	\$1,187,127	\$ 121,400	\$ 11,000	\$ 832,750 ⁷⁹	\$ 354,377

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
Third 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
Total TDC Second Funding Period Allocations					\$246,000
Continuing Projects - Funding Formula Amounts (# of requests)	\$149,850 (19)	\$ 45,000 (4)	N/A	N/A	\$ 194,850 (23)
Ongoing Projects - Recommended Amounts (# of requests)	\$ 15,000 (1)	N/A	N/A	N/A	\$ 15,000 (1)
New and/or First- time Projects - Recommended Amounts (# of requests)	N/A	\$ 25,000 (1)	N/A	N/A	\$ 25,000 (1)
Total Recommended for Third Funding Period (# of requests)	\$ 164,850 (20)	\$ 70,000 (5)	N/A	N/A	\$ 234,850 (25)
Balance Remaining (4th+ Reserve Fund)					\$ 354,377

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

FY 2011-2012 Tourist Development Council
Application Summary Worksheet
Panel Meeting -- February 29, 2012 1 pm
Third Funding Period

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
III. B	Junior 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:		7,000			15,000					8,000		0
											D = Direct	R = Reimbursement

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*	Final Panel Action
VI. A-1	Aqua Foundation for Women, Inc.	5,000	Aqua Girl Festival 2012	05/02/12 to 05/06/12	15,000	Continuing / 4th	5,000	5,000	0.7	10,000	R	
VI. A-2	City Theatre, Inc.	5,000	17th Annual SUMMER SHORTS FESTIVAL	05/14/12 to 06/24/12	15,000	Continuing / 4th	5,000	7,000	0.7	10,000	R	
VI. A-3	Coconut Grove Arts & Historical Association, Inc.	15,000	Coconut Grove Arts Festival	02/18/12 to 02/20/12	25,000	Continuing / 5th	17,500	25,000	0.6	10,000	R	
VI. A-4	Coral Gables Cinematheque, Inc.	6,750	World Voices	04/01/12 to 06/30/12	6,750	Continuing / 2nd	7,500	7,500	0.9	0	R	
VI. A-5	Creation Art Center Corporation	5,000	Po-Po-Po	04/13/12 to 04/30/12	5,000	Continuing / 3rd	5,000	5,000	0.8	0	R	
VI. A-6	Florida International University for the benefit of School of Hospitality and Management SoBoh Wine	12,250	Fun & Fit as a Family Festival	02/25/12 to 02/26/12	12,250	Continuing / 4th	14,000	17,500	0.7	0	R	
VI. A-7	Friends of the Bass Museum, Inc.	5,250	Hot Nights, Cool Jazz	06/01/12 to 09/30/12	15,000	Continuing / 4th	6,000	7,500	0.7	9,750	R	
VI. A-8	Friends of the Miami-Dade Public Library, Inc.	7,500	Art of Storytelling	04/01/12 to 04/29/12	15,000	Continuing / 5th	8,750	12,500	0.6	7,500	R	
VI. A-9	GABLESTAGE, INC.	12,000	GableStage 2011-2012 Season	11/05/11 to 10/07/12	25,000	Continuing / 3rd	13,500	15,000	0.8	13,000	R	
VI. A-10	Jewish Museum of Florida	5,000	Marketing for Exhibits	04/01/12 to 10/14/12	15,000	Continuing / 4th	7,500	7,000	0.7	10,000	R	
VI. A-11	Miami Gay & Lesbian Film Festival, Inc.	17,500	14th Annual Miami Gay & Lesbian Film Festival	04/27/12 to 05/06/12	25,000	Continuing / 4th	20,000	25,000	0.7	7,500	R	
VI. A-12	Miami River Fund, Inc.	5,000	Miami Riverday	04/14/12 to 04/14/12	15,000	Continuing / 5th	5,600	8,000	0.6	10,000	R	
VI. A-13	Michael-Ann Russell Jewish Community Center, Inc.	5,600	Festival Yachad - Israeli Folk Dance Festival	05/27/11 to 06/05/11	11,000	Continuing / 3rd	6,300	7,000	0.8	5,400	R	
VI. A-14	Patrons of Exceptional Artist, Inc.	3,000	2012 Miami International Piano Festival	10/01/11 to 09/30/12	3,000	Continuing / 4th	3,000	3,000	Exempt	0	R	
VI. A-15	Red Chemistry, Inc.	5,000	2012 European Film Festival in Miami & Short Film Competition	05/30/12 to 06/07/12	14,500	Continuing / 5th	5,250	7,500	0.6	9,500	R	
VI. A-16	The Miami Children's Museum, Inc	14,000	McChiMu's Fun-Lympics!	06/01/12 to 09/08/12	25,000	Continuing / 4th	16,000	20,000	0.7	11,000	R	
VI. A-17	THE RHYTHM FOUNDATION, INC.	5,000	Big Night in Little Haiti	04/01/12 to 06/30/12	20,000	Continuing / 4th	5,000	5,000	Exempt	15,000	R	
VI. A-18	The Sicilian Cultural and Film Festival Inc.	2,500	The VII Sicilian Film Festival	04/11/12 to 04/17/12	5,000	Continuing / 2nd	2,500	2,500	Exempt	2,500	R	
VI. A-19	Viernes Culturales/Cultural Fridays, Inc.	13,500	Viernes Culturales/Cultural Fridays	01/01/12 to 01/31/13	15,000	Continuing / 2nd	15,000	15,000	0.9	1,500	R	
Subtotals:		149,850			282,500					132,650		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
VI. B-1	Florida Grand Opera, Inc.	15,000	Romeo et Juliette: French Opera Festival	04/01/11 to 05/31/11	25,000	Ongoing / 1st	5,000	5,000	N/A	10,000	R	
Subtotals:		15,000			25,000					10,000		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
VI. C-1	Miami Northwest Express Track Club, Inc.	8,000	37th Annual Northwest Track & Field Classic	06/08/12 to 06/10/12	15,000	Continuing / 3rd	12,000	10,000	0.8	7,000	R	
VI. C-2	Miami-Dade Sports Commission	15,000	WrestleMania XXVIII	03/27/12 to 04/02/12	25,000	Continuing / 4th	8,000	10,000	0.7	10,000	R	
VI. C-3	United States Judo, Inc.	15,000	2012 IJF World Cup, U.S. Open and Training Camp	05/10/12 to 05/15/12	20,000	Continuing / 3rd	15,000	15,000	0.8	5,000	R	
Subtotals:		38,000			60,000					22,000		0

*D = Direct R = Reimbursement

Sports

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
VI. D-1	V.O.R. Miami, Inc.	25,000	Volvo Ocean Race 2011-2012	05/06/12 to 05/20/12	25,000	N/A	N/A	N/A	N/A	0	R	
Subtotals:		25,000			30,000					0		0

*D = Direct R = Reimbursement

Beginning Balance for FY 2011-2012: 1,075,000
 Carry-over/Recaptured Funds: 63,302
 Total Available for FY 2011-2012: 1,187,127

Beginning Balance for 3rd Funding Quarter: 246,350
 Reserve Fund: 139,000

Remaining Balance for the Program: 354,377

Total number of Applications: 25
 Grant request grand total: 412,500
 Request to recommendation grand total: 179,650
 Subcommittee Recommendation Grand Total: 234,850
 Final Panel Recommendation Grand Total: 0