



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

Board of County Commissioners

Stephen P. Clark Center
6^h Floor, Front Conference Room
111 Northwest 1st Street
Miami, Florida 33128

October 31, 2012
As Advertised

Harvey Ruvin, Clerk
Board of County Commissioners

Christopher Agrippa, Division Chief
Clerk of the Board Division

Flora Real, Commission Reporter
(305) 375-1294



**CLERK'S SUMMARY OF MEETING AND OFFICIAL MINUTES
TOURIST DEVELOPMENT COUNCIL
MEETING OF OCTOBER 31, 2012**

The Tourist Development Council (TDC) convened on October 31, 2012, at 2:00 p.m. in the Department of Cultural Affairs, Stephen P. Clark Center, 111 N.W. First Street, 6th Floor - Front Conference Room. The TDC members present were Chairman Dennis Moss and members City of North Bay Village Commissioner Stuart Blumberg, Mr. George Cozonis, Mr. William Perry III, and Ms. Olga Ramudo (Mr. Gene Prescott was late). (City of Miami Beach Mayor Matti Herrera Bower, City of Miami Commissioner Michelle Spence-Jones, and Mr. Miguel Waldo were absent).

The following staff members were also present: Mr. Michael Spring, Director of the Miami-Dade Department of Cultural Affairs; Mrs. Nikenna Benjamin, Projects Administrator; Mrs. Liliana Hernandez, Grants Program Assistant; Assistant County Attorney Daniel Frastai; and Deputy Clerk Flora Real.

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

Chairman Moss called the meeting to order at 2:10 p.m., and he asked council members to introduce themselves for the record.

I. Additions, Deletions, Withdrawals

Pursuant to Chairman Moss's inquiry, Mr. Spring stated there were no changes to the agenda.

It was moved by Commissioner Blumberg that the agenda be set as presented. This motion was seconded by Chairman Moss; and upon being put to a vote, the motion passed by a vote of 5-0. (Mayor Herrera Bower, Mr. Prescott, Commissioner Spence-Jones, and Mr. Waldo were absent).

II. Conflict of Interest

Mr. Michael Spring, Director of the Miami-Dade Department of Cultural Affairs, explained the Conflict of Interest Ordinance requirements and the obligation of TDC members to disclose any conflict of interests.

Mr. Gene Prescott declared a conflict of interest in connection with the applications of Florida International University (FIU) and GableStage, Inc.

III. Reports and Discussion Items

Mr. Michael Spring stated the agenda package contained a memorandum providing a status report on funding for the FY 2012-13 for the TDC. He stated the TDC was beginning its FY 2012-13 budget year in a strong position due to an increase in its budget as a result of the ongoing agreement with the Greater Miami Convention and Visitors Bureau and the \$176,627 carried over from FY 2011-12. He noted those funds were allocated over the four quarters based on an analysis of historical grant allocations for each quarter to allow each TDC applicant the opportunity to achieve relatively similar funding level regardless of which quarter the applicant submits to, and the current balance in the Reserve Fund was \$140,000 to address new and/or unanticipated project requests during the year.

Mr. Spring noted the annual targeted/set aside TDC grant recommendations included in this package were essentially grant recommendations for the visitor centers and a few events/activities pulled out of the competitive process because the TDC wished to maintain a constant level of funds for those events.

Pursuant to Commissioner Blumberg's inquiry, Mr. Spring affirmed the funding recommendation for the LGBT Visitor Center was a new project. He noted the M. Athalie Range event and the Coral Gables calendar event were suspended.

Mr. Spring reviewed the application process, noting twenty six (26) applications were received for the first funding quarter requesting a total of \$449,000 in funding. He noted twenty-three (23) out of the twenty six (26) applicants were non-profit organizations and three (3) applicants were for-profit organizations. He advised four (4) applicants were new or first time projects, sixteen (16) were continuing projects, and six (6) were eligible under the ongoing projects category. He said that the TDC Subcommittee had recommended a total of \$294,000 in funding for the 26 applicants for the first funding period and were subject to adjustments if the TDC wished to do so.

V. Citizen's Presentations

Chairman Moss opened the floor to citizen's presentations.

Mr. Michael Spring, Director of the Miami-Dade Department of Cultural Affairs, reminded those wishing to make a citizen's presentation that speeches were limited to two (2) minutes and comments should be restricted to providing new information. He explained the rules for citizen's presentations.

Following Mr. Spring's comments, the following persons appeared before the TDC members to speak on their funding request:

1. Ms. Barbara Stein, Actor's Playhouse Productions, Inc.
2. Ms. Irene Warner, Jewish Museum of Florida
3. Ms. Lisa Abrams, Artistic Administrator, Seraphic Fire, Inc.
4. Ms. Victoria Mallette, Fundraising Manager, and Ms. Allison Diego, Executive Director, Parks Foundation of Miami-Dade, Inc.
5. Mr. Anthony Albelo, Ocean Promotions & Events, LLC
6. Ms. Inge Nissen, Associate Head Coach, Women's Basketball Team, Florida International University
7. Ms. Ibis Romero, Executive Director, City of Sunny Isles Beach Tourism and Marketing Council and the Sunny Isles Beach Jazz Fest 2012
8. Ms. Cristina Rodriguez-Acosta, Florida International University Board of Trustees, for the benefit of Institute for Public Management, Annual Inter-American Conference of Mayors and Local Authorities
9. Mr. Steven Adkins, President, MDGLCC Foundation, Inc.
10. Mr. Phillippe Pautesta-Herder, Producer, Miami Nice Jazz Festival, Inc.
11. Ms. Ana Cecilia Velasco, Executive Vice President and Chief Operating Officer, City of Miami Beach Chamber of Commerce

Commissioner Blumberg pointed out to Mr. Albelo a typographical error on the Grovetoberfest's "Post-Event Survey Results" graph, and he asked that the percentage of persons shown in the graph as saying no be corrected from 94% to 7.94% to reflect the correct percentage.

Chairman Moss questioned how the Miami Nice Jazz Festival would address any future performer's failure to fulfill the terms stipulated in the performer's contract.

Mr. Pautesta-Herder responded that what happened at the performance scheduled for October 26, 2012, had been an isolated incident because Ms. Dee Dee Bridgewater had been the only artist who failed to follow the original terms of the contract; and she was allowed to perform because the artist was the Ambassador of the Festival.

Chairman Moss expressed his wish to have these types of issues addressed for future events and have incidents of this nature prevented from happening again.

In response to Ms. Ramudo's question regarding how Actor's Playhouse Productions had obtained the booking information on the actual number of hotel rooms booked last year, Ms. Stein advised that the information regarding the 2,500 rooms booked last year was obtained from phone calls received and the zip codes. She noted the rooms were booked by visitors and actors.

Chairman Moss stated he liked the graphic presentation made by Mr. Albelo for Ocean Promotions & Events, LLC.

In response to Chairman Moss's question, Mr. Spring advised that the next step was to review and approve the funding recommendations before the TDC members either as a package or by section unless anyone wished to amend the recommendations.

Chairman Moss suggested that the funding recommendations be approved by section.

It was moved by Commissioner Blumberg that the members of the Tourist Development Council (TDC) approve the TDC Subcommittee's funding recommendations except for Applications Numbers VI.A-4 and VI.A-7. This motion was seconded by Chairman Moss; and upon being put to a vote, the motion passed by a vote of 6-0. (Mayor Herrera Bower, Commissioner Spence-Jones, and Mr. Waldo were absent)

It was moved by Commissioner Blumberg that the members of the Tourist Development Council (TDC) approve the TDC Subcommittee's funding recommendations for Applications Numbers VI.A-4 and VI.A-7. This motion was seconded by Chairman Moss; and upon being put to a vote, the motion passed by a vote of 5-0 (Mr. Prescott abstained). (Mayor Herrera Bower, Commissioner Spence-Jones, and Mr. Waldo were absent)

Mr. Perry recommended the TDC Subcommittee's funding recommendation for Application Number VI.B-1, Olympia Center, Inc., be increased by \$2,500 to \$10,000; and Chairman Moss opened the floor for discussion.

In response to Commissioner Blumberg's question regarding whether this would set precedence to have the funding recommendation increased for future events, Mr. Perry stated that was not the case.

It was moved by Mr. Perry that the members of the Tourist Development Council (TDC) approve the funding recommendation for Application Number VI.B-1 as amended to increase funding from \$7,500 to \$10,000. This motion was seconded by Mr. Prescott; and upon being put to a vote, the motion passed by a vote of 5-1 (Commissioner Blumberg voted no). (Mayor Herrera Bower, Commissioner Spence-Jones, and Mr. Waldo were absent)

It was moved by Commissioner Blumberg that the members of the Tourist Development Council (TDC) approve the TDC Subcommittee's funding recommendation for Application Number VI.B-2. This motion was seconded by Mr. Perry; and upon being put to a vote, the motion passed by a vote of 6-0. (Mayor Herrera Bower, Commissioner Spence-Jones, and Mr. Waldo were absent)

It was moved by Ms. Ramudo that the members of the Tourist Development Council (TDC) approve the TDC Subcommittee's funding recommendation for Application Number VI.C-1. This motion was seconded by Chairman Moss; and upon being put to a vote, the motion passed by a vote of 6-0. (Mayor Herrera Bower, Commissioner Spence-Jones, and Mr. Waldo were absent)

It was moved by Commissioner Blumberg that the members of the Tourist Development Council (TDC) approve the TDC Subcommittee's funding recommendations for Application Numbers VI.D-1 and VI.D-2. This motion was seconded by Mr. Perry; and upon being put to a vote, the motion passed by a vote of 6-0. (Mayor Herrera Bower, Commissioner Spence-Jones, and Mr. Waldo were absent)

It was moved by Commissioner Blumberg that the members of the Tourist Development Council (TDC) approve the TDC Subcommittee's funding recommendations for Application Numbers VI.E-1 through VI.E-6. This motion was seconded by Chairman Moss; and upon being put to a vote, the motion passed by a vote of 6-0. (Mayor Herrera Bower, Commissioner Spence-Jones, and Mr. Waldo were absent)

It was moved by Commissioner Blumberg that the members of the Tourist Development Council (TDC) approve the TDC Subcommittee's funding recommendation for Application Number VI.F-1. This motion was seconded by Chairman Moss; and upon being put to a vote, the motion passed by a vote of 6-0. (Mayor Herrera Bower, Commissioner Spence-Jones, and Mr. Waldo were absent)

It was moved by Commissioner Blumberg that the members of the Tourist Development Council (TDC) approve the TDC Subcommittee's funding recommendation for Application Number VI.G-1. This motion was seconded by Chairman Moss; and upon being put to a vote, the motion passed by a vote of 5-0 (Mr. Prescott abstained). (Mayor Herrera Bower, Commissioner Spence-Jones, and Mr. Waldo were absent)

Mr. Spring reminded the TDC members that Mr. Prescott would abstain from voting on Application Number VI.H-1.

It was moved by Commissioner Blumberg that the members of the Tourist Development Council (TDC) approve the TDC Subcommittee's funding recommendations for Application Numbers VI.H-2 through VI.H-7. This motion was seconded by Chairman Moss; and upon being put to a vote, the motion passed by a vote of 6-0. (Mayor Herrera Bower, Commissioner Spence-Jones, and Mr. Waldo were absent)

It was moved by Ms. Ramudo that the members of the Tourist Development Council (TDC) approve the TDC Subcommittee’s funding recommendation for Application Number VI.H-1. This motion was seconded by Commissioner Blumberg; and upon being put to a vote, the motion passed by a vote of 5-0 (Mr. Prescott abstained). (Mayor Herrera Bower, Commissioner Spence-Jones, and Mr. Waldo were absent)

VI. Grant Applications and Recommendations – First Funding Period

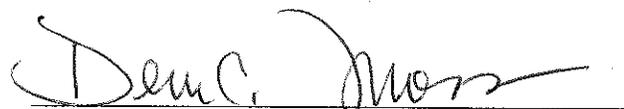
	TDC		
	Grant	Subcommittee	Final
	Request	Recommendation	Action
A. Special Events/Promotions (Non-Profit) – Continuing			
1. Actor’s Playhouse Productions, Inc. <i>25th Anniversary Mainstage Season</i>	25,000	15,000	15,000
2. Bayfront Park Management Trust <i>Downtown Miami’s 2012 New Year’s Eve Celebration</i>	15,000	5,000	5,000
3. Community AIDS Resource, Inc., dba Care Resource <i>White Party Week 2012</i>	15,000	15,000	15,000
4. GableStage, Inc. <i>2012-2013 Season</i>	25,000	10,500	10,500
5. Greater South Dade/South Miami/Kendall Chamber of Commerce dba Chamber South <i>41st Annual South Miami Arts Festival</i>	15,000	5,000	5,000
6. Italian Film Festival, Inc. <i>2012 Italian Film Festival</i>	15,000	6,750	6,750
7. Jewish Museum of Florida <i>Project Mah Jongg – Marketing for Exhibit and Programs</i>	15,000	5,000	5,000
8. Miami Book Fair International, Inc. <i>Miami Book Fair International</i>	25,000	25,000	25,000
9. Seraphic Fire, Inc. <i>Seraphic Fire’s 11th Season – Fall Performances</i>	9,000	8,750	8,750
10. Teatro en Miami Corp. <i>TEM Fest 2012</i>	15,000	9,000	9,000
11. The Dance Now! Ensemble, Inc. <i>Fall for Dance NOW!</i>	5,000	5,000	5,000
12. The Musical Arts Association of Miami, Inc. <i>The Cleveland Orchestra Miami 2012-13 Season</i>	15,000	8,000	8,000
13. Tigertail Productions, Inc. <i>Tigertail International & Special Events</i>	10,000	7,500	7,500
B. Special Events/Promotions (Non-Profit) – First Time			
1. Olympia Center, Inc. <i>2012 Recent Cinema from Spain</i>	15,000	7,500	10,000
2. Parks Foundation of Miami-Dade, Inc. <i>Ribfest 2012</i>	15,000	15,000	15,000

	TDC		
	<u>Grant Request</u>	<u>Subcommittee Recommendation</u>	<u>Final Action</u>
C. Special Events/Promotions (For-Profit) – Continuing			
1. Mela, Inc. <i>HIT Week Miami</i>	15,000	5,000	5,000
D. Special Events/Promotions (For-Profit) – First Time			
1. Miami Nice Jazz Festival, Inc. <i>Miami Nice Jazz Festival 2012</i>	25,000	15,000	15,000
2. Ocean Promotions & Events, LLC <i>Grovetoberfest</i>	15,000	10,000	10,000
E. Special Events/Promotions (Non-Profit) – Ongoing			
1. Classical South Florida, Inc. <i>A Grand Evening for Opera</i>	15,000	15,000	15,000
2. Exponica International, Inc. <i>2012 Exponica International</i>	25,000	20,000	20,000
3. Miami Short Film Festival, Inc. <i>The 11th Edition of Miami Short Film Festival</i>	15,000	10,000	10,000
4. Museum of Contemporary Art, Inc. <i>Bill Viola: Liber Insularum</i>	25,000	20,000	20,000
5. The Dave and Mary Alper Jewish Community Center, Inc. <i>Dave and Mary Alper JCC First Quarter Visual Arts</i>	15,000	15,000	15,000
6. University of Miami, Frost School of Music <i>Festival Miami 2012</i>	25,000	20,000	20,000
F. Special Events/Promotions (Government) – Continuing			
1. City of Sunny Isles Beach <i>Sunny Isles Beach Jazz Fest 2012</i>	15,000	12,000	12,000
G. Special Events/Promotions (Sports) – Continuing			
1. Florida International University Board of Trustees, for the benefit of Women Basketball <i>FIU Thanksgiving Tournament and FIU Sun & Fun Classic</i>	15,000	4,000	4,000

H. Targeted/Set Asides	TDC		
	<u>Grant Request</u>	<u>Subcommittee Recommendation</u>	<u>Final Action</u>
1. Florida International University Board of Trustees, for the benefit of Institute for Public Management <i>Annual Inter-American Conference of Mayors and Local Authorities</i>	14,400	14,400	14,400
2. MDGLCC Foundation, Inc. <i>LGBT Visitor Center</i>	20,000	20,000	20,000
3. Miami Beach Chamber of Commerce <i>Miami Beach Visitor Information Center</i>	20,000	20,000	20,000
4. Miami Beach Latin Chamber of Commerce <i>Tourist Hospitality Center/Centro Hospitalidad Turistico</i>	20,000	20,000	20,000
5. Miami-Dade County Days, Inc. <i>Dade Days in Tallahassee</i>	15,000	15,000	15,000
6. Tropical Everglades Visitor Association, Inc. <i>Tropical Everglades Visitor Center</i>	20,000	20,000	20,000
7. M. Athalie Range Cultural Arts Foundation <i>A Musical Celebration of Life Honoring Mrs. Athalie Range</i>	20,000	20,000	20,000

ADJOURNMENT

There being no further business to come before the Tourist Development Council, the meeting adjourned at 2:45 p.m.



Chairman Dennis C. Moss
Tourist Development Council



Panel Meeting
Wednesday, October 31, 2012 2 pm
Stephen P. Clark Center
111 NW First Street
6th Floor, Front Conference Room
Miami, Florida

AGENDA

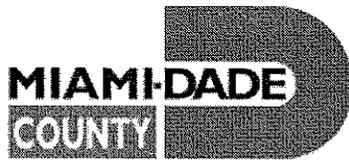
- I. Additions, Deletions, Withdrawals
- II. Conflict of Interest
- III. Reports and Discussion Items
 - A. Updated Budget / Financial Position and Funding Recommendations for FY 2012-13 First Funding Period
- V. Citizens' Presentations
- VI. Grant Applications and Recommendations - First Funding Period
 - A. Special Events/Promotions (Non-Profit) -- Continuing

	Request	Subcommittee Recommendation
1. Actors' Playhouse Productions, Inc. <i>25th Anniversary Mainstage Season</i>	25,000	15,000
2. Bayfront Park Management Trust <i>Downtown Miami's 2012 New Year's Eve Celebration</i>	15,000	5,000
3. Community AIDS Resource, Inc., dba Care Resource <i>White Party Week 2012</i>	15,000	15,000
4. GableStage, Inc. <i>2012-2013 Season</i>	25,000	10,500
5. Greater South Dade/South Miami/Kendall Chamber of Commerce d/b/a Chamber South <i>41st Annual South Miami Arts Festival</i>	15,000	5,000
6. Italian Film Festival, Inc. <i>2012 Italian Film Festival</i>	15,000	6,750
7. Jewish Museum of Florida <i>Project Mah Jongg - Marketing for Exhibit and Programs</i>	15,000	5,000
8. Miami Book Fair International, Inc. <i>Miami Book Fair International</i>	25,000	25,000
9. Seraphic Fire, Inc. <i>Seraphic Fire's 11th Season-- Fall Performances</i>	9,000	8,750
10. Teatro en Miami Corp. <i>TEMFest 2012</i>	15,000	9,000

	Request	Subcommittee Recommendation
11. The Dance Now! Ensemble, Inc. <i>Fall for Dance NOW!</i>	5,000	5,000
12. The Musical Arts Association of Miami, Inc. <i>The Cleveland Orchestra Miami 2012-13 Season</i>	15,000	8,000
13. Tigertail Productions, Inc. Tigertail International & Special Events	10,000	7,500
B. Special Events/Promotions (Non-Profit) -- First Time		
1. Olympia Center, Inc. <i>2012 Recent Cinema from Spain</i>	15,000	7,500
2. Parks Foundation of Miami-Dade, Inc. <i>Ribfest 2012</i>	15,000	15,000
C. Special Events/Promotions (For-Profit) – Continuing		
1. Mela, Inc. <i>HIT Week Miami</i>	15,000	5,000
D. Special Events/Promotions (For-Profit) – First Time		
1. Miami Nice Jazz Festival, Inc. <i>Miami Nice Jazz Festival 2012</i>	25,000	15,000
2. Ocean Promotions & Events, LLC <i>Grovetoberfest</i>	15,000	10,000
E. Special Events/Promotions (Non-Profit) -- Ongoing		
1. Classical South Florida, Inc. <i>A Grand Evening for Opera</i>	15,000	15,000
2. Exponica International, Inc. <i>2012 Exponica International</i>	25,000	20,000
3. Miami Short Film Festival, Inc. <i>The 11th Edition of Miami Short Film Festival</i>	15,000	10,000
4. Museum of Contemporary Art, Inc. <i>Bill Viola: Liber Insularum</i>	25,000	20,000
5. The Dave and Mary Alper Jewish Community Center, Inc. <i>Dave and Mary Alper JCC First Quarter Visual Arts</i>	15,000	15,000
6. University of Miami, Frost School of Music <i>Festival Miami 2012</i>	25,000	20,000
F. Special Events/Promotions (Government) -- Continuing		
1. City of Sunny Isles Beach <i>Sunny Isles Beach Jazz Fest 2012</i>	15,000	12,000
G. Special Events/Promotions (Sports) -- Continuing		
1. Florida International University Board of Trustees, for the benefit of Women Basketball <i>FIU Thanksgiving Tournament and FIU Sun & Fun Classic</i>	15,000	4,000

	Request	Subcommittee Recommendation
H. Targeted/Set-asides		
1. Florida International University Board of Trustees, for the benefit of Institute for Public Management <i>Annual Inter-American Conference of Mayors and Local Authorities</i>	14,400	14,400
2. MDGLCC Foundation, Inc. <i>LGBT Visitor Center</i>	20,000	20,000
3. Miami Beach Chamber of Commerce <i>Miami Beach Visitor Information Center</i>	20,000	20,000
4. Miami Beach Latin Chamber of Commerce <i>Tourist Hospitality Center/Centro Hospitalidad Turistico</i>	20,000	20,000
5. Miami-Dade County Days, Inc. <i>Dade Days in Tallahassee</i>	15,000	15,000
6. Tropical Everglades Visitor Association, Inc. <i>Tropical Everglades Visitor Center</i>	20,000	20,000
7. M. Athalie Range Cultural Arts Foundation <i>A Musical Celebration of Life Honoring Mrs. Athalie Range</i>	20,000	20,000

Adjournment



Panel Meeting
Wednesday, October 31, 2012 2:00 PM
Stephen P. Clark Center
111 NW First Street
Department of Cultural Affairs
6th Floor, Front Conference Room
Miami, Florida

Citizens' Presentations

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

	Request	Staff Recommendation
1. Actors' Playhouse Productions, Inc. <i>Barbara Stein</i>	25,000	15,000
7. Jewish Museum of Florida <i>Irene Warner</i>	15,000	5,000
9. Seraphic Fire, Inc. <i>Joey Quigley</i>	9,000	8,750

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

2. Parks Foundation of Miami-Dade, Inc. <i>Victoria Mallette, Raul Garcia, George Parrado</i>	15,000	15,000
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D. Special Events/Promotions (For-Profit) -- First Time

2. Ocean Promotions & Events, LLC <i>Anthony Albelo</i>	15,000	10,000
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G. Special Events/Promotions (Sports) -- Continuing

1. Florida International University Board of Trustees, for the benefit of Women Basketball <i>Inge Nissen</i>	15,000	4,000
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Adjournment

Start 2:10 PM

TOURIST DEVELOPMENT COUNCIL

Roll Call Sheet for 10/31/2012

	COUNCIL MEMBERS	PRESENT	LATE	ABSENT
1	Blumberg, Stuart <i>Tourism Industry Representative</i>	✓		
2	Bower, Mattie Herrera <i>Elected Official, Miami Beach Mayor</i>			✓
3	Cozonis, George <i>Hotel Industry Representative</i>	✓		
4	Perry, William III <i>Tourism Industry Representative</i>	✓		
5	Prescott, Gene <i>Hotel Industry Representative</i>		✓	
6	Ramudo, Olga <i>Tourism Industry Representative</i>	✓		
7	Spence-Jones, Michelle <i>Elected Official, City of Miami Comr.</i>			✓
8	Waldo, Miguel <i>Hotel Industry Representative</i>			✓
9	Moss, Dennis C. Chairman <i>Elected Official, Commissioner</i>	✓		
	Staff:			
	Assistant County Attorney Daniel Frastai			
	Margol, Deborah <i>Deputy Director of Cultural Affairs</i>			
	Benjamin, Nikenna D. <i>Grants Program Administrator</i>			

NOTE: Five (5) members constitute a quorum
Revised on 11/15/2011

Other:
Michael Spring
Bill Talbert

FY 2012-2013 Tourist Development Council
 Application Summary Worksheet
 Panel Meeting – September 26, 2012 1:30 pm
 First 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
VI. A-1	Actors Playhouse Productions, Inc.	15,000	25th Anniversary Mainstage Season	10/01/12 to 08/31/13	25,000	Continuing / 5th	20,000	20,000	0.6	10,000	R	
VI. A-2	Bayfront Park Management Trust Corporation	5,000	Downtown Miami's 2012 New Year Eve	12/31/12 to 01/01/13	15,000	Continuing / 5th	5,250	7,500	0.6	10,000	R	
VI. A-3	Community AIDS Resource, Inc. dba Care Resource	15,000	White Party Week 2012	11/19/12 to 11/26/12	15,000	Continuing / 5th	17,500	25,000	0.6	0	R	
VI. A-4	GablesStage, Inc.	10,500	2012-2013 Season	11/10/12 to 10/20/13	25,000	Continuing / 4th	12,000	15,000	0.7	14,500	R	
VI. A-5	Greater South Dade/South Miami/Kendall Chamber of Commerce	5,000	41st Annual South Miami Arts Festival	11/03/12 to 11/04/12	15,000	Continuing / 4th	5,000	6,000	0.7	10,000	R	
VI. A-6	Italian Film Festival, Inc.	6,750	2012 Italian Film Festival	10/01/12 to 10/14/12	15,000	Continuing / 2nd	7,500	7,500	0.9	8,250	R	
VI. A-7	Jewish Museum of Florida	5,000	Project Man Jongg - Marketing for Exhibit and Programs	10/16/12 to 03/17/13	15,000	Continuing / 4th	5,000	7,000	0.7	10,000	R	
VI. A-8	Miami Book Fair International, Inc.	25,000	Miami Book Fair International	11/11/12 to 11/18/12	25,000	Continuing / 4th	25,000	25,000	0.7	0	R	
VI. A-9	Seraphic Fire, Inc.	8,750	Seraphic Fire's 11th Season-- Fall Performances TEMFest 2012	10/17/12 to 12/23/12	9,000	Continuing / 4th	10,000	12,500	0.7	250	R	
VI. A-10	Teatro en Miami Corp.	9,000	Fall for Dance NOW!	10/01/12 to 10/28/12	15,000	Continuing / 2nd	9,000	10,000	0.9	6,000	R	
VI. A-11	The Dance Now! Ensemble, Inc.	5,000	The Cleveland Orchestra Miami 2012-13 Season	10/01/12 to 12/31/12	5,000	Continuing / 4th	5,000	5,000	0.7	0	R	
VI. A-12	The Musical Arts Association of Miami, Inc.	8,000	TigerTat International & Special Events	11/16/12 to 03/16/13	15,000	Continuing / 3rd	9,000	10,000	0.8	7,000	R	
VI. A-13	TigerTat Productions, Inc.	7,500		10/01/12 to 04/30/13	10,000	Continuing / 5th	8,750	12,500	0.6	2,500	R	
Subtotals:		128,500			204,000					78,500	R = Reimbursement	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
VI. B-1	Olympia Center, Inc.	7,500	2012 Recent Cinema from Spain	11/08/12 to 11/11/12	15,000	First Time / 1st	N/A	N/A	N/A	7,500	R	
VI. B-2	Parks Foundation of Miami-Dade, Inc.	15,000	Ribfest 2012	11/02/12 to 11/04/12	15,000	First Time / 1st	N/A	N/A	N/A	0	R	
Subtotals:		22,500			30,000					7,500	R = Reimbursement	0
											*D = Direct	R = Reimbursement

Special Events/Promotions
 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
VI. C-1	Meia, Inc.	5,000	HIT Week Miami 2012	10/01/12 to 10/31/12	15,000	Continuing / 2nd	\$7,000	\$7,000	N/A	10,000	R	
Subtotals:		5,000			15,000					10,000	R = Reimbursement	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
VI D-1	Miami Nice Jazz Festival, Inc.	15,000	Miami Nice Jazz Festival 2012	10/25/12 to 10/28/12	25,000	Ongoing / 1st	N/A	N/A	N/A	10,000	R	
VI D-2	Ocean Promotions & Events, LLC	10,000	Grovesoberfest	10/13/12 to 10/13/12	15,000	First Time / 1st	N/A	N/A	N/A	5,000	R	
Subtotals:		25,000			40,000					15,000		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 E-1	Classical South Florida, Inc.	15,000	A Grand Evening for Opera	10/01/12 to 12/26/12	25,000	Ongoing / 1st	9,000	15,000	N/A	10,000	R	
VI E-2	Expontica International, Inc.	20,000	2012 Expontica International	11/09/12 to 11/11/12	25,000	Ongoing / 1st	9,000	15,000	N/A	5,000	R	
VI E-3	Miami Short Film Festival, Inc.	10,000	The 11th Edition of Miami Short Film Festival	11/24/12 to 12/01/12	15,000	Ongoing / 1st	10,000	7,500	N/A	5,000	R	
VI E-4	Museum of Contemporary Art, Inc.	20,000	Bill Viola: Liber Insularum	12/05/12 to 03/03/13	25,000	Ongoing / 1st	9,000	15,000	N/A	5,000	R	
VI E-5	The Dave and Mary Alper Jewish Community Center, Inc.	15,000	Dave and Mary Alper JCC First Quarter Visual Arts First Quarter	10/14/12 to 12/31/12	15,000	Ongoing / 1st	9,000	15,000	N/A	0	R	
VI E-6	University of Miami, Frost School of Music	20,000	Festival Miami 2012	10/02/12 to 11/04/12	25,000	Ongoing / 1st	9,000	15,000	N/A	5,000	R	
Subtotals:		100,000			130,000					30,000		0
*D = Direct R = Reimbursement												

Special Events/Promotions
Government (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 F-1	City of Sunny Isles Beach	12,000	Sunny Isles Beach Jazz Fest 2012	10/12/12 to 10/14/12	15,000	Continuing / 5th	10,500	15,000	0.6	3,000	R	
Subtotals:		12,000			15,000					3,000		0
*D = Direct R = Reimbursement												

Special Events/Promotions
Sports (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 G-1	Florida International University Board of Trustees, for the benefit of Women Basketball	4,000	FIU Thanksgiving Tournament and FIU Sun & Fun Classic	11/23/12 to 12/30/12	15,000	Continuing / 3rd	4,000	4,000	N/A	Exempt	R	
Subtotals:		4,000			15,000					0		0
*D = Direct R = Reimbursement												

Targeted / Set-Aside

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. H-1	Florida International University Board of Trustees, for the benefit of Institute for Public Management	14,400	Annual Inter-American Conference of Mayors and Local Authorities	01/01/13 to 03/31/13	14,400	Set-aside	14,400	N/A	N/A	0	D	
VI. H-2	MDGLCC Foundation, Inc.	20,000	LGBT Visitor Center	10/01/12 to 09/30/13	20,000	Set-aside	15,000	N/A	N/A	0	D	
VI. H-3	Miami Beach Chamber of Commerce	20,000	Miami Beach Visitor Information Center	10/01/12 to 09/30/13	20,000	Set-aside	20,000	N/A	N/A	0	D	
VI. H-4	Miami Beach Latin Chamber of Commerce	20,000	Tourist Hospitality Center/Centro Hospitalidad Turistico	10/01/12 to 09/30/13	20,000	Set-aside	20,000	N/A	N/A	0	D	
VI. H-5	Miami-Dade County Days, Inc.	15,000	Dade Days in Tallahassee	04/03/13 to 04/04/13	15,000	Set-aside	15,000	N/A	N/A	0	D	
VI. H-6	Tropical Everglades Visitor Association, Inc.	20,000	Tropical Everglades Visitor Center	10/01/12 to 09/30/13	20,000	Set-aside	20,000	N/A	N/A	0	D	
VI. H-7	M. Athalie Range Cultural Arts Foundation	20,000	A Musical Celebration of Life Honoring Mrs. Athalie Range	10/01/12 to 09/30/13	20,000	Set-aside	20,000	N/A	N/A	0	D	
Subtotals:		129,400			129,400					0		D

*D = Direct R = Reimbursement

Beginning Balance for FY 2012-2013: 1,125,000
 Carry-over/Recaptured Funds: 176,627
 Total Available for FY 2011-2012: 1,301,627

Beginning Balance for 1st Funding Quarter: 294,000
 Total in the Reserve Fund: 160,000

Remaining Balance for the Program: 898,227

Total number of Applications: 32
 Grant request grand total: 548,400
 Request to recommendation grand total: 141,000
 Subcommittee Recommendation Grand Total: 423,400

Final Panel Recommendation Grand Total: 0

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
VI-D-1	Miami Nice Jazz Festival, Inc.	15,000	Miami Nice Jazz Festival 2012	10/25/12 to 10/28/12	25,000	First Time / 1st	N/A	N/A	N/A	10,000	R	
VI-D-2	Ocean Promotions & Events, LLC	10,000	Grovetownfest	10/13/12 to 10/13/12	15,000	First Time / 1st	N/A	N/A	N/A	5,000	R	
Subtotals:		25,000			40,000					15,000		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-E-1	Classical South Florida, Inc.	15,000	A Grand Evening for Opera	10/07/12 to 12/28/12	25,000	Ongoing / 1st	9,000	15,000	N/A	10,000	R	
VI-E-2	Exponica International, Inc.	20,000	2012 Exponica International	11/09/12 to 11/11/12	25,000	Ongoing / 1st	9,000	15,000	N/A	5,000	R	
VI-E-3	Miami Short Film Festival, Inc.	10,000	The 11th Edition of Miami Short Film Festival	11/24/12 to 12/01/12	15,000	Ongoing / 1st	10,000	7,500	N/A	5,000	R	
VI-E-4	Museum of Contemporary Art, Inc.	20,000	Bill Viola: Liber Insulerum	12/05/12 to 03/03/13	25,000	Ongoing / 1st	9,000	15,000	N/A	5,000	R	
VI-E-5	The Dave and Mary Alper Jewish Community Center, Inc.	15,000	Dave and Mary Alper JCC First Quarter Visual Arts First Quarter	10/14/12 to 12/31/12	15,000	Ongoing / 1st	9,000	15,000	N/A	0	R	
VI-E-6	University of Miami Frost School of Music	20,000	Festival Miami 2012	10/02/12 to 11/04/12	25,000	Ongoing / 1st	9,000	15,000	N/A	5,000	R	
Subtotals:		100,000			130,000					30,000		0

*D = Direct R = Reimbursement

Special Events/Promotions
Government (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-F-1	City of Sunny Isles Beach	12,000	Sunny Isles Beach Jazz Fest 2012	10/12/12 to 10/14/12	15,000	Continuing / 5th	10,500	15,000	0.6	3,000	R	
Subtotals:		12,000			15,000					3,000		0

*D = Direct R = Reimbursement

Special Events/Promotions
Sports (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-G-1	Florida International University Board of Trustees, for the benefit of Women Basketball	4,000	FIU Thanksgiving Tournament and FIU Sun & Fun Classic	11/23/12 to 12/30/12	15,000	Continuing / 3rd	4,000	4,000	N/A	Exempt	R	
Subtotals:		4,000			15,000					0		0

*D = Direct R = Reimbursement

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. H-1	Florida International University Board of Trustees, for the benefit of Institute for Public Management	14,400	Annual Inter-American Conference of Mayors and Local Authorities	01/01/13 to 03/31/13	14,400	Set-aside	14,400	N/A	N/A	0	D			
VI. H-2	MDGLCC Foundation, Inc.	20,000	LGBT Visitor Center	10/01/12 to 09/30/13	20,000	Set-aside	15,000	N/A	N/A	0	D			
VI. H-3	Miami Beach Chamber of Commerce	20,000	Miami Beach Visitor Information Center	10/01/12 to 09/30/13	20,000	Set-aside	20,000	N/A	N/A	0	D			
VI. H-4	Miami Beach Latin Chamber of Commerce	20,000	Tourist Hospitality Center/Centro Hospitalidad Turistico	10/01/12 to 09/30/13	20,000	Set-aside	20,000	N/A	N/A	0	D			
VI. H-5	Miami-Dade County Days, Inc.	15,000	Dade Days in Tallahassee	04/03/13 to 04/04/13	15,000	Set-aside	15,000	N/A	N/A	0	D			
VI. H-6	Tropical Everglades Visitor Association, Inc.	20,000	Tropical Everglades Visitor Center	10/01/12 to 09/30/13	20,000	Set-aside	20,000	N/A	N/A	0	D			
VI. H-7	M. Alhalla Range Cultural Arts Foundation	20,000	A Musical Celebration of Life Honoring Mrs. Alhalla Range	10/01/12 to 09/30/13	20,000	Set-aside	20,000	N/A	N/A	0	D			
Subtotals											129,400	0	D	

Targeted / Set-Aside

129,400

0

0

Beginning Balance for FY 2012-2013: 1,125,000
 Carry-over/Recaptured Funds: 176,627
 Total Available for FY 2011-2012: 1,301,627

Beginning Balance for 1st Funding Quarter: 294,000
 Total in the Reserve Fund: 160,000

Remaining Balance for the Program: 898,227

Total number of Applications: 32
 Grant request grand total: 548,400
 Request to recommendation grand total: 141,000
 Subcommittee Recommendation Grand Total: 423,400

Final Panel Recommendation Grand Total: 0

D = Direct P = Partial R = Reimbursable



MEMORANDUM

Date: October 31, 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 2012-2013, First Funding Period

FY 2012-2013 Available Budget

The allocation of funds to the Tourist Development Council's budget for fiscal year 2012-2013 is \$1,301,627. 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 ongoing 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, \$176,627 was carried over from FY 2011-2012.

The proposed budget allocations by grant activity period listed below ensure that sufficient funds exist to address applications throughout the fiscal year. The budget allocations have been established for each of the four Project Activity Periods based on an analysis of historical grant allocations by calendar period.

Table with 2 columns: Funding Period/Category and Budgeted Allocations. Rows include First Funding Period (\$294,000), Second Funding Period (275,750), Third Funding Period (252,000), Fourth Funding Period (210,477), Reserve (140,000), Set-Aside Grants (129,400), and TOTAL (\$1,301,627).

1st Funding Period Overview

There are twenty-six (26) applications requesting a total of \$449,000 for the first funding period. Of these 26 applications, twenty-three (23) are from non-profit organizations requesting a total of \$394,000; and three (3) applications are from for-profit organizations requesting \$55,000.

Four (4) of these 26 organizations represent New and/or First-time projects to the Tourist Development Council; sixteen (16) are Continuing projects; and six (6) 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 \$294,000 has been recommended for 26 organizations by the TDC Subcommittee for this first funding period and a total of \$129,400 has been recommended for seven (7) targeted/set-asides. The remaining balance for the program as appropriated at the beginning of the year is \$878,227. The current balance in the Reserve Fund is \$140,000. 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>Shoulder Season Fund / Reserve</u>	<u>Actual Recommended = /Expended # of grants</u>	<u>Remaining Balance</u>
First Funding Period	\$ 294,000	\$ 129,400	\$	\$ 423,400 ³³	\$
Second Funding Period	275,750				275,750
Third Funding Period	252,000				252,000
Fourth Funding Period	210,477				210,477
Reserve	140,000				140,000
Set-Aside Grants	129,400				
TOTAL	\$1,301,627	\$ 129,400	\$	\$ 423,400 ³³	\$ 878,227

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 2012-2013
TOURIST DEVELOPMENT COUNCIL
First Funding Period**

BUDGET UPDATE CHART

	Special Events / Promotions	Sports Events	Television	Government	Total
Total TDC Funding Available in FY 2012-2013					\$1,301,627
Continuing Projects - Funding Formula Amounts (# of requests)	\$ 130,500 (14)	\$ 4,000 (1)	N/A	\$ 12,000 (1)	\$ 146,500 (16)
Ongoing Projects - Recommended Amounts (# of requests)	\$ 100,000 (6)	N/A	N/A	N/A	\$ 100,000 (6)
New and/or First- time Projects - Recommended Amounts (# of requests)	\$ 37,500 (3)	\$ 10,000 (1)	N/A	N/A	\$ 47,500 (4)
Total Recommended for First Funding Period (# of requests)	\$ 268,000 (23)	\$ 14,000 (2)	N/A	\$ 12,000 (1)	\$ 294,000 (26)
Proposed Set-aside Grants (#of grants)	\$ 129,400 (7)	N/A	N/A	N/A	\$ 129,400 (7)
Total Recommended for TDC Agenda (# of grants)					\$ 423,400 (33)
Balance Remaining (2nd + 3rd + 4th + Reserve Fund)					\$ 878,227

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

Memorandum



Date: October 31, 2012

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

From: Michael Spring, Director
Department of Cultural Affairs

Subject: FY 2012-2013 Annual Targeted/Set-Aside Grants

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

Annual Targeted/Set-side TDC grant recommendations for FY 2012-2013 are listed for the organizations below, based on an annual TDC commitment to key tourism-related projects of overall community benefit, and/or significant governmental impact annually on state funding support and policy for Miami-Dade County, and on international tourism and commerce for our community.

Inter-American Conference of Mayors	\$14,400
M. Athalie Range Cultural Foundation	\$20,000
Miami Beach Visitor Information Center	\$20,000
Tourist Hospitality Center/ Centro Hospitalidad Turistico	\$20,000
LGBT Visitor Center	\$20,000
Miami-Dade County Dade Days in Tallahassee	\$15,000
Tropical Everglades Visitor Center	\$20,000
	<hr/>
	\$129,400

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-1

ORGANIZATION: Actors Playhouse Productions, Inc.

GRANT REQUEST: \$25,000

PROJECT TITLE: 25th Anniversary Mainstage Season

RECOMMENDATION: \$15000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2012 - 08-31-2012

EVENT LOCATION: The Miracle Theatre

PROJECT SYNOPSIS:

Grant funds are requested to support marketing our 25th Anniversary Mainstage Season at the highest level from October 2012 through August 2013. The performances presented in our 2012-2013 Anniversary season are: the musical "Godspell," the musical "The Last Five Years," the play "Other Desert Cities," the musical "In The Heights," the play "The Fox on the Fairway," and the musical "Rated P for Parenthood." Each of these shows have brand reputations to market tourism to Miami-Dade.

HOTEL CONFIRMATION:

Hampton Inn Coconut Grove	100
Quality Inn	150
Coral Gables Marriott	50

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	26	69,000
		10,000

Out of County	57	18,000
Out of State	46	9,000
Foreign	0	4,000
TOTAL	129	100000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	80	
# of hotel room nights anticipated to be booked:	2,500	
Actual number of hotel room nights used last year:	2,500	

MARKETING DETAILS: Radio: NBC6; Comcast; TV: WLRN; Print: Miami Herald; El Nuevo Herald

PREVIOUS TDC FUNDING: \$20,000 (11-12); \$16,000 (10-11); \$18,000 (09-10); \$20,000 (08-09); (\$10,000 (07-08) End of Cycle); \$7,000 (06-07); \$9,000 (05-06); \$9,000 (04-05); \$10,000 (03-04); (\$5,000 (02-03) - End of Cycle); \$5,000 (01-02); \$10,000 (00-01); \$2,250 (98-99); \$2,500 (97-98)

OTHER GOVERNMENT FUNDING: City of Coral Gables - \$15,000

Major Cultural Institutions - \$189,000

PROJECT NARRATIVE:

Actors' Playhouse, South Florida's critically acclaimed award-winning regional theatre, will produce six Mainstage productions in its 25th Anniversary 2012-2013 Mainstage season, each purposely chosen to attract tourism based on their universal brand recognition among cultural groups and new theatre patrons. The season begins October 10th with the recent Broadway hit "Godspell" by Steven Schwartz, author of "Wicked". "Godspell" is a timeless show with exciting new musical orchestrations. Second in our season in December is the sophisticated musical "The Last Five Years", starring Janet DeCal and Talley Sessions, both with Broadway credits in the musicals "In The Heights" and "South Pacific". Opening the New Year in 2013 we will produce "Other Desert Cities", a play nominated for both a Tony and the Pulitzer Prize in 2012. The season continues March-April 2013 with the 4-time Tony Winning musical "In The Heights", a musical that will embrace our diverse community and also attract international tourist traffic. In May-June we will present the comic farce "The Fox On The Fairway". Closing the season we will present "Rated P for Parenthood", a recent Off-Broadway musical that will reach out to a multigenerational audience. All Mainstage productions will be presented at the Miracle Theatre in Coral Gables, our home venue. Each production will be presented for a minimum of 24 performances with three having 35 performances. Over 100,000 patrons are expected to attend Mainstage events in the 2012-2013 season.

TDC funding will greatly enable us to enhance our marketing efforts to promote this exciting season; one which includes three productions that have recently closed in New York and are not touring the Florida market. With TDC funding this year, we will be able to increase our print and TV advertising budget, and also expand Internet advertising to develop a new market. Our pricing policy offers incredible value ranging from \$5 student tickets to \$50 tickets for premium nights, a fraction of New York prices for a quality theatrical experience. We also offer attractive group discounts of 30% -40% off ticket prices and special theatre and dinner package deals with restaurant and hotel partners, some of which include The Biltmore Hotel, Westin Colonnade, Hyatt Regency, Marriot Courtyard, Hotel St. Michelle, the Hampton Inn Coconut Grove & Brickell, and Miami Airport Suites (approx. 80 room nights are currently being booked.) Our expanded schedule of first-rate live theatre from Wednesdays to Sundays with its offering of over 170 performances and our prime location among great hotels, restaurants, and retail establishments in the heart of Coral Gables, make Actors' Playhouse at the Miracle Theatre a "must destination" when visiting South Florida.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		\$ 416,753	\$ 416,753	
Personnel: Artistic		\$ 638,231	\$ 638,231	
Personnel: Technical / Production		\$ 340,631	\$ 340,631	
Outside Artistic Fees / Services		\$ 277,140	\$ 277,140	
Outside Other Fees / Services		\$ 62,927	\$ 62,927	\$ 13,175
Marketing: ADV / PR / Printing / Publication	25000	\$ 89,750	\$ 114,750	\$ 208,799
Marketing: Postage / Distribution		\$ 2,992	\$ 2,992	21250
Marketing: Web Design / Support / Maintenance		\$ 1,827	1827	8670
Travel: In County		\$ 17,000	\$ 17,000	\$ 60,000
Travel: Out of County		\$ 10,000	\$ 10,000	\$ 19,000
Equipment Rental		\$ 15,640	\$ 15,640	
Equipment Purchase		\$ 24,055	\$ 24,055	
Space Rental		\$ 43,503	\$ 43,503	\$ 65,000
Mortgage / Loan Payments		0		
Insurance		\$ 83,430	\$ 83,430	
Utilities		\$ 71,570	\$ 71,570	
Fundraising / Development (Non-Personnel)		0		\$ 123,880
Merchandise / Concessions / Gift Shops		\$ 15,980	\$ 15,980	3825
Supplies / Materials		\$ 25,393	\$ 25,393	\$ 8,400

Other Expenses: [Itemize below]	-	-	-	-
Auto		\$ 7,963	7963	15300
Office Expenses		\$ 35,097	\$ 35,097	17000
Repairs and Maintenance		\$ 37,587	\$ 37,587	\$ 44,200
Telephone		\$ 17,128	\$ 17,128	\$ 1,300
Show Expense		\$ 254,011	\$ 254,011	\$ 15,301
SUBTOTALS	\$ 25,000	\$ 2,488,608	\$ 2,513,608	\$ 625,100
TOTAL PROJECT EXPENSES			\$ 3,138,708	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 1,096,493	-
Memberships	\$ 293,600	-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income	\$ 200,000	-
Corporate Support	\$ 140,250	\$ 560,100
Foundation Support	\$ 150,450	-
Private / Individual Support	\$ 75,650	
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds	\$ 200,000	-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
General Program Support	\$ 39,000	-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
City of Coral Gables	\$ 15,000	-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues	\$ 35,190	-
Investment Income (Endowment)		-
Interest & Dividends	\$ 1,275	-
Cash on Hand		-
Other Revenues (list detail below)	-	-
Ticket Handling Fees	\$ 52,700	
City of Coral Gables (The Miracle Theatre)		\$ 65,000
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
Major%20Cultural%20Institutions%20Grants	\$ 189,000	-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 2,488,608	\$ 625,100
GRANT AMOUNT REQUESTED	\$ 25,000	-
TOTAL PROJECT REVENUES	\$ 3,138,708	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-2

ORGANIZATION: Bayfront Park Management Trust

GRANT REQUEST: \$15,000

PROJECT TITLE: Downtown Miami's 2012 New Year's Eve Celebration

RECOMMENDATION:
\$5000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 12-31-2012 - 01-01-2013

EVENT LOCATION: Bayfront Park Management Trust

PROJECT SYNOPSIS:

Grant funds are requested to support Downtown Miami's 2012 New Year's Eve Celebration. The event is on December 31, 2012, from 8:00 pm until midnight, and stretches from Bayside Marketplace to the Hotel Intercontinental. Estimated crowds of 70,000 enjoy a family-friendly evening of music and food culminating with the Big Orange ascending the Hotel Intercontinental and a spectacular fireworks display over Biscayne Bay - with absolutely no admission charge.

HOTEL CONFIRMATION:

N/A

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	25	45000

Out of County	0	15000
Out of State	0	7000
Foreign	0	3000
TOTAL	25	70000

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:	0	0
Actual number of hotel room nights used last year:	0	0

MARKETING DETAILS: Print: The Miami Herald/El Nuevo Herald, The Miami Times; Radio: Clear Channel Radio

PREVIOUS TDC FUNDING: \$5,250 (11-12); \$6,000 (10-11); \$6,750 (09-10); \$7,500 (08-09); {\$5,000 (07-08) End of Cycle}; \$5,000 (06-07); \$5,000 (05-06); \$5,000 (04-05); \$5,000 (03-04)

OTHER GOVERNMENT FUNDING: Festivals and special Events - \$60,000

PROJECT NARRATIVE:

The project is Downtown Miami's 2012 New Year's Eve Celebration. Cultural aspects of the event may include DJ Tarik's dance party in Bayfront Park, should current conversations with Red Bull to return for 2012. Projected crowd of 70,000.

The event occurs on December 31, 2012, at Bayfront Park, begins at 8 pm & ends with the Big Orange ascending the Hotel Intercontinental & a spectacular fireworks display over Biscayne Bay at midnight. This is a free, non-ticketed event.

The Trust collaborates with the Greater Miami Convention & Visitor's Bureau (GMCVB), & Hotel Concierge Association via fliers, event-driven mailings, & website listings to attract tourists. Internet & newspaper media has proven to be a great vehicle to attract tourists to this event, & Miami through positive reviews, including mentions in "Top Ten Places in the World to Ring in the New Year" in USA Today and MSN.com.

Bayfront Park's marketing plan reaches out to all of South Florida's diverse communities through news outlets, radio, & street team flyer distribution. Also, internet listings & coverage reaches out to regional, national and international tourists.

The event is covered annually in the Miami Herald, El Nuevo Herald, Miami New Times, the Sun Sentinel, & other publications & receives television coverage throughout S. Florida. Radio spots have aired on all genres of stations. Notable event coverage has included USA Today and MSN.com, as mentioned above; Frommers.com; New York Daily News; Orbitz.com; El Nuevo dia Puerto Rico; & the Express Weekly-Hong Kong. Also, the event is featured on worldwide, prominent traveler driven websites, including, Skyteam.com, Travelocity, travel-guide.virgin-atlantic, Newyears.com, RealTravel.com, StarwoodHotels.com, AmericanAirlines.com, and Marriott.com have all featured the event. The GMCVB promotes the event through event-driven mailings & on their website, & the Hotel Concierge Association promotes the event through flyers for guests at area hotels.

Verbally confirmed media partners include: The Miami Herald/El Nuevo Herald, Clear Channel radio, Miami New Times, & On Point Entertainment & Marketing.

The Trust does not block any hotel rooms because local talent is used.

TDC funding affords the increase of marketing expenditures & improvement of the quality & reach of collateral materials in order to attract even greater numbers of visitors. It is critical to continue to brand the Celebration as the premier event for S. Florida & retain the visitor base that might otherwise be lost due to

the absence of an internationally-known, annual event.

The Trust collaborates with Bayside Marketplace, the Greater Miami Host Committee, the City of Miami Police, Fire and Marine Patrol.

As the Trust is a City of Miami agency and budget approval occurs at the September commission meeting, detailed production plans and promotion begin approximately three (3) months in advance of the event show date.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN- KIND
Personnel: Administration	\$ 0	\$ 18,093	18093	
Personnel: Artistic	0	0	0	
Personnel: Technical / Production	0	\$ 4,500	4500	
Outside Artistic Fees / Services	0	0	0	
Outside Other Fees / Services	0	\$ 15,000	15000	
Marketing: ADV / PR / Printing / Publication	6300	\$ 6,325	12625	7500
Marketing: Postage / Distribution	0	\$ 2,000	2000	
Marketing: Web Design / Support / Maintenance	0	\$ 375	375	
Travel: In County	0	0	0	
Travel: Out of County	0	0	0	
Equipment Rental	0	\$ 10,000	10000	
Equipment Purchase	0	0	0	
Space Rental	0	\$ 12,000	12000	
Mortgage / Loan Payments	0	0	0	
Insurance	0	0	0	
Utilities	0	\$ 200	200	
Fundraising / Development (Non-Personnel)	0	0	0	
Merchandise / Concessions / Gift Shops	0	0	0	
Supplies / Materials	0	0	0	
Other Expenses: [Itemize below]	-	-	-	-
Fireworks Display	0	\$ 10,000	10000	5000
City of Miami Police	8700	\$ 20,300	\$ 29,000	

City of Miami Fire	0	\$ 8,500	\$ 8,500	
Sponsor reception	0	\$ 14,000	14000	
Mr. Neon - Big Orange	0	0	0	15000
SUBTOTALS	\$ 15,000	\$ 121,293	\$ 136,293	\$ 27,500
TOTAL PROJECT EXPENSES			\$ 163,793	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 0	-
Memberships	\$ 0	-
Tuitions / Enrollment Fees	\$ 0	-
Contracted Services: Outside Programs / Performances	\$ 0	-
Contracted Services: Special Exhibition Fees	\$ 12,500	-
Contracted Services: Other	\$ 0	-
Rental Income	\$ 0	-
Corporate Support	\$ 0	\$ 12,500
Foundation Support	\$ 0	-
Private / Individual Support	\$ 0	15000
Other Private Support: Auxiliary Activities	\$ 0	-
Other Private Support: Special Event Proceeds	\$ 0	-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
		-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-

		-
Merchandise / Concession / Gift Shop Revenues	\$ 0	-
Investment Income (Endowment)	\$ 0	-
Interest & Dividends	\$ 0	-
Cash on Hand	\$ 48,793	-
Other Revenues (list detail below)	-	-
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
Festivals%20and%20Special%20Events%20Grants	60000	-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 121,293	\$ 27,500
GRANT AMOUNT REQUESTED	15000	-
TOTAL PROJECT REVENUES	\$ 163,793	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-3

ORGANIZATION: Community AIDS Resource, Inc., dba Care Resource

GRANT REQUEST: \$15,000.00

PROJECT TITLE: White Party Week 2012

RECOMMENDATION:
\$15000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 11-19-2012 - 11-26-2012

EVENT LOCATION: Soho Studios

PROJECT SYNOPSIS:

Grant funds are requested to support local, national and international advertising for White Party Week events and Miami and Miami Beach as a tourist destination for Gay and Lesbian travelers. This year we are also targeting minorities (African Americans and Hispanics) and youth ages 18-25 (fashion students from Miami International University of Art & Design) in our project efforts.

HOTEL CONFIRMATION:

Albion Hotel (Host Hotel)	630 room nights
The National	254 room nights
The Surfcomber	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	100	3000

Out of County	10	
Out of State	12	4200
Foreign	7	800
TOTAL	129	8000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	630	
# of hotel room nights anticipated to be booked:	884	
Actual number of hotel room nights used last year:	274	

MARKETING DETAILS: TV: Univision

PREVIOUS TDC FUNDING: \$17,500 (11-12); \$20,000 (10-11); \$22,500 (09-10); \$25,000 (07-08); \$9,000 (06-07) End of Cycle; \$10,500 (05-06); \$12,000 (04-05); \$13,500 (03-04); \$15,000 (02-03)

OTHER GOVERNMENT FUNDING: N/A

PROJECT NARRATIVE:

The 28th Annual White Party Week is a series of prestigious cultural and music events that attract 8k to 10k people from the U.S. and around the world. It takes place November 19-26, 2012. 3 cultural event and 13 music driven events have been scheduled and more are being planned to celebrate LGBT culture and the fashion side of Miami and Miami Beach. Care Resource markets these events via print, television, internet advertising/promotions, social media, an established history of repeat visitors and strong word of mouth. On Nov 21st the Welcome Center opens its doors. The Welcome Center is the place to pickup event/bus tickets, buy souvenirs, and get information. On Friday Nov 23rd White Dreams at Club Space and the women's dance event called Cirque Blanc take place. On Saturday Nov 24th, the crown jewel event of the week, the 28th Annual White Party starts with a fashion show and finishes with music sets by international deejays. Sunday, November 25th brings the popular Muscle Beach party to South Beach. This dance-barefoot-in-the-sand party attracts 5,000+ people to the 12th street beach on Miami Beach.

Out-of-State passes have already surpassed last year's total tickets sold. Based on these numbers and a concerted effort to market to a more international audience, particularly Brazilians and Londoners, we project higher numbers of attendance at all the events.

The major reason visitors attend White Party Week is the opportunity to listen and dance to music mixed by world renowned DJ's and a chance to see performing celebrities. Current Event locations include The Albion Hotel, the SLS Hotel, Miami Beach's 12th Street Beach, Club Space, The Palace, Score, Twist, and Nikki Beach. Additional locations to be confirmed include Score, Discotekka, Nikki Beach, Cameo, Dolce. Proposed DJs include: Peter Rauhofer, Offer Nissim, Alyson Calagna, Tony Moran, Abel, Joe Guthreaux, David Knapp, Phil B., Kidd Madonny, and Tracy Young.

White Party Week is an attractive project for the TDC and Miami due to visitor demographics, which include sophisticated professionals from the upper echelons of the international gay and jet-set community, and extensive media coverage that Miami and Miami Beach receive. The household incomes of 78% of our guests are greater than \$60,000, 95% of tourists stay in Miami and Miami Beach hotels, and 75% stay between 4-14 nights. More than 630 room-nights have been blocked. Univision and Fashion TV are scheduled to cover the events.

TDC funding allows us to spend additional resources on new initiatives like a mobile app and direct mail piece as part of the 2012 marketing campaign.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		0		
Personnel: Artistic		\$ 48,500	\$ 48,500	
Personnel: Technical / Production		\$ 475	475	
Outside Artistic Fees / Services		\$ 10,000	10000	
Outside Other Fees / Services		\$ 34,915	\$ 34,915	
Marketing: ADV / PR / Printing / Publication	15000	\$ 76,475	\$ 91,475	\$ 45,738
Marketing: Postage / Distribution		\$ 2,500	\$ 2,500	
Marketing: Web Design / Support / Maintenance		\$ 5,000	5000	
Travel: In County		\$ 12,300	\$ 12300	
Travel: Out of County		0		
Equipment Rental		\$ 113,250	\$ 113,250	\$ 37,750
Equipment Purchase		\$ 500	500	
Space Rental		\$ 16,500	\$ 16,500	
Mortgage / Loan Payments		0		
Insurance		\$ 4,775	4775	
Utilities		0		
Fundraising / Development (Non- Personnel)		0		
Merchandise / Concessions / Gift Shops		\$ 2,000	2000	
Supplies / Materials		\$ 20,550	20550	
Other Expenses: [Itemize below]	-	-	-	-
Credit card fees		\$ 14,050	14050	
Food and beverage		\$ 6,950	6950	\$ 6,950

License/Permits		\$ 3,375	3375	
Shuttle Bus rental		\$ 2,300	2300	
		0		
SUBTOTALS	\$ 15,000	\$ 374,415	\$ 389,415	\$ 90,438
TOTAL PROJECT EXPENSES			\$ 479,853	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 285,915	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support		\$ 90,438
Foundation Support		-
Private / Individual Support		-
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
VCA 2012 grant	\$ 32,000	-
		-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues	\$ 10,500	-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand		-
Other Revenues (list detail below)	-	-
Beverage sales	\$ 34,000	
Bus / Shuttle passes	\$ 3,500	
Handling fee	\$ 5,000	
Auction / Raffle	\$ 3,500	
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
		-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 374,415	\$ 90,438
GRANT AMOUNT REQUESTED	\$ 15,000	-
TOTAL PROJECT REVENUES	\$ 479,853	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-4

ORGANIZATION: GABLESTAGE, INC.

GRANT REQUEST: \$25,000.00

PROJECT TITLE: 2012-2013 Season

RECOMMENDATION: \$10500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 11-10-2012 - 10-20-2013

EVENT LOCATION: GableStage, Inc.

PROJECT SYNOPSIS:

Grant funds are requested to support the six plays of GableStage's 2012-2013 Season, which will feature VENUS IN FUR by David Ives, HAMLET

by William Shakespeare, adapted by Tarell Alvin McCraney, 4000 MILES by Amy Herzog, THE SUBMISSION by Jeff Talbott, GOOD PEOPLE by David Lindsay-Abaire, and SONS OF THE PROPHET by Stephen Karam .

HOTEL CONFIRMATION:

The Biltmore Hotel	

TOURISM IMPACT PROJECTION:

	Projected # of	Projected #
--	----------------	-------------

	Performing/Instructing	Audience/Attending
Miami-Dade County Residents	55	20,475
Out of County	20	1500
Out of State	0	800
Foreign	0	300
TOTAL	75	23075

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	525	
# of hotel room nights anticipated to be booked:	575	
Actual number of hotel room nights used last year:	475	

MARKETING DETAILS: Radio: WLRN

PREVIOUS TDC FUNDING: \$12,000 (11-12); \$13,500 (10-11); \$15,000 (09-10); (\$9,000 (08-09) End of Cycle); \$10,500 (07-08); \$12,000 (06-07); \$13,500 (05-06); \$15,000 (04-05); {End of Cycle-\$15,000 (03-04)}; \$14,000 (02-03); \$16,000 (01-02); \$20,000 (00-01); \$20,000 (99-00)

OTHER GOVERNMENT FUNDING: Cultural Advancement - \$100,000

Youth Arts Enrichment - \$25,000

PROJECT NARRATIVE:

1. GableStage is seeking funds to support its 2012-2013 Season at the historic Biltmore Hotel in Coral Gables. The season consists of six plays, with a minimum of 132 combined evening and matinee performances. GableStage's season is year-round, which allows the theatre to attract hundreds of tourists annually.

2. GableStage's 2012-2013 will feature the following six award-winning plays: VENUS IN FUR by David Ives (November 10th – December 9th, 2012), HAMLET by William Shakespeare, adapted and directed by Tarell Alvin McCraney (January 12th – February 10th, 2013), 400 MILES by Amy Herzog (March 16th – April 14th, 2013), THE SUBMISSION by Jeff Talbott (May 18th – June 16th, 2013), GOOD PEOPLE by David Lindsay-Abaire (July 20th – August 18th, 2013), and SONS OF THE PROPHET by Stephen Karam (September 21st – October 20th, 2013). The plays are all ticketed, with a price range between \$37.50 and \$50 per ticket, depending upon the day and time of the performance. All events will take place at GableStage, which is located within the main structure of the Biltmore Hotel at 1200 Anastasia Avenue, in Coral Gables, Florida.

3. GableStage has developed a reputation for theatrical excellence on a national scale over the past fourteen years. We believe that, in conjunction with the promotion provided by our media sponsors and the packages generated through our close collaboration with the Biltmore Hotel, GableStage provides a destination for all tourists with an interest in the arts.

4. Beyond marketing with the Biltmore, GableStage follows a multilevel advertising and marketing plan throughout the Season. Every play is promoted using brochures and postcards sent to our extensive mailing list, as well as email blasts and postings on Facebook and Twitter. Additionally, we advertise widely in print and online in major South Florida newspapers and magazines, and on WLRN and CLASSICAL SOUTH FLORIDA.

5. Our Media Sponsors are WLRN Radio, South Florida's esteemed public radio station, CLASSICAL SOUTH FLORIDA, and THE MIAMI HERALD, the premiere newspaper in Florida. We have long-term

relationships with both WLRN and The HERALD, having advertised with them in a wide variety of ways for a number of years.

6. Our Hotel Sponsor is our theatre's host, the Biltmore Hotel. The Biltmore represents the very best of Coral Gables and what South Florida has to offer to visitors, tourists and business travelers alike. We estimate that between 475 and 550 rooms will be booked at the Biltmore with relation to our programming.

7. N/A

8. TDC funding will allow GableStage to continue to produce programming at the high level of quality which has won it national renown. As GableStage continues to grow its audience base through cutting-edge productions, its reputation will contribute to the enhancement of the South Florida cultural scene.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration	\$ 5,000	\$ 295,000	\$ 300,000	
Personnel: Artistic	\$ 10,000	\$ 340,000	\$ 350,000	
Personnel: Technical / Production	\$ 5,000	\$ 95,000	\$ 100,000	
Outside Artistic Fees / Services		0		
Outside Other Fees / Services		0		
Marketing: ADV / PR / Printing / Publication		\$ 10,000	\$ 10,000	
Marketing: Postage / Distribution	\$ 5,000	\$ 80,000	\$ 85,000	
Marketing: Web Design / Support / Maintenance		\$ 1,200	\$ 1,200	
Travel: In County		0		
Travel: Out of County		\$ 4,000	\$ 4,000	
Equipment Rental		0		
Equipment Purchase		0		
Space Rental		\$ 64,000	\$ 64,000	
Mortgage / Loan Payments		\$ 5,000	\$ 5,000	
Insurance		\$ 30,000	\$ 30,000	
Utilities		0		
Fundraising / Development (Non-Personnel)		\$ 8,000	\$ 8,000	
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials		\$ 75,000	\$ 75,000	
Other Expenses:	-	-	-	-
[Itemize below]				
Credit Card-Related Fees		\$ 15,000	\$ 15,000	
Telephone Copier		\$ 18,000	\$ 18,000	
Storage		\$ 9,600	\$ 9,600	

Office Supplies		\$ 5,000	\$ 5,000	
Other Administrative Expenses		\$ 10,000	\$ 10,000	
SUBTOTALS	\$ 25,000	\$ 1,064,800	\$ 1,089,800	0
TOTAL PROJECT EXPENSES			\$ 1,089,800	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 300,000	-
Memberships	\$ 200,000	-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	\$ 80,000	
Foundation Support	\$ 153,000	-
Private / Individual Support	\$ 70,800	
Other Private Support: Auxiliary Activities	\$ 90,000	-
Other Private Support: Special Event Proceeds	\$ 40,000	-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
State of Florida	\$ 6,000	-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
		-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues		-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand		-
Other Revenues (list detail below)	-	-
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
Cultural%20Advancement%20Grants	\$ 100,000	-
Youth%20Arts%20Enrichment%20Grant	\$ 25,000	-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 1,064,800	0
GRANT AMOUNT REQUESTED	\$ 25,000	-
TOTAL PROJECT REVENUES	\$ 1,089,800	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-5

ORGANIZATION: Greater South Dade/South Miami/Kendall Chamber of Commerce d/b/a Chamber South

GRANT

REQUEST: \$15,000

PROJECT TITLE: 41st Annual South Miami Arts Festival

RECOMMENDATION:
\$5000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 11-03-2012 - 11-04-2012

EVENT LOCATION: First National Bank of South Miami

PROJECT SYNOPSIS:

Grant funds are requested to support the Chamber South 41st Annual South Miami Art Festival, a fine arts show featuring juried artists from across the country. The event is free to the public, providing an outstanding cultural experience in downtown South Miami. Held on the weekend of November 3 & 4, 2012, this premiere event attracts an audience of 50,000 from near and far, kicking off the festival season in Miami-Dade County and providing a multicultural experience in a family setting.

HOTEL CONFIRMATION:

Miami Marriott Dadeland	40 rooms blocked
Courtyard Marriott	40 rooms blocked
Hotel Indigo	40 rooms blocked

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County		

Miami-Dade County Residents	100	32000
Out of County	75	15000
Out of State	50	2000
Foreign	25	1000
TOTAL	250	50000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	200	
# of hotel room nights anticipated to be booked:	100	
Actual number of hotel room nights used last year:	Data not received	

MARKETING DETAILS: Community News Print (South Miami, Pinecrest, Palmetto Bay, Cutler Bay and Kendall); Online: The Miami Herald; Print: (Neighbors, Weekend) and El Nuevo Herald Print (Viernes), Sun Sentinel Print (South Broward County edition), Radio: Salem Communications 880AM

PREVIOUS TDC FUNDING: \$5,000 (11-12); \$5,400 (10-11); \$6,000 (08-09); {\$4,000 (07-08) End of Cycle} \$4,000 (06-07); \$4,000 (05-06); \$4,000 (04-05); \$4,000 (03-04)

OTHER GOVERNMENT FUNDING: N/A

PROJECT NARRATIVE:

Chamber South's South Miami Art Festival, a juried fine art show, takes place every year on the first weekend in November. This year, the Chamber South 41st Annual South Miami Art Festival will be held on Saturday and Sunday, November 3rd and 4th, 2012, and take place on historic Sunset Drive in the heart of downtown South Miami (between US-1 and Red Road). Located in the heart of picturesque South Miami, Chamber South has served the South Miami-Dade county for over 80 years. As the Chamber of Commerce for South Miami, Pinecrest, Palmetto Bay, Cutler Bay, Greater Kendall and South Miami-Dade, our focus on matters including transportation, small business, government, education, and environment have contributed toward a community that is a wonderful place to live, work and raise families.

The Chamber South 41st Annual South Miami Art Festival is a respected and much anticipated cultural event. This premiere festival attracts over 50,000 people (police estimates), and is open to the general public free of charge. The visitors are a collection of tourists from around the world as well as locals from Miami-Dade and the surrounding counties. The festival attracts artists from around the country. Media such as ceramics/clay, digital art, textiles, glass, jewelry and metalwork, two-dimensional mixed media, three-dimensional mixed media, painting (oil and acrylic), painting (watercolor), photography, printmaking and drawing, sculpture, and wood will be represented. International food vendors featuring a wide array of cuisine will be available in addition to musical entertainment and special features for children. Entertainers include the following: Area Stage Company, Miami Children's Chorus, Van Gogh Listens, Perfect Balance Martial Arts Exhibition, and others as yet to be determined. We will have consistently programmed live entertainment from various performance artists for 8 hours on both days of the art festival. This all adds to the strong cultural draw of this event. For these attendees and the out-of-town artists, we have two hundred hotel rooms held at five local hotels at a special rate.

Chamber South advertises in national artist magazines such as "Sunshine Artist", as well as utilizing a print and online campaign with our media sponsors (Community News, The Miami Herald, El Nuevo Herald, Sun Sentinel, Salem Communications, SoMi Magazine, New Times, Clear Channel, Comcast). Through the use of pole banners, Chamber South advertises along South Miami-Dade's busiest streets. With our aggressive marketing plan, we reach not only people in the tri-county area, but also visitors from around the country.

The staff of Chamber South works diligently year-round on the annual South Miami Art Festival, with marketing efforts beginning in April. The TDC funding gives the vital support needed to reach as many markets as possible through festival advertising and mailings. The TDC funding supports Chamber South in ensuring a safe event for all.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN- KIND
Personnel: Administration		\$ 14,550	14550	
Personnel: Artistic		0		
Personnel: Technical / Production		\$ 2,000	2000	
Outside Artistic Fees / Services		\$ 3,000	3000	
Outside Other Fees / Services		\$ 1,000	1000	10000
Marketing: ADV / PR / Printing / Publication	11000	\$ 20,500	\$ 31,500	7500
Marketing: Postage / Distribution		\$ 3,000	3000	
Marketing: Web Design / Support / Maintenance		0		
Travel: In County		\$ 200	200	
Travel: Out of County		0		
Equipment Rental	4000	\$ 4,700	8700	
Equipment Purchase		0		
Space Rental		0		
Mortgage / Loan Payments		0		
Insurance		0		
Utilities		0		
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		\$ 7,000	7000	500
Supplies / Materials		0		
Other				
Expenses: [Itemize below]	-	-	-	-
City of S Miami Police		\$ 8,500	8500	
City of S Miami Public Works		\$ 7,500	7500	
Licenses & Permits		\$ 3,350	3350	

Awards & Amenities		\$ 1,000	1000	
Artists' Cash Prizes				
1st Prize - 10 @ \$400				
2nd Prize - 10 @ \$200		\$ 8,000	8000	
3rd Prize - 10 @ \$100				
Best of Show - 1 @ \$1,000				
SUBTOTALS	\$ 15,000	\$ 84,300	\$ 99,300	\$ 18,000
TOTAL PROJECT EXPENSES			\$ 117,300	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions		-
Memberships		-
Tuitions / Enrollment Fees	\$ 22,000	-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	\$ 28,250	\$ 8,000
Foundation Support		-
Private / Individual Support		\$ 10,000
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds	\$ 8,900	-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
		-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues	\$ 20,000	-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand	\$ 5,150	-
Other Revenues (list detail below)	-	-
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
		-
		-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 84,300	\$ 18,000
GRANT AMOUNT REQUESTED	\$ 15,000	-
TOTAL PROJECT REVENUES	\$ 117,300	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-6

ORGANIZATION: Italian Film Festival, Inc.

GRANT REQUEST: \$15,000.00

PROJECT TITLE: 2012 Italian Film Festival

RECOMMENDATION: \$6750.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2012 - 10-14-2012

EVENT LOCATION: Regal Cinemas South Beach

PROJECT SYNOPSIS:

Funds are requested to support the 10th Annual Italian Film Festival to be held October 4–9, 2012 at the Regal Cinemas South Beach on Lincoln Road. This year's festival will include 10 of the top Italian films produced in 2011-2012 that have not yet been screened for South Florida audiences. The festival will also include a tribute to Italian cinema at Tower Theatre in Miami, screenings at the Coral Gables Art Cinema and the Miami Beach Cinematheque, a Short Film Competition and other events.

HOTEL CONFIRMATION:

In Negotiations	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	20	3700
Out of County		

Out of State	2	1750
Foreign	13	750
TOTAL	35	6200

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	18	
# of hotel room nights anticipated to be booked:	34	
Actual number of hotel room nights used last year:	25	

MARKETING DETAILS: Radio: Univision Radio

PREVIOUS TDC FUNDING: \$7,500 (11-12)

OTHER GOVERNMENT FUNDING: MB Cultural Presenters - \$6,500

PROJECT NARRATIVE:

1) The 2012 Italian Film Festival will be the 10th anniversary edition of the event and will be held October 4 – 9, 2012 for the 9th consecutive year at the Regal South Beach Cinemas on Lincoln Road. This year's festival will include 10 of the top Italian films produced in 2011-2012, some of them are US premieres and others are East Coast premieres but none of them have been screened for South Florida audiences. The festival will also include an anniversary dinner in coordination with the Italy-American Chamber of Commerce, a cocktail at the private residence of the Consul General to Italy, a tribute to Italian cinema at Tower Theatre in Miami, screenings at the Coral Gables Art Cinema and the Miami Beach Cinematheque, a Short Film Competition, various Documentary Screenings and a concert by a popular Italian artist in collaboration with Rhythm Foundation.

2) The 2012 Italian Film Festival will begin with a pre-opening reception open to the public by invitation. This will be followed with the screening of the Festival's opening film and dinner. Following the opening screening and festivities, nine additional films will be screened over the course of the Festival week. Also, a sponsored dinner for the featured artists takes place each evening at different locations throughout Miami-Dade County for invited guests, civic leaders, and foreign dignitaries including the Italian General Consul and the Minister of Culture from Italy.

In our efforts to promote the short films being produced in Italy, we will once again partner with the Miami Beach Cinematheque on Espanola Way and the Miami Beach Film Society to showcase 10 short films produced in Italy during 2011 and 2012. We will also continue a competition introduced last year among the short films, with the winner receiving a commission from Georgia State University Film School to produce a feature length film.

Following the film screenings and associated events, the winner of the 2012 Italian Film Festival will be announced at the closing banquet and award ceremony. The winner is determined by audience ballot and receives, as "People's Choice" award, the marble and bronze sculpture Italian Cinema Around the World by international artist Paolo Lizzi.

Our overall marketing message is "A Trip to Italy." Our tickets are "passports" to events and screenings. We continue to streamline our ticketing system to make it easier to order tickets online. Tickets are available at different price levels based on the number of films and events to be attended; ranging in price from \$10 (individual screening) to \$250 (full event pass), with group discounts for college students. This year, we will once again participate in the County's Culture Shock Miami program by offering tickets for a number of screenings for use by participating students.

3) The Italian Film Festival target audience is the general public. In 2010, attendance topped 5,900, and our audience consisted of 55% Hispanic, 25% Anglo, and 20% Italian or other Europeans, locals and tourists. In an effort to continue to ensure sold out screenings, producers, directors, actors and actresses from the films being presented are invited to Miami to participate in Festival events. One director is already confirmed to attend. We are projecting attendance at the 2011 Italian Film Festival to reach 6,000.

The Italian Film Festival features the best cinema that has been produced in Italy during the previous year as determined by Italian Box Office figures and a panel of experts who screen the films in Italy. As a result of our expanding artistic quality, the 2010 festival was marked by larger attendance, including many sold out screenings, and more sophisticated and entertaining parties. Last year's Festival was our most successful festival to date, with a record number (5,900) of residents of and visitors to Miami Beach attending screenings, parties, cocktails and tribute events.

4) Marketing efforts include local and out of town media placements, electronic communications and a fledgling partnership with Univision Radio begun in 2011 and continuing through 2013, and beyond. Additionally, in an effort to continue to ensure sold out screenings, producers, directors, actors and actresses from the films being presented are invited to Miami to participate in Festival events. One director is already confirmed to attend. We are projecting attendance at the 2012 Italian Film Festival to reach 6,200. The Italian General Consul, the Minister of Culture from Italy and the Mayor and Commissioners of Miami Beach and Miami-Dade County are among those invited to attend the Festival each year.

5) Although not a formal media sponsor (no on-air broadcasts/co-production), the Italian Film Festival has developed a multi-year advertising partnership with Univision Radio. The network provides ads, on-air interview time and a co-sponsored event.

6) The Italian Film Festival is now in negotiations with the Sagamore Hotel, The Bentley and the Ritz Carlton, all on Miami Beach, to arrange rooms for the artists who will be attending the festival. Italian Film Festival, Inc., will be booking 8 rooms for a total of 4 nights each for the artists. Out-of-town film festival attendees currently make their own hotel reservations, so we are not able to track their number of hotel room nights.

7) N/A

8) TDC funding for the 2012 festival will ensure that proper marketing effort continue to attract out of town attendees to the festival. No other organizations work to produce the festival.

The Italian Film Festival features the best cinema that has been produced in Italy during the previous year as determined by Italian Box Office figures and a panel of experts who screen the films in Italy. As a result of our expanding artistic quality, the 2011 festival was marked by larger attendance (largest audience in five most recent years), including many sold out screenings, and more sophisticated and entertaining after-film events. Last year's festival was our most successful festival to date, with a record number (6,000) of residents of and visitors to Miami Beach attending screenings, parties, cocktails and tribute events.

There are many functions of doing business with Italy that can only be accomplished by having an agency in Rome, such as coordination and shipping of films, coordination with talent agencies to arrange travel and appearances by VIPs at the Festival in Miami Beach, Italian sponsor cultivation and translation services, to name a few.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN- KIND
Personnel: Administration	\$1500	\$ 18,500	20000	4000
Personnel: Artistic		0		
Personnel: Technical / Production		0		
Outside Artistic Fees / Services		\$ 1,500	1500	
Outside Other Fees / Services	3500	0	3500	2750
Marketing: ADV / PR / Printing / Publication	5000	\$ 14,500	19500	1250
Marketing: Postage / Distribution		\$ 500	500	
Marketing: Web Design / Support / Maintenance		0		
Travel: In County		0		
Travel: Out of County		0		
Equipment Rental		0		
Equipment Purchase		0		
Space Rental	5000	\$ 5,500	10500	
Mortgage / Loan Payments		0		
Insurance		0		
Utilities		\$ 1,850	1850	
Fundraising / Development (Non- Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials		\$ 1,500	1500	
Other Expenses: [Itemize below]	-	-	-	-
Film Rental/Shipping		\$ 4,150	4150	
Receptions/Meals		\$ 15,000	15000	3500
		0		
		0		

		0		
SUBTOTALS	\$ 15,000	\$ 63,000	\$ 78,000	\$ 11,500
TOTAL PROJECT EXPENSES			\$ 89,500	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 18,000	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	\$ 15,000	\$ 5,500
Foundation Support	\$ 5,000	-
Private / Individual Support	\$ 3,000	\$ 6,000
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds	\$ 3,250	-
Gov't Grants: Federal (Itemize Below)	-	-
City of Miami Beach	\$ 6,500	-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
Consulate	\$ 2,500	-
Trade Commission	\$ 2,000	-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
		-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues		-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand	\$ 1,250	-
Other Revenues (list detail below)	-	-
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
Community%20Grants	\$ 6,500	-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 63,000	\$ 11,500
GRANT AMOUNT REQUESTED	\$ 15,000	-
TOTAL PROJECT REVENUES	\$ 89,500	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-7

ORGANIZATION: Jewish Museum of Florida

GRANT REQUEST: \$15,000

PROJECT TITLE: Project Mah Jongg - Marketing for Exhibit and Programs

RECOMMENDATION:
\$5000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-16-2012 - 03-17-2013

EVENT LOCATION: Jewish Museum of Florida

PROJECT SYNOPSIS:

Grant funds are requested to support marketing & public relations and a full schedule of programs to attract visitors from all over the state, country and world for the exhibit: PROJECT MAH JONGG, on display October 16, 2012- March 17, 2013. This colorful and entertaining exhibit sheds light on the little-known historical dimensions of the game, exploring its impact on cultural identity, fashion and style. With roots in China, mah jongg became closely linked with the experience of Jewish American women starting in the 1930s. Mah jongg is still an extremely popular inter-generational tradition, especially in Florida. This highly acclaimed traveling exhibit was curated and is circulated by the Museum of Jewish Heritage – A Living Memorial to the Holocaust, New York, and is attracting media attention and huge audiences in each of its venues.

HOTEL CONFIRMATION:

Cambean Hospitality
The St. Augustine
The Catalina

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	18	12,500
Out of County	3	8500
Out of State	6	8000
Foreign	4	9500
TOTAL	31	38500

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	18	
# of hotel room nights anticipated to be booked:	60	
Actual number of hotel room nights used last year:	57	

MARKETING DETAILS: Our Media Sponsor is WPBT2

PREVIOUS TDC FUNDING: \$5,000 (11-12); \$7,500 (10-11); \$6,300 (09-10); \$7,000 (08-09)

OTHER GOVERNMENT FUNDING: City of Miami Beach CAC - \$10,000

State of Florida GOS - \$10,000

PROJECT NARRATIVE:

PROJECT MAH JONGG will be on display at our site, 301 Washington Avenue, Miami Beach, from October 16, 2012 – March 17, 2013, during our peak visiting season, with “performances” 6 days/week, from 10 am – 5 pm. We are also open after hours for a widespread variety of public programs, community events and facility rentals. Admission: Adults/\$6; Seniors/\$5; Families/\$12; Group Admission: \$5/adult, \$2.50/child. Members and children under 6/ Always Free; Saturdays/Free and Miami Beach residents Free Wednesdays and Fridays.

PROJECT MAH JONGG is a colorful and entertaining exhibition that sheds light on the little-known historical dimensions of the game, provoking memories and meanings of the inter-generational tradition of this still popular icon in Jewish-American culture. Enter a room where mah jongg is being played and the first thing you'll hear are the sounds of happiness – laughter and chatter, tiles clacking, “mah jongg” cried out by a triumphant winner. This exhibit conveys how mah jongg is much more than a game: it is a carrier of fantasy, identity, memory and meaning.

The exhibit features beautiful early game sets made of bone, Bakelite and bamboo; vintage advertisements and household items; Chinoiserie; instructional materials and vintage photographs. It also illuminates mah jongg's influence on contemporary design and art through works by fashion icon Isaac Mizrahi, and renowned illustrators Bruce McCall, Christoph Neimann and Maira Kalman.

Throughout its history in the U.S., mah jongg has played a role in everything from family gatherings to charitable events, from immigrant neighborhoods to resorts and retirement villages, and it has enjoyed popularity from Hollywood, CA to Hollywood, FL. Hundreds of thousands of people play “mahj” anywhere four can fit around a card table, as it continues to be a vital part of communal, personal, and cultural life. Some play to gather with friends, some have inherited the mah jongg sets of their mothers and grandmothers and they seek to connect to past generations, and still others are drawn to the retro appeal of the game and a by-gone way of life in our high tech society. The clacking mah jongg tiles echo the intersections of our cultures – past and present.

This highly popular traveling exhibit was curated and is circulated by the Museum of Jewish Heritage – A Living Memorial to the Holocaust, New York, with support from the National Mah Jongg League, Sylvia

Hassenfeld and 2wice Arts Foundation. Local sponsors include the Robert Arthur Segall Foundation and Funding Arts Network. It has captured the media attention of publications including the New York Times, The Forward, and New Yorker, and it has drawn huge audiences in its previous venues: New York City, Portland, Oregon, Cleveland, Ohio and Los Angeles, California.

Our Museum will be the premiere venue in the southeast and the only Florida location, and we expect the exhibit will be very popular with tourists, as evidenced by its success in the other host locations. We will be scheduling diverse programs, including two Mah Jongg Tournaments - one full day tournament and one two-day tournament with an overnight component for out-of-town players. The tournaments will be organized by Mah Jongg Tournaments & Cruises, based in Sarasota, who will help us increase our marketing efforts through their e-mail list of more than 9,000 mah jongg afficianados from all over the country, who travel to participate in their tournaments on cruise ships and in cities such as Las Vegas, Phoenix and Chicago. The exhibit will also have a mah jongg table set up in the middle and we will offer mah jongg groups the opportunity to reserve a time slot to play during their visit.

WPBT/Channel 2 is our media sponsor and our hotel sponsors are Cambean Hospitality, The St. Augustine and The Catalina, who will offer discounted rooms for visitors and tournament participants, as well as in-kind support as space allows for presenters and performers. We anticipate using 60 room nights. We also host many individuals and tour groups who make their own travel plans to Miami Beach specifically to visit our Museum, and they often contact us for hotel recommendations, though we do not do their bookings.

TDC funds will assist us in attracting a diverse mix of tourists and residents to reach our anticipated 38,500 visitors. Our outreach includes PR and advertising to local, statewide, national and international media, print ads, PSAs, feature stories, listings in cultural guides, calendars and digital media. In addition to using our well established media and marketing contacts, we are also targeting community and senior centers, high rises, women's organizations and mah jongg groups and we have already started getting bookings from these groups before any advertising has begun. We are also connecting with numerous Chinese cultural groups including the Chinese Cultural Foundation, United Chinese Association of Florida, Coral Springs Chinese Cultural Association, Chinese Cultural Association of South Florida at Boca Raton, and Taipei Economic & Cultural Office in Miami, as well as the Miami Book Fair and Miami Jewish Film Festival for collaborations.

Proposed Programs in conjunction with these exhibits include:

- 2-Day Mah Jongg Tournament – Sunday, Oct. 21 - Monday, Oct. 22 , 2012
- 1-Day Mah Jongg Tournament – Sunday, February 3, 2013 (Super Bowl Sunday)
- Family Game Day – December 25, 2012
- Chinese New Year Celebration – February 10, 2013
- Panel discussion: Jews of China
- Film screenings • Chinese foods/cooking demonstration • Chinese cultural performances

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN- KIND
Personnel: Administration	\$ 0	\$ 6,728	\$ 6,728	
Personnel: Artistic	\$ 0	\$ 15,097	\$ 15,097	
Personnel: Technical / Production	\$ 0	\$ 15,220	\$ 15,220	
Outside Artistic Fees / Services		0		
Outside Other Fees / Services		0		
Marketing: ADV / PR / Printing / Publication	15000	\$ 74,875	\$ 89,875	
Marketing: Postage / Distribution	\$ 0	\$ 1,000	\$ 1,000	
Marketing: Web Design / Support / Maintenance		0		
Travel: In County		0		
Travel: Out of County		0		
Equipment Rental	0	\$ 19,500	\$ 19,500	
Equipment Purchase		0		
Space Rental		0		
Mortgage / Loan Payments		0		
Insurance		0		
Utilities		0		
Fundraising / Development (Non- Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials		0		
Other				
Expenses: [Itemize below]	-	-	-	-
Program Materials	0	\$ 2,500	\$ 2,500	
School Buses	0	\$ 6,500	\$ 6,500	
Trucking & Hauling	0	\$ 7,400	\$ 7,400	
		0		

		0		
SUBTOTALS	\$ 15,000	\$ 148,820	\$ 163,820	0
TOTAL PROJECT EXPENSES			\$ 163,820	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 14,891	-
Memberships	\$ 26,929	-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	\$ 15,000	
Foundation Support	\$ 25,000	-
Private / Individual Support	\$ 32,000	
Other Private Support: Auxilliary Activities		-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
State of Florida GOS Grant	\$ 10,000	-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
City of Miami Beach CAC	\$ 10,000	-

Merchandise / Concession / Gift Shop Revenues		-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand		-
Other Revenues (list detail below)	-	-
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
Major%20Cultural%20Institutions%20Grants	\$ 15,000	-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 148,820	0
GRANT AMOUNT REQUESTED	\$ 15,000	-
TOTAL PROJECT REVENUES	\$ 163,820	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-8

ORGANIZATION: Miami Book Fair International, Inc.

GRANT REQUEST: \$25,000.00

PROJECT TITLE: Miami Book Fair International

RECOMMENDATION: \$25000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 11-11-2012 - 11-18-2012

EVENT LOCATION: Miami Dade College

PROJECT SYNOPSIS:

Grant funds are requested to support the 29th edition of Miami Book Fair International, a literary festival that attracts several hundred authors and exhibitors, as well as hundreds of thousands of tourists to the Wolfson Campus of Miami Dade College and its surrounding streets. This year's Fair will be held November 11-18, 2012. Grant funds will offset marketing and publicity fees for the national marketing campaign, marketing to tourists, banners, and contracted services for promotion.

HOTEL CONFIRMATION:

Hilton Miami Downtown	500 room nights
Hyatt Regency Miami	300 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	220	153750

Out of County	190	51750
Out of State	50	12000
Foreign	40	7500
TOTAL	500	225000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	800	
# of hotel room nights anticipated to be booked:	800	
Actual number of hotel room nights used last year:	860	

MARKETING DETAILS: C-SPAN has expanded coverage during the past years to include two full days on BookTV2, and the Book Fair receives additional exposure through the BookTV2 segments that continue to air throughout the year. The Book Fair is negotiating with local broadcast partners including CBS4, My 33, Univision 23, and Telefutera 69 to offer PSAs and interviews with authors that will be broadcast to the greater South Florida area.

PREVIOUS TDC FUNDING: \$25,000 (11-12); \$22,500 (10-11); \$25,000 (09-10); (\$22,500 (08-09)- End of Cycle); \$17,500 (07-08);\$20,000 (06-07); \$22,500 (05-06); \$25,000 (04-05

OTHER GOVERNMENT FUNDING: Florida Division of Cultural Affairs (General Program Support) - \$40,000

Miami-Dade County Public Schools - \$20,000

Miami Downtown Development Authority - \$10,000

PROJECT NARRATIVE:

WHAT: Held over 8 days each November, Miami Book Fair International (MBFI) annually attracts hundreds of thousands of residents and tourists. It encompasses author presentations, national and international book exhibitors, educational programming, children's activities, music, dance, visual arts, theatre, creative writing workshops, and a three-day street fair.

WHEN & WHERE: November 11-18, 2012; at the downtown campus of Miami Dade College. Admission to the Street Fair is \$8; those 13-18 and over 62 pay \$5; Children 12 and under are free. Evenings With ...series is \$10 for all.

HOW WE WILL ATTRACT TOURISTS: The 2012 Fair will again treat book lovers to more than a week of cultural and educational activities, including Evenings With... series, the IberoAmerican Authors program, Student Literary Encounters, Weekend Festival of Authors, the popular Street Fair November 16-18, Comix Galaxy and School of Comics, Children's Alley, and much more. Book Fair works with local hotels, travel agencies, and airline companies to develop travel packages to attract more tourists. This year we partnered with American Airlines, Avis, and Harris Travel to provide travel discounts for Fairgoers.

MARKETING EFFORTS: Key to the Fair's continued success is our aggressive marketing campaign which focuses on regional, national and international media exposure. The Fair is promoted through social media, PSAs, our interactive website, online ads in national publications, a mobile site, and media interviews.

MEDIA SPONSORS: Local broadcast media sponsors include CBS 4, MY33, Univision 23, and Telefutera 69, WLRN 17, and WPBT2. We receive extensive national coverage through Comcast, C-SPAN and Book TV2. Radio partners include WQBA-AM, WAQI-AM, WAMR-FM, WRTO-FM, Classical South FL 89.7 FM, WIOD Talk Radio, and Serious Jazz 88.9FM.

HOTEL SPONSORS: Miami Book Fair International has contracted with the Hilton Miami Downtown for 500 room nights and the Hyatt Regency Miami for 300 room nights.

WHO: The 2012 Fair will feature more than 300 authors and some 100 performers. Invited authors include Sandra Cisneros, Robert Caro, Adam Gopnik, Tom Wolfe, Bill Maher, Christopher Buckley, Barry Unsworth, Junot Diaz, Skip Gates, Zadie Smith, Van Jones, Sonia Manzano, among many others. The Fair maintains a strong commitment to literary voices of the international community, and always welcomes writers from Africa, Latin America, Europe, and the Caribbean.

This year, our children's program is being renamed Generation Genius Days to better reflect its evolution over the last 28 years. Generation Genius Days will grow the children's program, expanding the concept of literacy beyond learning to read with interdisciplinary educational activities that expose youth to the visual arts and other humanities, science and math, and more.

TDC funding will support our marketing efforts which focus on regional, national, and international media exposure.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		\$ 288,275	\$ 288,275	
Personnel: Artistic		0		
Personnel: Technical / Production		0		
Outside Artistic Fees / Services		\$ 54,600	\$ 54,600	
Outside Other Fees / Services		\$ 501,400	\$ 501,400	
Marketing: ADV / PR / Printing / Publication	25000	\$ 198,500	\$ 223500	\$ 300,000
Marketing: Postage / Distribution		\$ 500	\$ 500	
Marketing: Web Design / Support / Maintenance		0		
Travel: In County		\$ 9,000	\$ 9,000	
Travel: Out of County		\$ 68,000	\$ 68,000	
Equipment Rental		\$ 155,000	\$ 155,000	
Equipment Purchase		0		
Space Rental		\$ 11,000	\$ 11,000	\$ 50,000
Mortgage / Loan Payments		0		
Insurance		0		
Utilities		\$ 800	\$ 800	
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		\$ 6,000	\$ 6,000	
Supplies / Materials		\$ 81,660	\$ 81,660	
Other Expenses:	-	-	-	-
[Itemize below]				

Accounting/Bank Fees and Taxes		\$ 22,000	\$ 22,000	
Subscriptions, Software and Online Ticketing		\$ 3,750	3750	
Catering		\$ 25,000	25000	
Lodging (hotel)		\$ 50,000	50000	
Postage, Deliveries and Freight		\$ 5,060	5060	
SUBTOTALS	\$ 25,000	\$ 1,480,545	\$ 1,505,545	\$ 350,000
TOTAL PROJECT EXPENSES			\$ 1,855,545	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 140,000	-
Memberships	\$ 90,000	-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees	\$ 130,000	-
Contracted Services: Other	\$ 35,000	-
Rental Income		-
Corporate Support	\$ 150,000	\$ 300,000
Foundation Support	\$ 75,000	-
Private / Individual Support	\$ 25,000	-
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
Florida Division of Cultural Affairs - General Program Support	\$ 40,000	-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
Miami Dade County Public Schools	\$ 20,000	-
Miami Downtown Development Authority	\$ 10,000	-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
The Children's Trust	\$ 25,000	-

Merchandise / Concession / Gift Shop Revenues	\$ 7,500	-
Investment Income (Endowment)		-
Interest & Dividends	\$ 4,000	-
Cash on Hand		-
Other Revenues (list detail below)	-	-
MDC Support	\$ 627,845	\$ 50,000
Advertising in FGG/ Web site	\$ 1,200	
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
Festivals%20and%20Special%20Events%20Grants	\$ 100,000	-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 1,480,545	\$ 350,000
GRANT AMOUNT REQUESTED	\$ 25,000	-
TOTAL PROJECT REVENUES	\$ 1,855,545	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-9

ORGANIZATION: Seraphic Fire, Inc.

GRANT REQUEST: \$9,000

PROJECT TITLE: Seraphic Fire's 11th Season-- Fall Performances

RECOMMENDATION: \$8750.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-17-2012 - 12-23-2012

EVENT LOCATION: First United Methodist Church of Coral Gables

PROJECT SYNOPSIS:

Grant funds are requested to support Seraphic Fire's 11th Fall Season: 10 concerts (4 programs) of choral and orchestral music by Seraphic Fire (SF), the internationally-lauded professional chamber choir based in Miami, and the Firebird Chamber Orchestra. Using targeted national marketing, SF will encourage cultural tourists from colder Northern climes to take vacations to South Florida which include both great weather and high-quality music performances.

HOTEL CONFIRMATION:

The New Yorker	121 room blocks

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	4	3400

Out of County	2	500
Out of State	59	450
Foreign	0	50
TOTAL	65	4400

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:	163	
Actual number of hotel room nights used last year:	124	

MARKETING DETAILS: Radio: WLRN Radio; Print: Miami Herald; Web: SouthFloridaClassicalReview.com.

PREVIOUS TDC FUNDING: \$10,000 (11-12); \$11,250 (10-11); \$12,500 (09-10)

OTHER GOVERNMENT FUNDING: Miami Beach Cultural Affairs - \$7,500

PROJECT NARRATIVE:

Seraphic Fire's (SF) 11th Season Fall performances will present 15 concerts (5 programs) of well-known Classical music for choir and orchestra. Featured will be SF, Miami's professional chamber choir, and the Firebird Chamber Orchestra (FB). In December 2011, SF was nominated for two GRAMMY awards: Best Choral Performance for Brahms: Ein Deutsches Requiem and Best Small Ensemble Performance for A Seraphic Fire Christmas.

SF proposes marketing its 11th Season Fall performances directly to the 30+ million chorus members in the US (Choral Impact Study), a group 100% more likely to consume cultural tourism activities than the regular consumer.

WHEN/WHERE: Full program descriptions & dates are found in the attachment section. SF will present 15 concerts (5 programs) of well-known Classical music by master composers of the Renaissance, Baroque and Classical periods for choir and orchestra. The first concert will be held on 10/17/12 and the last will be held on 12/23/12. Concert venues include St. Jude Church on Brickell, First United Methodist Church of Coral Gables, Miami Beach Community Church on Miami Beach, North Shore Park Band Shell in North Miami Beach, South Miami-Dade Cultural Arts Center, and Belen Jesuit Preparatory School in Miami. As an outreach event, SF will also perform an abbreviated version of its Christmas program live on WLRN 91.3 FM on 12/7/12, which will be heard by over 20,000 listeners.

TICKET PRICES: Prog. I & II = \$35; Prog. III = \$50; Prog. IV = \$65; Gospel Program, Coral Gables= \$150, Miami Beach= FREE

MARKETING: SF will target choral singers nationally who would be most likely to attend these concerts. Through full-page advertisements in major publications for choral music plus direct mail and online marketing (detailed in Marketing section), Seraphic Fire will reach 100,000 choral enthusiasts.

MEDIA: SF has media advertising sponsorships from the "Miami Herald", WLRN Radio and SouthFloridaClassicalReview.com.

HOTELS: SF will reserve 163 room nights at the New Yorker Hotel.

COMPETITORS/PRINCIPALS: There are no direct competitors to this project. Principal artists are the 40 professional musicians of SF & FB and conductor Patrick Dupré Quigley. Target audiences include U.S. choral music performers and aficionados.

TDC FUNDING: TDC Funding will provide the financial support to buy ads in national genre-specific publications, targeting a large national population already interested in choral music. The ability to use paid advertising to compliment online "buzz" will allow SF to effectively attract cultural tourists to Miami-Dade County.

After receiving confirmation of TDC funding, SF will place advertisements in national publications. Two months prior to each program, SF will deliver direct mail pieces to its mail house to reach a national audience and create online "buzz" in national online forums.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		\$ 51,526	51526	
Personnel: Artistic		\$ 22,750	22750	
Personnel: Technical / Production		0		
Outside Artistic Fees / Services		\$ 25,317	25317	
Outside Other Fees / Services		\$ 1,700	1700	
Marketing: ADV / PR / Printing / Publication	9000	\$ 45,497	54497	
Marketing: Postage / Distribution		\$ 1,772	1772	
Marketing: Web Design / Support / Maintenance		\$ 1,500	1500	
Travel: In County		\$ 1,350	1350	\$24,150
Travel: Out of County		\$ 52,081	52081	
Equipment Rental		\$ 2,200	2200	
Equipment Purchase		0		
Space Rental		\$ 8,810	8810	
Mortgage / Loan Payments		0		
Insurance		\$ 1,425	1425	
Utilities		\$ 2,016	2016	
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials		\$ 2,922	2922	
Other Expenses:	-	-	-	-
[Itemize below]		0		
		0		
		0		

		0		
		0		
SUBTOTALS	\$ 9,000	\$ 229,866	\$ 229,866	\$ 24,150
TOTAL PROJECT EXPENSES			\$ 254,016	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 130,000	-
Memberships	\$ 0	-
Tuitions / Enrollment Fees	\$ 0	-
Contracted Services: Outside Programs / Performances	\$ 19,000	-
Contracted Services: Special Exhibition Fees	\$ 0	-
Contracted Services: Other	\$ 0	-
Rental Income	\$ 0	-
Corporate Support	\$ 2,000	-
Foundation Support	\$ 5,000	-
Private / Individual Support	\$ 23,866	\$ 24,150
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
Coral Gables	\$ 2,500	-
Miami Beach Cultural Affairs Council	\$ 7,500	-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues		-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand		-
Other Revenues (list detail below)	-	-
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
Cultural%20Advancement%20Grants	\$ 40,000	-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 229,866	\$ 24,150
GRANT AMOUNT REQUESTED		-
TOTAL PROJECT REVENUES	\$ 254,016	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-10

ORGANIZATION: Teatro en Miami Corp.

GRANT REQUEST: \$15,000

PROJECT TITLE: TEMFest 2012

RECOMMENDATION: \$9000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2012 - 10-28-2012

EVENT LOCATION: Miami Dade County Auditorium

PROJECT SYNOPSIS:

Grant funds are requested to support, produce, promote, and perform the third edition of a unique local theatre festival in Miami (TEMFest). TEMFest 2012 will be presented in five different venues in our County from October 1 to 28. An estimated 13,250 children, adults, family members, tourists, and others will make up the audiences for the 24 performances. TEMFest will host 67 local artists featuring world premieres, street theater, and two children theater productions.

HOTEL CONFIRMATION:

Miami Mansion Motel	476 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	50	13,800

Out of County	7	200
Out of State	10	100
Foreign		1150
TOTAL	67	15250

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	15	
# of hotel room nights anticipated to be booked:	15	
Actual number of hotel room nights used last year:	13	

MARKETING DETAILS: Radio: WLRN, Radio Caracol (1260 A.M.); TV: MEGA TV

PREVIOUS TDC FUNDING: \$10,000 (11-12)

OTHER GOVERNMENT FUNDING: N/A

PROJECT NARRATIVE:

Based on the success achieved by the two previous editions of TEMFest, our organization will present the Festival's third edition from October 1 to 28 in collaboration with seven theater companies of Miami Dade County. TEMFest is unique in its class as it is the first local theater festival presented in Miami.

An estimated 15,250 children, adults, family members, tourists, and others will make up the audiences for the 24 performances. TEMFest will host 67 local artists, offering the most representative works of our theater scene. It will feature world premieres, street theater, and two children theater productions.

The Festival will also present workshops, documentaries, lectures and book presentations led by recognized theater experts and educators. It will also establish a new and meaningful partnership between TEM and the most important theatre companies in Miami and will provide our audience of students, children, adults and seniors with unique access to the Festival performances, lectures, and exhibitions. Focusing on over eleven years of experience, our corporation will spotlight the Miami artistic community's unique contribution to the development and growth of our city by making theatre accessible to all segments of our community. Among our distinguished partners we will feature the following companies: Teatro Viento de Agua, Maroma Players, Teatro Ingenio, Casa Productions, Havanafama, TEMS and Miami Guiñol at Miami Dade County Auditorium, Centro Cultural Español, Hoy como Ayer, TEMS and Havanafama. Twenty four events will take place and tickets will range from \$5 to \$25. Some evenst will be free of charge.

An estimated of 1,450 international tourists will attend the performances. Our intention is to attract the tourism that is already in the city to TEMFest as well as prolong their stay in Miami during the Festival. To that effect we will work closely with hotel managers in several areas in Miami Dade County with the objective to attract as many tourists as possible during the Festival.

Our strong marketing campaign will include Teatroenmiami.com, our weekly online newsletters, direct mail, printing, face book, direct contact with public and private schools, and as previous editions we have partnered with WLRN , MEGA TV, Radio Caracol, WQBA, Romance 170.4, Salsa 95, Amor 105.9, Canal 41. Miami Mansion Motel will provide 15 rooms to accommodate national and international guests.

TDC funding will give us the possibility to ensure the annual edition of our Festival and increase our international and national audience who will be drawn by the artistic variety of cultural offering that our City provides. Without TDC contribution our corporation would need to omit the educational component in our programming. We would also be forced to eliminate the costly presentation of relevant figures of our national theatre and thus miss their valuable educational contribution to our local theatre arena.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration	\$ 0	\$ 4,500	\$ 4,500	
Personnel: Artistic	\$ 5,800	\$ 13,225	\$ 19,025	
Personnel: Technical / Production	\$ 3,200	\$ 300	3500	2000
Outside Artistic Fees / Services	1500	0	1500	400
Outside Other Fees / Services	600	\$ 400	1000	
Marketing: ADV / PR / Printing / Publication	600	\$ 3,100	3700	
Marketing: Postage / Distribution		\$ 300	300	150
Marketing: Web Design / Support / Maintenance		\$ 4,500	4500	
Travel: In County		\$ 450	450	
Travel: Out of County		\$ 1,750	1750	
Equipment Rental	1500	\$ 500	2000	
Equipment Purchase		0		
Space Rental	1800	\$ 1,200	3000	
Mortgage / Loan Payments		0		
Insurance		0		
Utilities		\$ 500	500	
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials		\$ 1,500	1500	
Other Expenses:	-	-	-	-
[Itemize below]				
Hospitality		\$ 500	500	
Stage Constructions		\$ 1,975	1975	
		0		
		0		

		0		
SUBTOTALS	\$ 15,000	\$ 34,700	\$ 49,700	\$ 2,550
TOTAL PROJECT EXPENSES			\$ 52,250	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 29,700	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	\$ 5,000	
Foundation Support		-
Private / Individual Support		\$ 2,550
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
		-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues		-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand		-
Other Revenues (list detail below)	-	-
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
		-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 34,700	\$ 2,550
GRANT AMOUNT REQUESTED	\$ 15,000	-
TOTAL PROJECT REVENUES	\$ 52,250	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-11

ORGANIZATION: The Dance Now! Ensemble, Inc.
PROJECT TITLE: Fall for Dance NOW!
PROJECT TYPE/CATEGORY: Special Events/Promotions

GRANT REQUEST: \$5,000
RECOMMENDATION: \$5000.00

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2012 - 12-31-2012

EVENT LOCATION: Little Haiti Cultural Center

PROJECT SYNOPSIS:

Grant funds are requested to support "Fall for Dance NOW!" November 17/18, 2012 at the Little Haiti Cultural Center (LHCC) featuring "OCEANICA" a world premiere from Diego Salterini based on the dynamic world of the Coral Reefs. Ancillary activities include Miami Open Stage December 15, 2012 at LHCC featuring local emerging choreographers, Cultural Passport Performances for public School 7th graders and ongoing open classes for children and adults.

HOTEL CONFIRMATION:

In negotiations

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	6	1110
Out of County	2	120

Out of State	1	80
Foreign	1	65
TOTAL	10	1375

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:		
# of hotel room nights anticipated to be booked:	20	
Actual number of hotel room nights used last year:	13	

MARKETING DETAILS: Print: Miami Art Guide; In negotiations with WDNA, and Miami ArtZine

PREVIOUS TDC FUNDING: \$5,000 (11-12); \$5,000 (10-11); \$5,000 (09-10)

OTHER GOVERNMENT FUNDING: Hannibal Cox Jr. - \$7,500

PROJECT NARRATIVE:

What: "Fall for Dance NOW!" featuring "OCEANICA" a world premiere from Diego Salterini based on the dynamic world of the Coral Reefs. Ancillary activities include the Miami Open Stage a moderated informal performance at the Little Haiti Cultural Center (LHCC) featuring local emerging choreographers, and ongoing open classes for children and adults at the Center. These productions will also be part of Dance Now!'s performances for the Miami-Dade Public School's Cultural Passport program, reaching over 750 7th graders selected by the school district.

When and Where: all activities will occur at the Little Haiti Cultural Center, 212 NW 59 Terrace, Miami, FL 33137.

"Fall for Dance NOW!" November 17/18, 2012, 8:00 PM \$20 General \$10 Students/Seniors;

"Miami Open Stage", December 15, 2012, \$10 General;

Open Dance Classes, October 1- December 21, 2012, \$10;

Cultural Passport Performances, December 1-21, 2012, Free.

How: The project contributes to the cultural calendar of the County and increases the appeal of Dance NOW! by presenting work that will attract cosmopolitan tourists to local venues.

Marketing: Media sponsors Miami ArtZine, Miami Art Guide, Artburst Miami and WDNA Radio will provide press release blasts, print and radio ads, previews, reviews and event listings. Miami Herald and El Nueveo Herald will list the events in their "Season of the Arts" publications, and they will be featured in the Broward Center for the Arts Playbill. Dance NOW! produces 5,000 postcards, flyers and posters as well as internet marketing via Constant Contact, Facebook and Twitter. The classes and Cultural Passport also serve as word-of-mouth marketing. The City of Miami Parks and Rec. Dept. promotes Dance NOW!'s activities at Little Haiti Cultural Center.

Hotel Sponsor: Dance NOW! is seeking hotel sponsorship from Miamo district's New Yorker Boutique Hotel and Hotel Bianco.

Principle Artists: Diego Salterini and Hannah Baumgarten, Artistic Directors, Bruce F. Brown, Technical Director, Lighting and Set Designer. Dance NOW! performing artists.

Target Audience: With anticipated attendance of over 500, the premiere of OCEANICA from Salterini will reach new audiences, specifically those attracted by the marine theme of the piece. Miami Open Stage is in itself a marketing tool cross-pollinating each participating choreographer's audience with anticipated audience of 200. In general DNM's audience base is younger than most traditional arts audiences ranging from 18 to 60.

Tourism Attractiveness: TDC funding will contribute to artists' salaries while supporting a strategic marketing campaign that uses artistic content and reputation to focus media attention and attract previews. Participating organizations are: LHCC, Miami Parks and Rec. and the School Board of Miami-Dade County.

Funding for the project is secured through local grants and foundations as early as March 2012 and continues to be sought. Rehearsals for this project will begin October 1, 2011

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		\$ 5,000	5000	
Personnel: Artistic	1250	\$ 7,750	9000	
Personnel: Technical / Production		\$ 2,500	2500	
Outside Artistic Fees / Services		0		
Outside Other Fees / Services		0		
Marketing: ADV / PR / Printing / Publication	1000	\$ 1,600	2600	\$ 1,000
Marketing: Postage / Distribution		\$ 200	200	
Marketing: Web Design / Support / Maintenance	500	\$ 500	1000	1000
Travel: In County		0		
Travel: Out of County		0		
Equipment Rental	500	\$ 1,000	1500	
Equipment Purchase		0		
Space Rental		\$ 500	500	4000
Mortgage / Loan Payments		0		
Insurance	750	\$ 450	1200	
Utilities		\$ 500	500	
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials		\$ 1,000	1000	
Other Expenses:	-	-	-	-
[Itemize below]				
Costumes		\$ 2,500	2500	
Sets	1000	\$ 500	1500	
Music Purchase/Rights		\$ 1,500	1500	

		0		
		0		
SUBTOTALS	\$ 5,000	\$ 25,500	\$ 30,500	\$ 6,000
TOTAL PROJECT EXPENSES			\$ 36,500	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 3,000	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances	\$ 6,000	-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support		\$ 2,000
Foundation Support	\$ 4,100	-
Private / Individual Support	\$ 3,900	
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
		-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues		-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand		-
Other Revenues (list detail below)	-	-
Rental Waiver		\$ 4,000
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
Hannibal%20Cox%2C%20Jr.%20Cultural%20Grants	\$ 7,500	-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 24,500	\$ 6,000
GRANT AMOUNT REQUESTED	\$ 5,000	-
TOTAL PROJECT REVENUES	\$ 35,500	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-12

ORGANIZATION: The Musical Arts Association of Miami, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: The Cleveland Orchestra Miami 2012-13 Season

RECOMMENDATION: \$8000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 11-16-2012 - 03-16-2013

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

PROJECT SYNOPSIS:

Grant funds are requested to support marketing expenditures related to the presentation of The Cleveland Orchestra Miami's 2012-13 season at the Adrienne Arsht Center for the Performing Arts of Miami-Dade County, plus related education and community engagement activities at locations county-wide. The 2012-13 season runs from November 16, 2012 through March 16, 2013.

HOTEL CONFIRMATION:

Marriott Biscayne Bay and . We estimate a minimum of 1,105 room nights	550room nights
The Ritz Carlton Key Biscayne	552 room inghts

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	284	20000
Out of County	120	300
Out of State	120	225

Foreign	2	15
TOTAL	526	20540

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	1105	
# of hotel room nights anticipated to be booked:	990	
Actual number of hotel room nights used last year:	992	

MARKETING DETAILS: Radio: WKCP 89.7/Classical South Florida and WLRN 93.1; TV: PBS airs Cleveland Orchestra concert performances. All radio performances are tagged: "This performance was recorded from the Adrienne Arsht Center for the Performing Arts of Miami-Dade County where The Cleveland Orchestra maintains a four-week season."

PREVIOUS TDC FUNDING: \$9,000 (10-11); \$10,000 (09-10)

OTHER GOVERNMENT FUNDING: NEA - \$25,000

Youth Arts Enrichment - \$10,000

PROJECT NARRATIVE:

In 2012-13, The Cleveland Orchestra will present its seventh season of concerts and community engagement activities in Miami-Dade County. The Orchestra's subscription series at the Adrienne Arsht Center's John S. and James L. Knight Concert Hall is the centerpiece of the season. There are ten public concerts in total, of which two subscription concerts and both education concerts will take place during the first quarter. From our public concerts to our education and community engagement events, the Orchestra is committed to our role in building the region's image and appeal as a tourist destination. The Orchestra works with the Marriott Biscayne Bay to develop effective pricing with 1,105 room nights currently booked for the 2012-13 season.

Music Director Franz Welser-Möst opens the season in November with Mahler's Symphony No. 3. Violinist Joshua Bell performs Beethoven's Violin Concerto in January and pianist Garrick Ohlsson performs Beethoven's Piano Concerto No. 4 in February both conducted by Welser-Möst. Principal Guest Conductor Giancarlo Guerrero closes the season with Beethoven's Symphony No. 9, the "Ode to Joy". Concert tickets start at \$35 and are also available through the County's Golden Ticket and Culture Shock programs. The 2012-13 season includes free education concerts performed for M-DCPS second graders in November at the Arsht Center, as well as at least 25 additional free community engagement events throughout the County.

The Orchestra continues to have local, national and international press coverage and strong attendance numbers accounting for 86% capacity utilization during the 2012 season. While our audience is largely comprised of Miami-Dade residents, we are fortunate to draw audiences both nationally and internationally. In order to ensure we attract the broadest possible audience, our performances are listed in national and international publications as well as all Orchestra marketing materials.

The Cleveland Orchestra Miami incorporates a variety of resources to market each season. The strategy is designed as a multifaceted strategy and works with traditional arts marketing outlets such as WKCP 89.7FM/Classical South Florida, South Florida's NPR affiliate station WLRN 91.3FM, The Miami Herald and El Nuevo Herald, and Diario Las Americas. An online campaign supplements traditional media, including direct mail, print and radio advertising. Information is distributed via Facebook, SocialMiami, GMCVB, Miami.com as well as our own email database. Direct mail campaigns reach out to current subscribers and single ticket buyers of The Cleveland Orchestra Miami and other Arsht Center event goers.

Funding from Miami-Dade County's TDC grant will support our marketing campaigns with media sponsors as well as our online campaign. Our local and national concert broadcasts continue to reach more than one million listeners, with all performances acknowledging the performance at the Arsht

Center in Miami.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		\$ 650,600	650600	
Personnel: Artistic		\$ 1,895,400	1895400	
Personnel: Technical / Production		\$ 88,000	88000	
Outside Artistic Fees / Services		\$ 816,700	816700	
Outside Other Fees / Services		\$ 137,200	137200	5810
Marketing: ADV / PR / Printing / Publication	15000	\$ 278,800	\$ 293,800	
Marketing: Postage / Distribution		\$ 22,000	22000	
Marketing: Web Design / Support / Maintenance		\$ 40,000	40000	
Travel: In County		\$ 639,300	639300	
Travel: Out of County		\$ 581,000	581000	
Equipment Rental		\$ 13,000	13000	
Equipment Purchase		0		
Space Rental		\$ 299,000	299000	
Mortgage / Loan Payments		0		
Insurance		\$ 1,000	1000	
Utilities		\$ 8,000	8000	
Fundraising / Development (Non-Personnel)		\$ 82,000	82000	
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials		\$ 8,000	8000	
Other				

Expenses:	-	-	-	-
[Itemize below]				
Instrument Transport (Trucking)		\$ 105,000	105000	
		0		
		0		
		0		
		0		
SUBTOTALS	\$ 15,000	\$ 5,665,000	\$ 5,680,000	\$ 5,810
TOTAL PROJECT EXPENSES			\$ 5,685,810	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 1,300,000	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances	\$ 1,087,000	-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	\$ 200,000	
Foundation Support	\$ 413,000	-
Private / Individual Support	\$ 2,354,000	
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
NEA	\$ 25,000	-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
		-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues		-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand		-
Other Revenues (list detail below)	-	-
The Cleveland Orchestra (TCO) Subsidy	\$ 276,000	
M-DCPS Staff Support		\$ 5,810
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
Youth%20Arts%20Enrichment%20Grant	\$ 10,000	-
		-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 5,665,000	\$ 5,810
GRANT AMOUNT REQUESTED	\$ 15,000	-
TOTAL PROJECT REVENUES	\$ 5,685,810	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-13

ORGANIZATION: Tigertail Productions, Inc.

GRANT REQUEST: \$10,000.00

PROJECT TITLE: Tigertail International & Special Events

RECOMMENDATION: \$7500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2012 - 04-30-2013

EVENT LOCATION: Colony Theatre

PROJECT SYNOPSIS:

Grant funds are requested to support Tigertail International & Special Events 2012-2013, 10.1.12 - 4.30.13 to support targeted

costs as listed in this application. Tigertail, Florida's pioneer of innovative art presents dynamic and stimulating new work in music,

dance, theater, poetry and the visual arts—art by and for Greater Miami.

HOTEL CONFIRMATION:

Miami River Inn	300
Marriott	50
Bresaro Suites	50

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
--	--	-----------------------------------

Miami-Dade County Residents	70	4000
Out of County	5	2000
Out of State	30	2000
Foreign	20	2000
TOTAL	125	10000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	380	
# of hotel room nights anticipated to be booked:	400 plus	
Actual number of hotel room nights used last year:	415	

MARKETING DETAILS: RADIO, CABLE, TV, WEB

PREVIOUS TDC FUNDING: \$8,750 (11-12); \$10,000 (10-11); \$11,250 (09-10); \$12,500 (08-09); \$6,000 (07-08) End of Cycle); \$7,000 (06-07); \$8,000 (05-06); \$9,000 (04-05); \$10,000 (03-04)

OTHER GOVERNMENT FUNDING: Miami Beach Cultural Presenters (% of \$20,000 grant) - \$10,000

State of Florida (% of grant) - \$5,500

PROJECT NARRATIVE:

The proposed project is as follows: Tigertail Int. & Special Events takes place Oct, Nov & Dec 2012, Jan, Feb, March & April 2013. Tigertail International Events features 70 dance, music, film, poetry & visual artists. The event runs from October 2012-April 30, 2013 with more than 30 events, reaching 10,000 spectators, taking place in Miami, N. Dade, S. Dade, Coral Gables, Little Haiti & MBeach. Tickets go from \$0 to \$50, student/senior/groups tickets available.

-- Tigertail Int & Special Events begins Oct 10 with a Kick Off launch at Wynwood Walls with a Forró band – the latest hot Brazilian dance sensation. Nov 17 Colony concert by James Blood Ulmer, elder statesman of the African–Am musical vernacular encompassing jazz & blues, one of the most distinctive and influential electric guitarists to emerge in the past four decades. Dec 11 star Dutch trumpeter Eric Vloeimans and Florian Weber from Germany perform at Coral Gables Church. Jan 13-18, Asian-Am writer Regie Cabico performs at MB Botanical Garden. Feb 1 & 2 Heather Maloney premieres a new work for danceAble. Feb 23 Japanese percussionist Tatsuya Nakatani performs his Gong Orchestra piece with U of Miami performers at the M-Dade Auditorium (MDCA) On Stage Black Box. March 3-9 African-Am writer and poet Dasha Kelly performs at MB Botanical Garden. March 22 & 23 Emily Johnson brings her Alaskan-Indian influenced piece Niicugni to the MDCA On Stage Black Box. April 3 - bk launch of Tigertail, A So FL Annual: Sunstruck Matches, Books & Books. April 12 & 13 Colony concert by noted Montreal dance company Marie Chouinard.

Provides a wide-range of dynamic fun activities for tourists to attend and helps attract tourists to Florida enhancing the scope and image of the area as cosmopolitan and sophisticated.

Our marketing has expanded with electronic ways of reaching tourists, hotels & destinations, including newsletters, on-line ticketing, interactive web page, eblasts, all connected to area hotels and the travel industry as well as the M-Dade population.

WDNA & WLRN are the MEDIA SPONSORS.

The Miami River Inn & Bresaro Suites are the HOTEL SPONSORS, 400 room nights.

Partners include FL Dance Assoc., National Perf. Network, National Dance Proj, Bks & Bks, Inkub8, M-Dade County Auditorium, MB Botanical Garden and Consulates. Audiences for jazz, blues, contemporary dance, visual art, poetry, literature, and international interests are targeted.

With TDC support and through resourceful means Tigertail maximizes resources to expand its impact locally, nationally & internationally. Partners provide additional support to the festival (beyond this application) in getting the word out. TDC funding is key in helping Tigertail reach tourists and engaging them in events. Partners are listed above. Events are planned 1-2 yrs out. Tigertail is a respected organization with a long-term history the result of careful planning and execution of each project and our partnersh

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration	\$ 2,500	\$ 23,500	\$ 26,000	\$ 0
Personnel: Artistic	\$ 0	0	\$ 0	\$ 0
Personnel: Technical / Production	\$ 0	\$ 7,000	\$ 7,000	\$ 0
Outside Artistic Fees / Services	\$ 7,500	\$ 53,000	\$ 60,500	\$ 0
Outside Other Fees / Services	\$ 0	\$ 1,000	\$ 1,000	\$ 8,000
Marketing: ADV / PR / Printing / Publication	0	\$ 18,000	\$ 18,000	\$ 6,000
Marketing: Postage / Distribution	\$ 0	\$ 1,500	\$ 1,500	\$ 0
Marketing: Web Design / Support / Maintenance		\$ 1,500	\$ 1,500	\$ 0
Travel: In County	0	\$ 2,500	\$ 2,500	\$ 0
Travel: Out of County		\$ 2,000	\$ 2,000	\$ 0
Equipment Rental	0	0	\$ 0	\$ 0
Equipment Purchase	0	0	\$ 0	\$ 0
Space Rental	0	\$ 3,000	\$ 3,000	\$ 0
Mortgage / Loan Payments	0	0	\$ 0	
Insurance	0	\$ 600	600	0
Utilities		0	0	0
Fundraising / Development (Non-Personnel)		0	0	0
Merchandise / Concessions / Gift Shops		0	0	0
Supplies / Materials		0		
Other Expenses: [Itemize below]	-	-	-	-
		0		
		0		
		0		

		0		
		0		
SUBTOTALS	\$ 10,000	\$ 113,600	\$ 123,600	\$ 14,000
TOTAL PROJECT EXPENSES			\$ 137,600	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 20,000	-
Memberships	\$ 0	-
Tuitions / Enrollment Fees	\$ 0	-
Contracted Services: Outside Programs / Performances	\$ 0	-
Contracted Services: Special Exhibition Fees	\$ 0	-
Contracted Services: Other	\$ 0	-
Rental Income	\$ 0	-
Corporate Support	\$ 20,000	\$ 6,000
Foundation Support	\$ 21,000	-
Private / Individual Support	\$ 20,000	\$ 8,000
Other Private Support: Auxiliary Activities	\$ 0	-
Other Private Support: Special Event Proceeds	\$ 1,100	-
Gov't Grants: Federal (Itemize Below)	-	-
NEA, % of grant	\$ 16,000	-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
St FL, % of grant	\$ 5,500	-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
Miami Beach Cultural Presenter, % of grant	\$ 10,000	-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues	\$ 0	-
Investment Income (Endowment)	\$ 0	-
Interest & Dividends	\$ 0	-
Cash on Hand	\$ 0	-
Other Revenues (list detail below)	-	-
	\$ 0	
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
		-
		-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 113,600	\$ 14,000
GRANT AMOUNT REQUESTED	\$ 10,000	-
TOTAL PROJECT REVENUES	\$ 137,600	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: B-1

ORGANIZATION: Olympia Center, Inc.

GRANT REQUEST: \$15,000.00

PROJECT TITLE: 2012 Recent Cinema from Spain

RECOMMENDATION: \$7500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 11-08-2012 - 11-11-2012

EVENT LOCATION: Olympia Theater at Gusman Center

PROJECT SYNOPSIS:

Grant funds are requested to support

HOTEL CONFIRMATION:

Epic Hotel in downtown Miami	55 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	10	1500
Out of County		900
Out of State	6	350
Foreign	15	750

TOTAL

31

3500

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	16	
# of hotel room nights anticipated to be booked:	55	
Actual number of hotel room nights used last year:	55	

MARKETING DETAILS: It is anticipated that Telemundo will participate as a media sponsor again this year.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING: N/A

PROJECT NARRATIVE:

Recent Cinema from Spain presents the latest hit Spanish films in Miami, Florida. The series is a Seventh Art showcase with public appearances by top-ranked Spanish celebrities who have put "Made in Spain" productions at the vanguard of international filmmaking.

This year's series will take place November 8-11, 2012. In addition to the special Opening Night screening, six of the best of the crop of Spanish films of the year will delight Miami film audiences. Seven screenings total.

Recent Cinema from Spain is the result of an initiative by the Entidad de Gestión de Derechos de los Productores Audiovisuales – EGEDA (the Spanish "Audiovisual Producers' Rights Management Association") aimed at promoting Spanish films in the United States and their circulation to the audiovisual industry and the public, in general, in partnership with the Olympia Theater at the Gusman Center (Olympia Center, Inc., co-producer) and the Miami International Film Festival (MIFF).

Recent Cinema from Spain has proven to be an event for great interest for the Miami area viewing public, well-received by the city and with high attendance to the film screenings, with more than 3,500 people attending the first edition. Tickets will once again range in price from \$5 to \$15 with a festival pass including opening and closing events for \$60.

This year, we have the honor of having multi-disciplinary artist Javier Mariscal designing the poster for the series and making his special tribute to Spanish cinema. Javier Mariscal is internationally-known and has made a significant impact in the news media through communicating directly to the public-at-large in the same way that his works themselves do. His major specialty is drawing. Consequently, his approach to any task is artistic, using a universal and timeless language which adds value and emotion with a unique flavor to his offerings. His audacity has paralleled the challenges he has taken on, from the mascot for the 1992 Olympic Games in Barcelona to the worldly design of a top luxury hotel to the creation and direction of the animation film "Chico & Rita", nominated for the 2012 Oscar for Best Animated Film.

The Gusman Center, Miami's 85 year old meeting spot, is in a unique position to bring a large community to the very heart of downtown. TDC funds should be allocated to support this year's series for various reasons, including: 1) the brand, now in its second year, has a young history of attracting tourists to downtown Miami; 2) The program draws visitors out of their hotels and into our new, vibrant downtown to visit restaurants and businesses pre/post show; and 3) the series has become an activity that downtown residents and visitors alike will come to anticipate annually.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		0		
Personnel: Artistic		0		
Personnel: Technical / Production	\$ 3750	\$ 2,750	\$ 6,500	
Outside Artistic Fees / Services	\$ 12,500	\$ 2,500	\$15000	
Outside Other Fees / Services		0		
Marketing: ADV / PR / Printing / Publication		\$ 28,500	28500	10000
Marketing: Postage / Distribution		0		
Marketing: Web Design / Support / Maintenance		0		
Travel: In County		\$ 11,000	11000	
Travel: Out of County		\$ 2,500	2500	14000
Equipment Rental	0	\$ 10,450	10450	
Equipment Purchase		0		
Space Rental		\$ 15,000	15000	
Mortgage / Loan Payments		0		
Insurance		\$ 2,000	2000	
Utilities		\$ 900	900	
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		\$ 1,200	1200	
Supplies / Materials		\$ 2,500	2500	
Other				
Expenses: [Itemize below]	-	-	-	-
Cleaning/Waste		\$ 3,150	3150	
Box Office Fees		\$ 750	750	
City Surcharge (Ticket)		\$ 7,800	7800	

Hospitality/Events		\$ 7,000	\$ 7,000	
		0		
SUBTOTALS	\$ 16,250	\$ 98,000	\$ 114,250	\$ 24,000
TOTAL PROJECT EXPENSES			\$ 138,250	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 32,000	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances	\$ 2,250	-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	\$ 50,000	\$ 24,000
Foundation Support		-
Private / Individual Support		-
Other Private Support: Auxilliary Activities		-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
		-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues		-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand		-
Other Revenues (list detail below)	-	-
Government of Spain	\$ 15,000	
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
		-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 99,250	\$ 24,000
GRANT AMOUNT REQUESTED	\$ 15,000	-
TOTAL PROJECT REVENUES	\$ 138,250	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: B-2

ORGANIZATION: Parks Foundation of Miami-Dade Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: Ribfest 2012

RECOMMENDATION: \$15000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 11-02-2012 - 11-04-2012

EVENT LOCATION: Zoo Miami

PROJECT SYNOPSIS:

Grant funds are requested to support a portion of the marketing costs for the ninth annual Ribfest, a family barbeque style festival scheduled for November 2nd through 4th at Zoo Miami. Activities include a rib cooking contest, live music by nationally known groups and a host of fun activities for adults and children to participate in and watch. Eating and enjoyment are central to the festivities with a rib cooking contest, while the public enjoy ribs, sauce and side dishes sold by contestants.

HOTEL CONFIRMATION:

	FRIDAY, 11/2: 4 hotel room nights
Holiday Inn Miami Kendall	SATURDAY, 11/3: 7 hotel room nights
	SUNDAY, 11/4: 6 hotel room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
--	--	-----------------------------------

Miami-Dade County Residents	55	13475
Out of County		1500
Out of State	70	25
Foreign		
TOTAL	125	15000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	10	
# of hotel room nights anticipated to be booked:	17	
Actual number of hotel room nights used last year:	NA	

MARKETING DETAILS: Live radio broadcasting from the event is being negotiated and no partner has yet been finally selected.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING: N/A

PROJECT NARRATIVE:

The seventh annual Ribfest is coming back after a two year gap and will run for three consecutive days, November 2nd through November 4th, 2012 at Zoo Miami, 1 Zoo Boulevard, 12400 SW 152 Street, Miami, FL 33177. The last Ribfest was held in 2009 in Homestead and Parks Department ran its last Ribfest in 2008. Award winning barbeque is the main feature of this festival with 8 ribbers competing for the best ribs, chicken, brisket, pork and sauce; while great music performed live in-concert by popular artists provides the sound track to this event that has attracted up to 25,000 people in past years. All of the contestants sell their fabulous barbeque and tasty accompaniments. Eight ribbers (2 local and 6 national) will participate. Local vendors will also provide ice cream, curly fries, etc. The Parks Foundation will provide popcorn, drinks and candy in Kids Zone. Additional entertainment will include classic car display. Motorcyclists are also welcome to the event.

This year's musical entertainment groups are Molly Hatchet (Southern Rock) for Sunday. Saturday artist will be a nationally-recognized country act, but not confirmed at this time is James Otto. We are working with Kiss Country 99.9 radio on act suggestion and as media partner. There will be local bands, not yet confirmed. For advertizing, we are in contact with Miami Herald, New Times and Comcast.

This festival has something for children and adults alike. There will be a "Family Fun Zone" with bounce houses, zip lines, rock wall climbing, hay rides, face painting, etc. Other family oriented activities may include - horseshoes, horse and buggy rides, relay races, hayrides, a mechanical bull, a live bull show, a motorcycle rally, an antique car show, a NASCAR exhibition, horse arena shows and celebrity chef demonstrations will also be crowd pleasers. There will also be arts and crafts and other vendors including the Park and Recreation Department selling t-shirts, displaying and selling their wares.

Ribfest runs Friday through Sunday; November 2 – 4. The hours are Friday 11am-6pm admission \$10, Saturday 10am-6pm admission \$20 (Zoo and Ribfest), Sunday 10am-6pm admission \$20 (Zoo and Ribfest). Ribfest only admission will be \$12. VIP area to be sold at \$40. There will be no free admission and no parking fee. No discounted admissions are planned for youth, vets, seniors, or others.

Ribfest website is under construction www.miamiribfest.com. It will handle ticket sales. Also, ticket sales will be on the Zoo website and we will do a Living Social deal. Marketing will include radio, TV, newspapers, planning a national magazine, internet, billboards, posters, banners, flyers, palm cards, county paycheck announcements, 8 street banners, 20 roadside banners (3'x5') and 100 pole banners. We are also in the process of considering live radio broadcasting from the event. Marketing is still being negotiated so we do not yet have a commitment for it.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		\$ 6,850	\$ 6,850	
Personnel: Artistic		0		
Personnel: Technical / Production		0		
Outside Artistic Fees / Services		\$ 48,575	48575	
Outside Other Fees / Services		\$ 25,325	25325	
Marketing: ADV / PR / Printing / Publication	15000	\$ 28,404	43404	
Marketing: Postage / Distribution		0		
Marketing: Web Design / Support / Maintenance		0		
Travel: In County		0		
Travel: Out of County		0		
Equipment Rental		\$ 13,906	13906	
Equipment Purchase		0		
Space Rental		\$ 10,000	10000	
Mortgage / Loan Payments		0		
Insurance		0		
Utilities		0		
Fundraising / Development (Non- Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials		\$ 3,000	3000	
Other Expenses: [Itemize below]	-	-	-	-
Police and Fire		\$ 8,740	8740	
Beverage Operations		\$ 26,120	26120	
Hospitality		\$ 8,900	8900	
		0		

		0		
		\$		
SUBTOTALS	\$ 15,000	179,820	\$ 194,820	0
TOTAL PROJECT EXPENSES			\$ 194,820	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 71,820	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances	\$ 6,000	-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	\$ 50,000	
Foundation Support		-
Private / Individual Support		
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
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		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues		-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand		-
Other Revenues (list detail below)	-	-
Beverage Re-Sale	\$ 40,000	
Ribber Entry Fee	\$ 12,000	
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
		-
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		-
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		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 179,820	0
GRANT AMOUNT REQUESTED	\$ 15,000	-
TOTAL PROJECT REVENUES	\$ 194,820	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: C-1

ORGANIZATION: Mela, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: HIT Week Miami 2012

RECOMMENDATION: \$5000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - For-Profit

DATE(S) OF EVENT: 10-01-2012 - 10-31-2012

EVENT LOCATION: Grand Central

PROJECT SYNOPSIS:

Grant funds are requested to support HIT Week Miami 2012, a now annual event with a strong tourism component. This three-day series presents six of the most innovative and popular new Italian music groups. HIT Week introduces US audiences to the diversity of talent in Italy today, and helps share the Italian lifestyle. It also develops links between Italian business and media with Miami-based partners. The project will be broadcast in December on Italian TV.

HOTEL CONFIRMATION:

The Crest Hotel	105 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		1000

Out of County		400
Out of State		100
Foreign	30	500
TOTAL	30	2000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	105	
# of hotel room nights anticipated to be booked:	175	
Actual number of hotel room nights used last year:	174	

MARKETING DETAILS: DeeJay TV and Radio DeeJay

PREVIOUS TDC FUNDING: \$7,000 (11-12)

OTHER GOVERNMENT FUNDING: N/A

PROJECT NARRATIVE:

HIT Week Miami is a three day music series, Friday October 19 – Sunday October 21, taking place at two of downtown Miami's most popular live music venues, with an unparalleled showcase of contemporary Italian bands. The venues are Grand Central (downtown core), and Performing Arts Exchange PAX (Brickell). Bands scheduled include Italy's popular funk rock group Subsonica; Puglia sound system Mama Marjas; Italian ska groups Mannarino and Boom da Bash, funk-pop Negrita, and singer-songwriter Marlena Kuntz. A festival pass will be sold for \$30; individual tickets \$15, free for students.

Special focus is made to develop links with university students, and fans of Italian culture locally, with supplemental visits to FIU for workshops. Italian culture is both classic and cutting edge, yet many US music fans only know Italian music as opera and crooners. Here is a chance for US audiences to enjoy the best contemporary Italian music and culture. Tourism aspects include both business tourism involving the large number of corporate and media partners invited to the event as participants; and music-based tourism for Italian fans of the individual bands performing. Weekend packages for these fans are offered through the participating media partners.

Marketing efforts are outlined earlier in this application, but include a solid partnership with the top media outlets for young people (18-35) in Italy today: DeeJay TV and Radio DeeJay, as well as coverage of the Festival in X1 Magazine, Vanity Fair Italy and Rai Radio, the national network. In the US the festival will be previewed and covered on KCRW Radio network, with coverage planned for media publications Variety and Billboard. Local media coverage will be scheduled with WVUM. Internet marketing will also be strong, with a powerful website and social media presence. Confirmed media sponsors DeeJay TV and Radio DeeJay will record and broadcast coverage of the Festival in December.

Crest Hotel, a South Beach boutique property is the hotel partner. 105 room nights are reserved for musicians and VIP guests (corporate and media partners). Additional rooms needed for visiting tourists coming independently for the Festival will be found at the Crest's sister property, South Beach Hotel on 21st Street. Shuttles will be provided between the hotels and concerts.

Primary local organizations involved in HIT Week are:

The Rhythm Foundation, a Miami Beach-based non-profit cultural organization, leading presenter of world music in Florida. Rhythm Foundation is the Festival logistics partner, and will handle all production and local promotion.

The Italian American Chamber of Commerce, a Coral Gables-based network, will be a key partner for reaching the local business community. Their partnership will help develop the business ties between Italy and South Florida for the Festival.

FIU Italian Department will provide outreach opportunities.

Segafredo/Spuntino hosts after parties and delegate lunches.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		\$ 10,000	10000	
Personnel: Artistic		0		
Personnel: Technical / Production		0		
Outside Artistic Fees / Services	5000	\$ 25,000	30000	
Outside Other Fees / Services		\$ 25,000	25000	
Marketing: ADV / PR / Printing / Publication	1000	\$ 9,000	10000	
Marketing: Postage / Distribution		\$ 1,000	1000	
Marketing: Web Design / Support / Maintenance		\$ 1,000	1000	
Travel: In County	9000	\$ 9,000	18000	
Travel: Out of County		\$ 30,000	30000	
Equipment Rental		\$ 6,000	6000	
Equipment Purchase		0		
Space Rental		0		
Mortgage / Loan Payments		0		
Insurance		0		
Utilities		0		
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials		\$ 1,000	1000	
Other Expenses:	-	-	-	-
[Itemize below]				
misc production costs		\$ 1,000	1000	
		0		
		0		
		0		

		0		
		\$		
SUBTOTALS	\$ 15,000	118,000	\$ 133,000	0
TOTAL PROJECT EXPENSES			\$ 133,000	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 12,000	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other	\$ 50,000	-
Rental Income		-
Corporate Support	\$ 50,000	
Foundation Support		-
Private / Individual Support		
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
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		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues	\$ 6,000	-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand		-
Other Revenues (list detail below)	-	-
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
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		-
		-
CASH MATCH / In-Kind Subtotals	\$ 118,000	0
GRANT AMOUNT REQUESTED	\$ 15,000	-
TOTAL PROJECT REVENUES	\$ 133,000	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: D-1

ORGANIZATION: Miami Nice Jazz Festival, Inc.

GRANT REQUEST: \$25,000

PROJECT TITLE: Miami Nice Jazz Festival 2012

RECOMMENDATION: \$15000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - For-Profit

DATE(S) OF EVENT: 10-25-2012 - 10-28-2012

EVENT LOCATION: Olympia Theater at Gusman Center for the Performing Arts

PROJECT SYNOPSIS:

Grant funds are requested to support the launch of Miami Nice Jazz Festival, October 25-28, 2012. This series of world class jazz artists includes legendary and emerging jazz musicians, with styles that range from straight ahead to Latin fusion and beyond. The Festival takes place at the historic Gusman Center, and will animate the entire downtown Miami district with arts and culture.

HOTEL CONFIRMATION:

Conrad Hotel, in Brickell.	120 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	28	2200
Out of County	4	1300

Out of State	24	300
Foreign	9	200
TOTAL	65	4000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	100	
# of hotel room nights anticipated to be booked:	150	
Actual number of hotel room nights used last year:	n/a	

MARKETING DETAILS: Media sponsors locally include Venue Magazine and WDNA 88.9FM. Venue Magazine is a Spanish-language lifestyle monthly glossy that is distributed throughout South Florida, Puerto Rico and Dominican Republic. Internationally, plans are being made with TSF Jazz Network (TV and radio) to broadcast from the Miami Festival.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING: Miami DDA - \$10,000

PROJECT NARRATIVE:

The Miami Nice Jazz Festival is an exciting new project, launching October 2012 as a sister project of the esteemed Nice Jazz Festival in the South of France. Miami and Nice, France are sister cities. Like Nice, Miami is a city with a strong tourism infrastructure that celebrates both the natural beachfront beauty AND a vibrant cultural life. The Nice festival has been a cultural anchor since 1948, and has long been considered among the world's top-tier jazz events.

The new Miami edition strengthens links between Miami and France, helps catapult our city into top international jazz circles, creates a vital event that benefits the civic life for South Florida residents and visitors, and brings together downtown Miami's best and new venues in celebration of jazz. The Miami edition also brings into the festival the wealth of talent found in our renowned University of Miami and FIU music departments.

The Festival takes place at the Gusman Theater, downtown Miami's historic gem. The 1500-capacity venue will feature 3 jazz groups on each of two nights: Friday October 25: Straight-ahead jazz star DeeDee Bridgewater pays tribute to Billie Holliday; the Florida debut of bassist Kyle Eastwood; and an opening set by the FIU Jazz Orchestra with guest vocalist Sally Night. Saturday October 26: pianist Eddie Palmieri's Latin Jazz Band, the Florida debut of French jazz drummer Andre Ceccarelli, and an opening set by South Florida Jazz Orchestra featuring chanteuse Nicole Henry. Following the Gusman shows, jam sessions are set up at downtown area music clubs Kork, Soya e Pomodoro and Avenue D. Pre-show, Gusman will be animated with music from University of Miami Frost music school students. Sunday evening will feature an extended set by jazz DJ Gilles Peterson with special live guests at Wynwood Walls. Gusman events are ticketed, ranging from \$30 to \$55. Post-events are free and open to the public, as is the Sunday set.

Partners are key to the success of this major launch. The organizers of the Nice Jazz Festival in France are key in programming the event. Marketing is done with The Patton Group, one of Miami's best known public relation firms. The Festival will launch "French Week", a new initiative of the French Consulate in Miami that celebrates French culture in South Florida. Their participation also incorporates Alliance Francaise and the French-American Chamber of Commerce. Production is done with the Rhythm Foundation, a non-profit cultural organization with 25 years' experience presenting international music in

Miami. Downtown Miami activation will be done with collaboration of Miami Downtown Development Authority.

A timeline of activities:

April: Basic logistics are confirmed – major artists, venue, key partners

May and June: confirm artists and schedule of events

Creation of media campaign

July: the international announcement of Festival at Nice

Press launch

Marketing campaign begins

October: Finalization of all production details

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		\$ 30,000	30000	
Personnel: Artistic		0		
Personnel: Technical / Production		0	\$ 0	
Outside Artistic Fees / Services	12500	\$ 65,000	77500	
Outside Other Fees / Services		\$ 15,000	\$ 15,000	
Marketing: ADV / PR / Printing / Publication	12500	\$ 32,500	\$ 45,000	\$ 5,000
Marketing: Postage / Distribution		\$ 5,000	5000	
Marketing: Web Design / Support / Maintenance		\$ 5,000	\$ 5,000	
Travel: In County		\$ 27,080	27080	\$ 5,000
Travel: Out of County		0		
Equipment Rental		\$ 19,000	19000	
Equipment Purchase		0		
Space Rental		\$ 27,508	27508	
Mortgage / Loan Payments		0		
Insurance		\$ 1,000	1000	
Utilities		0		
Fundraising / Development (Non- Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials		\$ 1,925	\$ 1,925	
Other Expenses: [Itemize below]	-	-	-	-
ticketing and box office		\$ 1,350	1350	
licenses and fees		\$ 1,000	1000	
security		\$ 2,500	2500	

		0		
		0		
SUBTOTALS	\$ 25,000	\$ 233,863	\$ 258,863	\$ 10,000
TOTAL PROJECT EXPENSES			\$ 268,863	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 128,863	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other	\$ 50,000	-
Rental Income		-
Corporate Support	\$ 40,000	\$ 10,000
Foundation Support		-
Private / Individual Support		-
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
Miami DDA	\$ 10,000	-
		-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues		-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand		-
Other Revenues (list detail below)	-	-
concessions revenue	\$ 5,000	
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
		-
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		-
CASH MATCH / In-Kind Subtotals	\$ 233,863	\$ 10,000
GRANT AMOUNT REQUESTED	\$ 25,000	-
TOTAL PROJECT REVENUES	\$ 268,863	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: D-2

ORGANIZATION: Ocean Promotions & Events, LLC

GRANT REQUEST: \$15,000

PROJECT TITLE: Grovetoberfest

RECOMMENDATION: \$10000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - For-Profit

DATE(S) OF EVENT: 10-13-2012 - 10-13-2012

EVENT LOCATION: Peacock Park

PROJECT SYNOPSIS:

Grant funds are requested to help expand the scope of Grovetoberfest. Although the event was successful last year in attracting visitors from abroad, we believe that having higher profile artists combined with an out-of-state marketing campaign is the correct way to accomplish this goal.

HOTEL CONFIRMATION:

Sonesta Bayfront Coconut Grove	50 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	16	6000
Out of County	2	1000
Out of State	2	800

Foreign	0	200
TOTAL	20	8000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	20	na
# of hotel room nights anticipated to be booked:	10	na
Actual number of hotel room nights used last year:	20	na

MARKETING DETAILS: Radio: Y-100 and Coast 97.3; Print: The New Times, Edible South Florida

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING: N/A

PROJECT NARRATIVE:

Grovetoberfest is not what you would typically think of when you hear the words "beer festival." The truth is that this event is much – much more. In 2011 it attracted over 5,000 to Peacock Park in Coconut Grove. Those people came from all over the country. Did they come to enjoy the over 100 beers? Yes. But they also came to enjoy what Miami has to offer, the live entertainment, and the educational components of the festival. Contrary to logic, one of the first things we did is NOT ALLOW large brands like Budweiser, Miller and Coors to participate. We wanted the event to have a higher-end feel to it and hence our omission of these macro-brands.

Grovetoberfest takes place in October – a great month for beer and a good month to help bolster tourism. Things are still pretty slow in the hotel in the Grove in October and Grovetoberfest is helping. Not only the hotels, mind you, but also the restaurants, bars, and shops of the area. Grovetoberfest has become an economic catalyst for Miami. Our goal is for Grovetoberfest to become a signature event for Coconut Grove and Miami.

We rely HEAVILY on advertng. We spend about one third of our budget on advertising. We do not solely rely on online efforts like many other events are doing. We develop a full-fledged advertising campaign covering the local and national markets and includes, radio, periodicals, online efforts, street marketing and more. This year our ad budget alone exceeds \$65,000.

This year we are please to announce our music lineup includes "Red Skies" a venerable cover band spanning 80's and 90's music. Headlining our event is the Revenge Music recording artist Robert Elias who just released his first major album "Magic City."

On the educational side we have the Home Brew workshop running continuously throughout the day at the Homebrew Pavilion. At the "Beer Tasting 101" stage, FIU professor Barry Gump will host four short courses on tasting and grading beer.

At our Kitchen Lab we have a "who's who" of the South Florida culinary scene. Each chef will host a one hour segment cooking a signature dish and speaking on beer & food pairing. Our chef lineup includes Ralph Pagano, Michael Schwartz, Michell Sanchez, and Luke Erody.

We know from last year's ticket sales that we had a great number of tourists come to the event. We are building on that by placing NATIONAL ad buys in industry magazine. We are also running a "Live Like a Miami VIP" contest nationally.

When you look at what the TDC and Cultural Affairs department is supposed to do, an event like Grovetoberfest is right along the lines of both mission statements. It brings tourists to South Florida for a unique event and it does this by offering live entertainment on stage and in workshops. All tied in by the incredibly fast growing craft beer industry. We invite you to ask colleagues that may have attended this event if it is a good event. You would be surprised to hear many of them say "No, it was a GREAT!

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		\$ 28,000	28000	
Personnel: Artistic		0		
Personnel: Technical / Production		0		
Outside Artistic Fees / Services	\$ 3,000	\$ 11,000	14000	
Outside Other Fees / Services	\$ 2,000	\$ 2,000	4000	
Marketing: ADV / PR / Printing / Publication	10000	\$ 50,000	60000	
Marketing: Postage / Distribution		\$ 8,000	8000	
Marketing: Web Design / Support / Maintenance		\$ 6,800	6800	
Travel: In County		\$ 1,000	1000	
Travel: Out of County		0	0	
Equipment Rental		\$ 26,000	26000	
Equipment Purchase		\$ 4,000	4000	
Space Rental		\$ 25,000	25000	
Mortgage / Loan Payments		0	0	
Insurance		\$ 3,800	3800	
Utilities		\$ 2,500	2500	
Fundraising / Development (Non-Personnel)		\$ 2,000	2000	
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials		\$ 7,000	7000	
Other Expenses:				
[Itemize below]				
		0		

		0		
		0		
		0		
		0		
SUBTOTALS	\$ 15,000	\$ 177,100	\$ 192,100	0
TOTAL PROJECT EXPENSES			\$ 192,100	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 127,100	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	\$ 50,000	
Foundation Support		-
Private / Individual Support		
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
		-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues		-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand		-
Other Revenues (list detail below)	-	-
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
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		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 177,100	0
GRANT AMOUNT REQUESTED	\$ 15,000	-
TOTAL PROJECT REVENUES	\$ 192,100	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: E-1

ORGANIZATION: Classical South Florida, Inc.

GRANT REQUEST: \$25,000.00

PROJECT TITLE: A Grand Evening for Opera

RECOMMENDATION: \$15000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2012 - 12-26-2012

EVENT LOCATION: Classical South Florida, Inc.

PROJECT SYNOPSIS:

Grant funds are requested to support A Grand Evening for Opera: the broadcasts of two selected performances from Miami's Florida Grand Opera, (FGO) 2011-2012 season on Classical South Florida 89.7. The broadcasts in November and December of the recorded performances will encourage ticket purchases and highlight the new FGO season and the resurgence of classical radio programming in South Florida and the world's best classical music performances available in Miami-Dade County.

HOTEL CONFIRMATION:

Betsy Hotel on Miami Beach	13

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	175	210,000
		20,000

Out of County		90,000
Out of State		
Foreign		
TOTAL	175	300000

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:	13	
Actual number of hotel room nights used last year:	17	

MARKETING DETAILS: Radio: Classical South Florida 89.7 FM

PREVIOUS TDC FUNDING: \$9,000 (11-12); \$10,000 (10-11); \$12,000 (09-10); \$13,500 (08-09); \$15,000 (07-08)

OTHER GOVERNMENT FUNDING: N/A

PROJECT NARRATIVE:

Classical South Florida (CSF) 89.7 FM will present A Grand Evening for Opera: two broadcasts of performances from the recent Florida Grand Opera season on Saturday Nov. 10 and Saturday, Dec. 1, 2012. The first broadcast will be FGO's first zarzuela, Louisa Fernanda, by Federico Moreno Torroba. Louisa Fernanda takes place during the republican-monarchist conflicts of 1896, during which our heroine finds herself in a romantic triangle with Javier, a dashing young army officer, and Vidal, a wealthy landowner. Louisa Fernanda was brought to South Florida directly from Madrid's famous Teatro Real and has an all-Spanish cast.

The second broadcast will be Rigoletto by Verdi, written in 1850. It is one of the world's best loved operas. Rigoletto is the story of a court jester who enables the Duke's philandering and mocks the husbands and fathers of the victims. When he finds his own daughter, whom he has kept a well hidden secret, to be the Duke's newest victim, he tries to repay evil with evil, and it goes horribly.

This project will attract potential visitors and entertain current visitors to Miami-Dade County by 1) showcasing the Miami-based Florida Grand Opera and 2) promoting and enhancing South Florida's overall arts and culture atmosphere through CSF's powerful public radio communication platform for the arts. CSF's goal is to continue to expand programming by developing new broadcast content that specifically features the work of South Florida classical musicians, while building a strong and sustainable station.

The reach of this broadcast to 400,000+ listeners will extend not only to audiences throughout Miami-Dade, Broward, Palm Beach, Monroe and Martin counties, but also nationally through promotion on the CSF websites, allowing potential visitors to receive an "aural taste" of South Florida's eclectic, thriving arts scene.

The project will leverage the reach of CSF to reach listeners and potential visitors throughout Miami-Dade, Broward, Palm Beach, and Monroe Counties, and nationally and internationally through information and program promotion on websites. The project will be part of a comprehensive marketing

campaign to increase awareness of and establish CSF as part of the South Florida community, including print, television, outdoor, and Internet. Marketing efforts include an outdoor billboard campaign and mass marketing on commercial TV. CSF signage at Dadeland Mall, ArtServe (Fort Lauderdale) and Boca Town Center, sponsorship at over 43+ events in the community. Approximately 725,000 targeted mailings will be sent out in 2012-2013. There will be on-air announcements. CSF will work with Miami-Dade County hotels for marketing strategies.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration	\$ 2,600	0	2,600	
Personnel: Artistic	\$ 3,429	0	3,429	
Personnel: Technical / Production	\$ 221	0	221	
Outside Artistic Fees / Services	\$0	0	\$0	
Outside Other Fees / Services		0		
Marketing: ADV / PR / Printing / Publication	\$800	\$ 201,000	\$ 201,800	
Marketing: Postage / Distribution	\$1,200	0	1,200	
Marketing: Web Design / Support / Maintenance		0		
Travel: In County		0		
Travel: Out of County		0		
Equipment Rental		0		
Equipment Purchase		0		
Space Rental	\$6,106	\$ 15,344	\$21,450	
Mortgage / Loan Payments		0		
Insurance		0		
Utilities		0		
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies /		0		

Materials		0		
Other				
Expenses:	-	-	-	-
[Itemize below]				
Benefits		0		
Tower Rental	7,148	\$ 9,022	16,170	
Transmitter Power		\$ 10,068	10,068	
T1 lines (telecom)	3,496	0	3,496	
		0		
SUBTOTALS	\$ 25,000	\$ 235,434	\$ 260,434	0
TOTAL PROJECT EXPENSES			\$ 260,434	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions		-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support		
Foundation Support		-
Private / Individual Support		
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
		-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues		-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand	235,434	-
Other Revenues (list detail below)	-	-
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
		-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 235,434	0
GRANT AMOUNT REQUESTED	\$ 25,000	-
TOTAL PROJECT REVENUES	\$ 260,434	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: E-2

ORGANIZATION: EXPONICA INTERNATIONAL, INC.

GRANT REQUEST: \$25,000.00

PROJECT TITLE: 2012 Exponica International

RECOMMENDATION: \$20000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 11-09-2012 - 11-11-2012

EVENT LOCATION: Miami-Dade County Fair & Expo Center

PROJECT SYNOPSIS:

Grant funds are requested to support the 2012 Exponica International a three-day international event, November 9 - 11, 2012. This indoor/outdoor event is an extravaganza that celebrates the cultural diversity of Miami-Dade County featuring performing artists and craft artisans visiting Miami from the United States, Latin America and the Caribbean. The festival attracts more than 17,000 residents, visitors and tourists to its historic venue the Miami-Dade County Fair & Expo Center.

HOTEL CONFIRMATION:

Comfort Suites	100 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	100	10000

Out of County		3000
Out of State		2000
Foreign	200	2000
TOTAL	300	17000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	100	
# of hotel room nights anticipated to be booked:	175	
Actual number of hotel room nights used last year:	85	

MARKETING DETAILS: RADIO: El Zol 95.7FM; Romance 106.7FM; The Coast 97.3FM; and Classica 92.3FM; TELEVISION: Telemundo 51 WSCV; CBS4; and Comcast TV Network.

PREVIOUS TDC FUNDING: \$9,000 (11-12); \$10,500 (10-11); \$12,000 (09-10); \$13,500 (08-09); \$15,000 (07-08); {\$5,000 (06-07)End of Cycle}; \$5,250 (05-06); \$6,000 (04-05); \$6,750 (03-04); \$7,500 (02-03)

OTHER GOVERNMENT FUNDING: N/A

PROJECT NARRATIVE:

WHAT

La "Feria de las Americas" is one of South Florida's largest festivals and the only one of its kind in the US that celebrates cultural diversity with a large scale cultural exchange of artists and artisans from Central and South America, the Caribbean and the United States.

The festival provides to more than 300 artists and artisans a venue where they can showcase their art. The outdoor stage offers over 23 hours of non-stop music, folkloric dance and a variety performances and features three anticipated headline acts of 30 international artists who return to the festival under multi-year contracts, as well as local musicians and dance troupes who strive to preserve the traditions of distinct Latin cultures. The festival attendees have the opportunity to enjoy a variety of music such as Merengue, Cumbia, Bachata and Latin American folk music.

and Event admission is \$10 for adults at the gate and is free for children 8 years and under and for seniors over 65 years.

WHERE

The 22nd annual "La Feria de las Americas" runs from 6 to 11 PM on Friday Nov 9 and from 2 to 11 PM on Saturday and Sunday at the Miami-Dade County Fair & Expo Center in west Miami-Dade.

WHO

Thirty performing artists and six folkloric dance companies will be performing this year. Artists to participate and perform have not been announced but have been contracted and include Eddie Herrera and Wilfrido Vargas from Dominican Republic; Los Iracundos from Uruguay; Paulo Gualanao Samba from Brazil; La Nueva Compania from Nicaragua; Ballet Folklore Huancayo from Peru; and Los Rolands from Honduras. Over 175 artisan from more than 17 countries travel at their own expense (average \$2,000 per individual in travel, booth rental, shipping of craft goods, hotels) to participate. The artists come from countries such as Nicaragua, Peru, Honduras, Bolivia, Mexico, Chile, El Salvador, Guatemala, Dominican Republic and Panama. More than will be participating in this year festival.

SPONSORS

Comfort Suites is our hotel sponsor providing 100 rooms to host contracted artists and artisans. We expect to utilize 100 rooms for 4 nights each. Telemundo WSCV-51 will be our media sponsor.

HOW

"La Feria de las Americas" has an international appeal and attracts more than 17,500 visitors most of them tourists according to our surveys. The Festival is a cultural extravaganza that celebrates the unique cultural tapestry of Miami-Dade County. In addition the Festival hosts presentations and performances in other cities throughout the year to promote and attract new audiences.

The festival is promoted by using traditional and new forms of media. It is promoted with TV spots air two weeks prior to the event. A website provides details of participating artists; concerts and ballet performances; list of participating artisans; artisans demonstration schedule.

TDC funding will support an aggressive 3-month marketing campaign including TV and Radio spots as well as strong presence in social media.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		\$ 55,000	\$ 55,000	
Personnel: Artistic		0		
Personnel: Technical / Production		0		
Outside Artistic Fees / Services		\$ 40,000	\$ 40,000	
Outside Other Fees / Services		\$ 10,000	\$ 10,000	
Marketing: ADV / PR / Printing / Publication	25000	\$ 35,000	\$ 60,000	
Marketing: Postage / Distribution		0		
Marketing: Web Design / Support / Maintenance		0		
Travel: In County		0		
Travel: Out of County		\$ 12,000	\$ 12,000	
Equipment Rental		\$ 15,500	\$ 15,500	
Equipment Purchase		0		
Space Rental		\$ 70,000	\$ 70,000	
Mortgage / Loan Payments		0		
Insurance		\$ 4,500	\$ 4,500	
Utilities		\$ 1,000	\$ 1,000	
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		\$ 2,000	\$ 2,000	
Supplies / Materials		\$ 3,500	\$ 3,500	
Other Expenses: [Itemize below]	-	-	-	-
Police and Fire		\$ 35,000	35000	
Permits and taxes		\$ 2,000	2000	
Stage/Sound		\$ 8,500	8500	
Hotel/VIP		\$ 12,500	12500	

		0		
		\$		
SUBTOTALS	\$ 25,000	306,500	\$ 331,500	0
TOTAL PROJECT EXPENSES			\$ 331,500	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 130,000	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances	\$ 40,000	-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	\$ 50,000	
Foundation Support	\$ 50,000	-
Private / Individual Support	\$ 15,000	
Other Private Support: Auxiliary Activities	\$ 20,500	-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
		-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues		-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand		-
Other Revenues (list detail below)	-	-
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
Community%20Grants	\$ 1,000	-
		-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 306,500	0
GRANT AMOUNT REQUESTED	\$ 25,000	-
TOTAL PROJECT REVENUES	\$ 331,500	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: E-3

ORGANIZATION: MIAMI SHORT FILM FESTIVAL, INC.

GRANT REQUEST: \$15,000

PROJECT TITLE: The 11th Edition of Miami short Film Festival

RECOMMENDATION: \$10000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 11-24-2012 - 12-01-2012

EVENT LOCATION: Tower Theater

PROJECT SYNOPSIS:

Grant funds are requested to support Edition of the Miami Short Film Festival (MSFF) at the Tower Theater in Little Havana, Miami Beach Cinematheque and Paragon Theater, Coconut Grove. The MsFF highlights the best of short films, attracting film professionals, tourists and enthusiast to Miami for a week of cinematic excellence. The MsFF also invites directors and actors to attend the festival from around the world to be present during screenings, participate in Q&As and to receive their awards.

HOTEL CONFIRMATION:

Holiday Inn: University of Miami	
Hampton Inn-Coconut Grove	
Summerfield Suites Miami Airport	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	20	10,000

Out of County	15	1,000
Out of State	65	3,000
Foreign	75	1,000
TOTAL	175	15000

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:	300	
Actual number of hotel room nights used last year:	225	

MARKETING DETAILS: Media Sponsor - New Times and WPBT.

PREVIOUS TDC FUNDING: \$10,000 (11-12); \$5,250 (10-11); \$6,000 (09-10); \$6,750 (08-09); \$7,500 (07-08)

OTHER GOVERNMENT FUNDING: N/A

PROJECT NARRATIVE:

WHAT

The 11th Edition of the Miami Short Film Festival awards the most innovative short films of 2012. More than 850 films are received for participation. The MsFF's panel of judges selects 150 films to be screened, of those 125 films are screened during the festival. Because of their cultural and artistic importance, these films attract a diverse audience of tourists and film professionals to Miami. The festival consists of a weeklong marathon of the best films as well as panel discussions featuring well-known film directors and critics. Throughout the year the festival will also feature monthly screenings and special events to create interest and introduce visitors to the festival. The festival starts with its poster unveiling and an Opening reception on Nov 24th, Tomorrow Film Makers Today presentation and awards on November 29th, Latin Night on November 30th, Closing Ceremonies and Award presentation on Dec 1st.

WHEN AND WHERE

The 11th Edition of the Miami Short Film Festival runs from Nov. 24th –Dec 1 2012, will be screened at both the Tower Theater in Little Havana, and the Miami Beach Cinematheque Miami Beach. Each screening focuses on a specific genre of short film catered to the audience and location. In addition to the annual weekly festival the MsFF will also feature monthly events at different venues throughout the year. All MsFF events are ticketed and range from \$10-12 per event.

HOW

The MsFF has international appeal and attracts more than 15,000 locals and tourists by creating a film festival that has something for everyone, from the serious professionals to tourists interested in experiencing a unique Miami's cultural institution. The Festival celebrates the art of motion pictures with its year-round schedule of public screenings, panel discussions, tributes, lectures and more. In addition the Festival hosts programs in other cities with film-related institutions throughout the world, attracting new visitors to Miami to experience the festival and Miami.

Marketing

MsFF promote the festival, using both new and older forms of media, including billboards, posters, advertisement in local newspapers social media. In 2012, the MsFF will be working again with the New Times to create an ongoing feature page to advertise the events in their web calendar, highlighting festival events, screenings and provide information on guest speakers and artists attending the Festival.

Media Sponsors

MsFF media sponsors include New Times and WLRN. Both sponsors have created comprehensive marketing programs to reach out and provide information to over a million tourists and residents. WLRN previews on TV selected films six-weeks prior to the festival.

Hotel Sponsors

The Hyatt, Mutiny and Miami Beach Hotels will sponsor the MsFF with 225 rooms nights for directors and crew.

TDC Funding

Funding will be used to support a six-month marketing campaign that includes broadcast and social media reaching out to national and international audiences.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		\$ 3,000	\$ 3,000	\$ 6,000
Personnel: Artistic		\$ 20,000	\$ 20,000	\$ 10,000
Personnel: Technical / Production		0	\$ 0	
Outside Artistic Fees / Services		\$ 25,500	\$ 25,500	
Outside Other Fees / Services		\$ 15,000	\$ 15,000	
Marketing: ADV / PR / Printing / Publication	10000	\$ 16,000	\$ 26,000	
Marketing: Postage / Distribution		\$ 1,000	\$ 1,000	
Marketing: Web Design / Support / Maintenance	5000	\$ 1,000	\$ 6,000	
Travel: In County		\$ 1,500	\$ 1,500	
Travel: Out of County		0		
Equipment Rental		\$ 1,000	\$ 1,000	
Equipment Purchase		0		
Space Rental		\$ 20,000	\$ 20,000	\$ 8,500
Mortgage / Loan Payments		0		
Insurance		0		
Utilities		\$ 1,000	\$ 1,000	
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials		\$ 2,000	\$ 2,000	
Other Expenses:	-	-	-	-
[Itemize below]		0		
		0		

		0		
		0		
		0		
SUBTOTALS	\$ 15,000	\$ 107,000	\$ 122,000	\$ 24,500
TOTAL PROJECT EXPENSES			\$ 146,500	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 6,000	-
Memberships	\$ 3,000	-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	\$ 10,000	\$ 4,500
Foundation Support		-
Private / Individual Support	\$ 20,000	
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds	\$ 13,000	-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
		-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues		-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand		-
Other Revenues	-	-
(list detail below)		
without-a box/submission fees	\$ 35,000	20000
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
Community%20Grants	\$ 10,000	-
Youth%20Arts%20Miami%20Grants	\$ 15,000	-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 112,000	\$ 24,500
GRANT AMOUNT REQUESTED	10000	-
TOTAL PROJECT REVENUES	\$ 146,500	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: E-4

ORGANIZATION: Museum of Contemporary Art, Inc.
PROJECT TITLE: Bill Viola: Liber Insularum
PROJECT TYPE/CATEGORY: Special Events/Promotions

GRANT REQUEST: \$25,000
RECOMMENDATION: \$20000.00

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 12-05-2012 - 03-03-2013

EVENT LOCATION: Museum of Contemporary Art

PROJECT SYNOPSIS:

Grant funds are requested to support the Museum of Contemporary Art's American premier exhibit by Bill Viola: Liber Insularum. This major solo exhibition on display at MOCA, December 5, 2012 through March 3, 2013, consists of 11 screen works and projections by Bill Viola who is internationally recognized as one of today's leading pioneers in the art of video.

HOTEL CONFIRMATION:

In negotiations

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	6	20000
Out of County		1000
Out of State	3	5000

Foreign	1	4000
TOTAL	10	30000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	20	
# of hotel room nights anticipated to be booked:	100	
Actual number of hotel room nights used last year:	225	

MARKETING DETAILS: Media coverage will include however will not be limited to the following sponsors: WLRN, CBS Morning News, Deco Drive, MTV, and NBC. Additional sponsors are not yet identified however; MOCA will provide additional information when confirmed.

PREVIOUS TDC FUNDING: \$9,000 (11-12); \$10,500 (10-11); \$12,000 (09-10); \$13,500 (08-09); \$15,000 (07-08); (\$9,000 (06-07) - End of 2nd Cycle)

OTHER GOVERNMENT FUNDING: N/A

PROJECT NARRATIVE:

MOCA will present Bill Viola: Liber Insularum, December 5, 2012 - March 3, 2013. Bill Viola is internationally recognized as a leading pioneer in the art of video. This American premier will be presented at MOCA located in North Miami with 20 events scheduled during Art Basel, December 5 – 9, 2012. MOCA has planned an extensive program of art classes, lectures, and tours (150 events: 12/6/12 – 3/5/13) scheduled for children, teens, and adults. Children and North Miami residents receive FREE admission to programs at MOCA and others pay a \$5 exhibition entrance fee. Tickets begin at \$25 for Viola's opening event.

Viola is a major figure in the world of contemporary art and serves as an example of MOCA's support of contemporary art and of solidifying Miami-Dade as a vibrant cultural destination. Support of this show by TDC will help MOCA demonstrate the international importance of Miami as a city at the cutting-edge of cultural development.

The show is coordinated by Ms. Clearwater, Chief Curator, organized by Sala de Arte Contemporaneo, Santa Cruz de Tenerife with the courtesy of Viola Studio, and curated by Roc Laseca. Laseca holds a PhD in Art Theory and Cultural Prospective and is currently the Secretary for the Arts Illustrious Atheneum in Laguna (Canary Islands). Mayor Carlos Alvarez and the Board of Commissioners appointed him the 2008 Miami–Dade Distinguished Visitor for his efforts in promoting global intercultural dialogue.

MOCA contracted with the NY public relations firm Resnicow & Schroeder (RS) to promote Viola's show and the museum's 11 years of participation with Art Basel. RS is a leading firm dedicated to arts marketing, communications, and consulting. Their insight and expertise are driven by the unique history each member brings to the firm: as museum professionals, journalists, and new-media entrepreneurs. RS's global marketing campaign began in May 2012. It is promoting Viola's exhibit and Miami to the tourism market as a cultural destination to all print, broadcast and online media. Ads on the Internet and social media will reach 25% of the target audience and print media will reach an additional 30%, ensuring that 50% of the target audience is reached. Alerts have been sent to print publications, major broadcast outlets, and bloggers across a range of interest areas: news dailies and wires, travel, lifestyle, culture, and entertainment. Media outreach resulted in a press release announcing the exhibition on the art site Artinfo, and the exhibition is scheduled to be in the fall preview of Art in America. RS is

emphasizing Miami as a cultural destination in pitches to travel and lifestyle publications and inviting journalists traveling to Art Basel to attend Viola's show. For 6 years Vanity Fair International has been the sponsor of MOCA's Kick-off reception and again will result in a feature in Vanity Fair and 2-page spreads in Vanity Fair Italy and Spain.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		0		
Personnel: Artistic		\$ 25,000	\$ 25,000	
Personnel: Technical / Production	\$ 6,000	\$ 34,000	\$ 40,000	
Outside Artistic Fees / Services	\$ 6,000	\$ 12,000	\$ 18,000	
Outside Other Fees / Services		\$ 30,000	\$ 30,000	
Marketing: ADV / PR / Printing / Publication	\$6,000	\$ 26,000	\$ 32,000	
Marketing: Postage / Distribution		\$ 2,000	\$ 2,000	
Marketing: Web Design / Support / Maintenance		0		
Travel: In County		\$ 5,000	\$ 5,000	
Travel: Out of County		0		
Equipment Rental		\$ 30,000	\$ 30,000	
Equipment Purchase		0		
Space Rental		0		\$ 45,000
Mortgage / Loan Payments		0		
Insurance		\$ 10,000	\$ 10,000	
Utilities		0		
Fundraising / Development (Non- Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials	\$7,000	\$ 3,000	\$ 10,000	
Other				
Expenses: [Itemize below]	-	-	-	-
Shipping/Crating		\$ 10,000	\$ 10,000	
Crate Space Rental		\$ 5,000	\$ 5,000	
		0		

		0		
		0		
SUBTOTALS	\$ 25,000	\$ 192,000	\$ 217,000	\$ 45,000
TOTAL PROJECT EXPENSES			\$ 262,000	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 30,000	-
Memberships	\$ 30,000	-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	\$ 40,000	
Foundation Support	\$ 22,000	-
Private / Individual Support	\$ 10,000	
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
		-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues		-
Investment Income (Endowment)	\$ 60,000	-
Interest & Dividends		-
Cash on Hand		-
Other Revenues (list detail below)	-	-
Rental Income: City of North Miami		\$ 45,000
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
		-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 192,000	\$ 45,000
GRANT AMOUNT REQUESTED	\$ 25,000	-
TOTAL PROJECT REVENUES	\$ 262,000	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: E-5

ORGANIZATION: THE DAVE AND MARY ALPER JEWISH COMMUNITY GRANT CENTER, INC.

REQUEST: \$15,000

PROJECT TITLE: Dave and Mary Alper JCC First Quarter Visual Arts First Quarter

RECOMMENDATION: \$15000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-14-2012 - 12-31-2012

EVENT LOCATION: Dave and Mary Alper Jewish Community Center

PROJECT SYNOPSIS:

Grant funds are requested to support the First Quarter Dave and Mary Alper JCC Visual Arts Season including "Circles Within Circles: Jewish Time Frames: Photography by Lloyd Wolf, Poems by Sherri Waas Shunfenthal" and "A Stitch in Jewish Time: Provocative Textiles." Funding will also support presentations by 14 nationally and internationally acclaimed authors for our 32nd Annual Jewish Book Festival.

HOTEL CONFIRMATION:

Dadeland Marriott Hotel	10 nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
--	--	-----------------------------------

Miami-Dade County Residents	56	3700
Out of County		250
Out of State		50
Foreign		
TOTAL	56	4000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:		
# of hotel room nights anticipated to be booked:	12	
Actual number of hotel room nights used last year:	8	

MARKETING DETAILS: In negotiations

PREVIOUS TDC FUNDING: \$9,000 (11-12); \$10,500 (10-11); \$12,000 (09-10); \$13,500 (08-09); \$15,000 (07-08); {\$9,000 (06-07) End of Cycle}; \$10,500 (05-06); \$12,000 (04-05); \$13,500 (03-04); \$15,000 (00-01)

OTHER GOVERNMENT FUNDING: N/A

PROJECT NARRATIVE:

The Alper JCC's Futernick Family Art Gallery 2012-13 1st quarter Visual Arts Season will be all about "Time." Open Sundays and various week nights, from Oct. 14 – Nov. 18, 2012 we will present Circles Within Circles: Jewish Time Frames, with Photography by Lloyd Wolf and Poems by Sherri Waas Shunfenthal. This beautiful exhibit explores aspects of time as understood in Judaism, reflecting the Jewish circle of seasons, memory, history, tradition, and family through the generations. From Dec. 2, 2011 – Jan. 20, 2012 the gallery will show A Stitch in Jewish Time: Provocative Textiles from Hebrew Union College Museum. This exhibit explores how contemporary artists apply their skillful creativity to the understanding of Jewish values, individually addressing memory and reflection, history, ritual and links between the past and present. 44 exceptional textile artists, including Judy Chicago, delve into aspects of the Holocaust, war, patriotism, celebration, prayer, feminism, and sexuality. Both gallery exhibits are free of charge. Simultaneously, from Oct. 11 – Nov. 8 our 32nd Annual Jewish Book Festival will enhance gallery offerings, with its theme The Power of Relationships, Personal and Political, and how they change over time. Six Book Festival events will take place in the Alper JCC's Russell Theater; one each in Temples Beth Am, Judea, Bet Shira and Bet Breira Samu-El Or Olom, Coral Gables Country Club and the Miller Center at UM. Admission is free or \$5 pp; Women's Day Luncheon is \$50. Authors will include Delia Ephron (The Lion is In), celebrated musician Michael Feinstein (The Gershwins and Me: A Personal History in Twelve Songs) and ten other nationally known authors. We will welcome South Florida tourists and residents; information will be shared through press releases to print and broadcast media; advertisements; posters and fliers; articles and advertising in sponsor publications The Miami Herald and Miami Family Magazine, as well as Community Newspapers, New Times, Jewish Journal, Pinecrest Tribune; placement of stories in newspapers, tv, radio; Cultural Arts Calendars; 10,000 copies of both Cultural Arts Season Program Guide and Book Festival Brochure to be sent out; monthly JCC CenterStage newsletter; our website; and social media. TDC funding will facilitate administrative, shipping, marketing and installation costs, helping us offer exceptional arts experiences for visitors and residents.

Through months of research, Visual Arts and Museum Director Suzy Breitner found exhibits that meet several criteria which include fostering multi-cultural understanding, exploring ideas and reflecting tradition. Exhibit contracts were signed by March, 2012. The Performing and Literary Arts Director finalized authors by August 1 and work began by August 15 with our p.r./marketing director to create and distribute marketing materials in September and October, 2012. Arrangements were made for shipping and installation of Circles by August 10.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration	\$ 3,750	\$ 39,152	\$ 42,902	
Personnel: Artistic		\$ 4,800	\$ 4,800	
Personnel: Technical / Production	750	\$ 3,775	\$ 4,525	
Outside Artistic Fees / Services		0		
Outside Other Fees / Services		0		
Marketing: ADV / PR / Printing / Publication	6,125	\$ 7,625	13750	
Marketing: Postage / Distribution		\$ 4,000	\$ 4,000	
Marketing: Web Design / Support / Maintenance		\$ 1,000	\$ 1,000	
Travel: In County		0		
Travel: Out of County		\$ 7,500	\$ 7,500	
Equipment Rental		0		
Equipment Purchase		0		
Space Rental		\$ 600	\$ 600	
Mortgage / Loan Payments		0		
Insurance		\$ 9,500	\$ 9,500	
Utilities		\$ 13,500	\$ 13,500	
Fundraising / Development (Non- Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials		\$ 7,000	\$ 7,000	
Other Expenses: [Itemize below]	-	-	-	-
exhibit shipping	750	\$ 700	\$ 1,450	
receptions		\$ 11,500	\$ 11,500	
repair/maintenance		\$ 2,500	\$ 2,500	

volunteers/docents		0		500
housekeeping		\$ 5,765	\$ 5,765	
SUBTOTALS	\$ 11,375	\$ 118,917	\$ 130,292	\$ 500
TOTAL PROJECT EXPENSES			\$ 130,792	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 20,450	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances	\$ 6,500	-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support		-
Foundation Support	\$ 32,800	-
Private / Individual Support	\$ 5,800	-
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
		-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues	\$ 7,000	-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand	\$ 11,742	-
Other Revenues (list detail below)	-	-
volunteers/docents		\$ 500
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
Cultural%20Advancement%20Grants	\$ 31,000	-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 115,292	\$ 500
GRANT AMOUNT REQUESTED	\$ 15,000	-
TOTAL PROJECT REVENUES	\$ 130,792	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: E-6

ORGANIZATION: University of Miami

GRANT REQUEST: \$25,000.00

PROJECT TITLE: Festival Miami 2012

RECOMMENDATION: \$20000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-02-2012 - 11-04-2012

EVENT LOCATION: UM Maurice Gusman Concert Hall

PROJECT SYNOPSIS:

Grant funds are requested to support artistic programming for Festival Miami. Artistically excellent programming is the key to the popularity and proven longevity of Festival Miami. As one of the leading cultural entities enhancing Miami's landscape, it continues to focus on attracting tourists to Miami-Dade County through regional, national, and international marketing efforts.

HOTEL CONFIRMATION:

Mayfair Hotel and Spa (3000 Florida Avenue Miami, FL 33133).

We also book artists at the UM Holiday Inn hotel for other smaller concert events.

At this time, we have reserved 25 room nights with a possible booking of up to 50 room nights through the end of Festival Miami.

TOURISM IMPACT PROJECTION:

Projected # of	Projected #
----------------	-------------

	Performing/Instructing	Audience/Attending
Miami-Dade County Residents	235	7350
Out of County	75	2000
Out of State	80	1100
Foreign	10	550
TOTAL	400	11000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	25	
# of hotel room nights anticipated to be booked:	50	
Actual number of hotel room nights used last year:	60	

MARKETING DETAILS: Print (Miami Herald, El Nuevo Herald, and Community Newspapers); Radio (Classical South Florida, WDNA 89.7 FM, WLRN 91.3FM, The Biz 880 AM, WAMR 107.5 FM, 101.5 Lite FM, Radio Mambi, WVUM- University of Miami's radio station); television (Univision, Telefutera, NBC Miami, MSNBC, Comcast channels); and Online (Facebook, Jazz and Blues Florida, Classical Connections, SocialMiami.com, Organiste.net, Florida Concert Flyers, Miami.com, MomsMiami.com, NBC Miami, Jazzid.com, AllAboutJazz.com).

PREVIOUS TDC FUNDING: \$9,000 (11-12); \$10,500 (10-11); \$12,000 (09-10); \$13,500 (08-09); \$15,000 (06-07); {End of cycle - \$5,000 (05-06)}; \$4,500 (04-05); \$4,500 (03-04); \$4,500 (02-03); \$5,000 (01-02)

OTHER GOVERNMENT FUNDING: Children's Trust \$4,000

PROJECT NARRATIVE:

Since 1984, UM Frost School of Music has developed Festival Miami into a highly sophisticated month-long music festival. Due to Miami's diverse cultural landscape, Festival Miami strives to provide a variety of music programming to meet the needs and preferences of our patrons. The 2012 season is from October 2 to November 4. Most concerts are held at the UM Maurice Gusman Concert Hall on the UM campus. This year's festival has 24 events, ranging from concerts to master classes and lectures. Some of the artists that will be featured are Jon Secada, Jason Moran, and Trio da Paz. Prices range from free to \$10 to \$65, allowing patrons across the socioeconomic spectrum to enjoy live music. Festival Miami is a prime tourist generator to South Florida due to our continued marketing initiatives to promote it as a destination festival and by inviting guest artists that fall under the classical music, jazz, Latin American, and American music genres. Festival Miami estimates 11,000 patrons to attend this year's series.

In addition to the multifaceted approach to programming, Festival Miami attracts tourists by partnering with American Airlines and offering exclusive flight discounts. Also, Festival Miami partners with local businesses to promote specific concerts. Tourists will find Festival Miami advertisements in a variety of media channels including print, radio, television and the Internet. Using specifically targeted marketing, each media channel's reach is maximized to include both former and potential patrons. Festival Miami works with media sponsors to mitigate the cost of advertising throughout the season. Festival Miami's media sponsors are Univision, NBC 6, Comcast, Classical South Florida, WDNA, WLRN, 101.5 Lite FM, Amor 107.5, Radio Mambi, Miami Herald, El Nuevo Herald, Community Newspapers, Classical Connections, Socialmiami.com, Jazz & Blues of Florida and Organiste.net. Several Festival Miami artists also participate in live radio interviews and ticket giveaways, which are key marketing tools for increasing interest in the festival. Postcards and brochures are sent to over 167,000 South Florida residents.

Since 2010, Festival Miami's exclusive hotel sponsor is the Mayfair Hotel and Spa in Coconut Grove. All artists along with their band members and staff will stay there. Currently, we have 25 rooms blocked at the hotel.

TDC funding will help enhance Festival Miami's tourism attractiveness by allowing us to invite best guest artists possible and marketing to key concert lovers. This strategy is the key to the overall popularity and longevity of Festival Miami.

Festival Miami has forged relationships with many organizations: Sunday Afternoons of Music, Chopin Foundation, ASCAP, Stamps Family Lecture Series, The Great Artists Series, and the Arsht Center.

Timeline:

January - May: Contact guest artists

June - August: Develop marketing strategy

August - October: Advertise concerts

October: Concert Season

November: Survey patrons and staff

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN- KIND
Personnel: Administration		\$ 55,380	55380	
Personnel: Artistic		0	0	
Personnel: Technical / Production		0	0	
Outside Artistic Fees / Services	\$ 25,000	\$ 10,000	35000	
Outside Other Fees / Services		\$ 10,000	10000	
Marketing: ADV / PR / Printing / Publication		\$ 70,000	70000	30000
Marketing: Postage / Distribution		\$ 8,000	8000	
Marketing: Web Design / Support / Maintenance		0	0	
Travel: In County		\$ 11,000	11000	20000
Travel: Out of County		\$ 12,000	12000	
Equipment Rental		\$ 2,300	2300	
Equipment Purchase		0		
Space Rental		0		
Mortgage / Loan Payments		0		
Insurance		0		
Utilities		\$ 2,000	2000	
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials		\$ 2,000	2000	
Other Expenses: [Itemize below]	-	-	-	-
Dues & Memberships		\$ 500	500	
Music Rental		\$ 500	500	
Facilities- Physical Labor		\$ 1,000	1000	

Security Services		\$ 320	320	
		0		
SUBTOTALS	\$ 25,000	\$ 185,000	\$ 210,000	\$ 50,000
TOTAL PROJECT EXPENSES			\$ 260,000	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 56,000	-
Memberships	\$ 0	-
Tuitions / Enrollment Fees	\$ 0	-
Contracted Services: Outside Programs / Performances	\$ 0	-
Contracted Services: Special Exhibition Fees	\$ 0	-
Contracted Services: Other	\$ 0	-
Rental Income	\$ 0	-
Corporate Support	\$ 70,000	-
Foundation Support	\$ 10,000	-
Private / Individual Support	\$ 5,000	-
Other Private Support: Auxiliary Activities	\$ 0	-
Other Private Support: Special Event Proceeds	\$ 0	-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
City of Coral Gables	\$ 4,000	-
		-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues		-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand		-
Other Revenues (list detail below)	-	-
		\$ 10,000
		\$ 20,000
		\$ 10,000
		\$ 5,000
		\$ 5,000
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
Festivals%20and%20Special%20Events%20Grants	\$ 40,000	-
		-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 185,000	\$ 50,000
GRANT AMOUNT REQUESTED	\$ 25,000	-
TOTAL PROJECT REVENUES	\$ 260,000	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: F-1

ORGANIZATION: City of Sunny Isles Beach

GRANT REQUEST: \$15,000.00

PROJECT TITLE: Sunny Isles Beach Jazz Fest 2012

RECOMMENDATION: \$12000.00

PROJECT TYPE/CATEGORY: Government/Municipality

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Government - Municipal

DATE(S) OF EVENT: 10-12-2012 - 10-14-2012

EVENT LOCATION: Heritage Park

PROJECT SYNOPSIS:

Grant funds are requested to support the 5th annual Sunny Isles Beach Jazz Fest taking place on Saturday, October 13th, 2012 at Heritage Park, located at 19200 Collins Avenue. This music festival will celebrate the extraordinary sounds of jazz music and feature David Benoit, and other great artists. A portion of the proceeds will benefit Joshua's Heart Foundation, a non-profit organization whose motto is "Stomp Out Hunger" and is dedicated to fighting hunger in underprivileged communities.

HOTEL CONFIRMATION:

Hotels Acqualina Resort and Spa on the Beach
Sole on the Ocean
Marco Polo Beach Resort

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	15	1000
Out of County	10	400

Out of State		100
Foreign		
TOTAL	25	1500

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	90	
# of hotel room nights anticipated to be booked:	90	
Actual number of hotel room nights used last year:	100	

MARKETING DETAILS: Radio: WDNA FM, 88.9 FM, WLRN FM, 91.3 FM; TV: Channel 77, Atlantic Broadband cable network.

PREVIOUS TDC FUNDING: \$10,500 (10-11); \$15,000 (09-10); \$15,000 (08-09); \$15,000 (07-08)

OTHER GOVERNMENT FUNDING: N/A

PROJECT NARRATIVE:

The City of Sunny Isles Beach, in partnership with the Sunny Isles Beach Tourism and Marketing Council and Joshua's Heart Foundation, is excited to host the fifth annual 2012 Sunny Isles Beach Jazz Fest on October 12- October 14.

There will be various events taking place throughout this weekend in coordination with Acqualina Resort & Spa and Sole on the Ocean. The main event will be taking place on Saturday, October 13th, 2012, at Heritage Park, located at 19200 Collins Avenue, from 7pm - 10pm. Once the event begins, live jazz performances will be hosted on the stage, and we will be featuring live music by David Benoit. Admission to the event will require a ticket, which can be purchased prior to the event or on site the day of. Details of the pricing for admission are not finalized, but they can be expected to be comparable to the prices from previous years. The advantage of having multiple sponsors off-setting the expenses is that ticket prices can remain low, allowing a wider range of jazz lovers to enjoy this concert experience.

In addition to the main event on Saturday, a jazz reception will take place at Acqualina Resort & Spa on Friday night, and a Jazz Brunch will be hosted at Sole on the Ocean on Sunday. At these events, guests will be invited to enjoy good food, cocktails and live jazz music. Although the hotels will individually coordinate the logistics of their respective events on Friday and Sunday, these events are being marketed to the public in conjunction with the main concert Saturday night as an entire weekend festival.

Since jazz music is a genre that is recognized and appreciated worldwide, we expect this festival to draw tourists and visitors from all over South Florida. Our marketing efforts should promote awareness and will consist of listings on the websites of City of Sunny Isles Beach, Sunny Isles Beach Tourism and Marketing Council and the Greater Miami Convention and Visitors Bureau, advertisements on the Sunny Isles Beach local cable access channel, spots/plugs on WDNA, WLRN and the Sunday Jazz Morning Show radio shows, listings in the Sunny Isles Beach quarterly calendar, blast emails from local hotels to clients, promoting the event and rates and availability, advertisements in the Sunny Isles Beach community newspaper, New Times Newspaper, Miami Herald, Biscayne Times newspaper, Around Town magazine, and Welcome magazine, advertisements on the Atlantic Broadband cable network, and we will also have a banner displayed to promote the event.

Overall, this event will provide an opportunity for residents and visitors to experience again the variety of accommodations and venues available. It will also provide, at a rate greater than years before, increased hotel bookings and commerce for local businesses.

TDC funding will help us to create a quality event and will also compliment this event's ability to enhance the branding, reputation, and awareness of the City of Sunny Isles Beach as a prime tourism destination.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		\$ 5,500	\$ 5,500	
Personnel: Artistic	\$ 7,000	\$ 13,000	\$ 20,000	
Personnel: Technical / Production		\$ 2,500	2500	
Outside Artistic Fees / Services		0	\$ 0	
Outside Other Fees / Services		\$ 1,000	1000	
Marketing: ADV / PR / Printing / Publication	6000	\$ 18,500	\$ 24,500	\$ 15,000
Marketing: Postage / Distribution	\$ 1,000	\$ 1,500	2500	
Marketing: Web Design / Support / Maintenance		\$ 4,000	4000	
Travel: In County		0		
Travel: Out of County		0		
Equipment Rental	1000	\$ 17,000	\$ 18,000	
Equipment Purchase		0		
Space Rental		0		
Mortgage / Loan Payments		0		
Insurance		0		
Utilities		0		
Fundraising / Development (Non- Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials		\$ 2,000	\$ 2,000	\$ 0
Other Expenses: [Itemize below]	-	-	-	-
		0		
		0		
		0		
		0		

		0		
SUBTOTALS	\$ 15,000	\$ 65,000	\$ 80,000	\$ 15,000
TOTAL PROJECT EXPENSES			\$ 95,000	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 8,500	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	\$ 12,000	\$ 15,000
Foundation Support	\$ 3,000	-
Private / Individual Support		
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
		-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues		-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand	\$ 40,000	-
Other Revenues (list detail below)	-	-
MD Commissioner Sally Heyman's Office	\$ 1,500	
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
		-
		-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 65,000	\$ 15,000
GRANT AMOUNT REQUESTED	\$ 15,000	-
TOTAL PROJECT REVENUES	\$ 95,000	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: G-1

ORGANIZATION: Board of Trustees for Florida International University

GRANT

REQUEST: \$15,000.00

PROJECT TITLE: FIU Thanksgiving Tournament and FIU Sun & Fun Classic

RECOMMENDATION:
\$4000.00

PROJECT TYPE/CATEGORY: Sport

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 11-23-2012 - 12-30-2012

EVENT LOCATION: US Century Bank Arena

PROJECT SYNOPSIS:

Grant funds are requested to support the FIU Thanksgiving Tournament and FIU Sun & Fun Classic. The Thanksgiving Tournament is November 23th & 25th 2012 and the FIU Sun & Fun Classic is Decemember 29th & 30th, 2012. Both tournaments will take place at FIU's US Century Bank Arena. Participating teams are University of Iowa, Louisiana State University, West Virginia University, Northeastern University, Georgia Tech University and Quinnipiac University.

HOTEL CONFIRMATION:

0

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami Dade County		

Miami-Dade County Residents	100	1700
Out of County	0	180
Out of State	190	1100
Foreign	10	20
TOTAL	300	3000

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:	280	
Actual number of hotel room nights used last year:	270	

MARKETING DETAILS: Radio: WPRG Radiate FM 95.3; Web: FIUsports.com

PREVIOUS TDC FUNDING: \$4,000 (10-11); \$4,000 (09-10)

OTHER GOVERNMENT FUNDING: N/A

PROJECT NARRATIVE:

The annual FIU Thanksgiving Tournament and FIU Sun & Fun Classic continuously attracts some of the top women's basketball teams in the country. These tournaments provide a stage for student-athletes from all over the world to display their talents and skills in our wonderful city of Miami.

The participating teams bring a lot of fans to South Florida to support their university and also visit many tourist attractions in the Miami area. South Beach, in particular, has been a huge attraction for many participants and fans in our past tournaments. Throughout the course of each tournament, we attract about 3,000 spectators. The admission fee to each game is \$7 for adults and \$5 for children.

Our Thanksgiving Tournament is a 2 day tournament. The dates of this event are November 23th & 25th 2012. Participating teams are: University of Iowa, Louisiana State University and West Virginia University.

Our Christmas tournament, the Sun & Fun Classic, is a two day tournament. The dates of this tournament are December 29th and end on December 30th of 2012. During this competition, fans will see the visiting talent from Northeastern University, Georgia Tech University and Quinnipiac University.

Both tournaments will be held at FIU's US Century Bank Arena, located at the University Park Campus, conveniently located in Doral close to the Turnpike and the Palmetto Expressway.

We provide each team with a list of prospective hotels in the Miami area. Because we work with different hotels throughout the year for our visiting teams, we maintain good partnerships with these hotels which, in turn, yield special discounted rates for our participants (see attached hotel flyer.) All information on hotels, entertainment, shops, restaurants and services can be found in our official tournament packet which we give to each participating school.

Marketing and promotions are a very dynamic part of the FIU women's basketball program. We aim to create awareness of and interest in our program in the surrounding Miami communities. During these two tournaments, our promotional strategy involves free t-shirt tosses, autograph poster signings, FIU car flags, electronic raffle items and many more giveaways that will be distributed to spectators throughout the events. The coaches and student-athletes of all participating teams receive tournament t-shirts.

All gifts, programs, or awards offered throughout the tournaments, will bear the Miami Dade County logo. In addition, there will be trophies awarded to each of five All-Tournament Team Player, the Most Valuable Player, the runner-up team and the 1st place team.

The general population of Miami-Dade County is our target market. This is approximately 2,329,187 people. Our target segment places emphasis on the youth (approximately 586,429 youth), women (approximately 1,207,758), and senior/veteran groups (approximately 314,709 individuals). We provide the participants of our tournaments with unforgettable memories and g

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		\$ 19,500	\$ 19,500	
Personnel:		0		
Artistic				
Personnel: Technical /		0		
Production				
Outside Artistic Fees / Services	10000	\$ 16,000	26000	
Outside Other Fees / Services		\$ 4,000	4000	
Marketing: ADV / PR / Printing /		0		
Publication				
Marketing: Postage / Distribution		0		
Marketing: Web Design / Support		0		
/ Maintenance				
Travel: In County		0		
Travel: Out of County		0		
Equipment Rental		\$ 4,500	4500	
Equipment Purchase		0		
Space Rental		0		
Mortgage / Loan Payments		0		
Insurance		0		
Utilities		0		
Fundraising / Development (Non-		0		
Personnel)				
Merchandise / Concessions / Gift		0		
Shops				
Supplies /		0		
Materials				
Other				
Expenses:	-	-	-	-
[Itemize below]				
Team Guarentees	5000	\$ 15,000	20000	
Gifts & Trophies		\$ 2,500	2500	
Hospitality		\$ 1,000	1000	
Laundry		\$ 1,000	1000	

		0		
SUBTOTALS	\$ 15,000	\$ 63,500	\$ 78,500	0
TOTAL PROJECT EXPENSES			\$ 78,500	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 1,500	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support		
Foundation Support		-
Private / Individual Support		
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
		-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues		-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand		-
Other Revenues (list detail below)	-	-
Annual Budget	\$ 62,000	
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
		-
		-
		-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 63,500	0
GRANT AMOUNT REQUESTED	\$ 15,000	-
TOTAL PROJECT REVENUES	\$ 78,500	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: H-1

ORGANIZATION: Board of Trustees for Florida International University

GRANT REQUEST: \$14400

PROJECT TITLE: Conference of Mayors

RECOMMENDATION:
\$14400.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Set-Aside

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 01-01-2013 - 03-31-2013

EVENT LOCATION:

PROJECT SYNOPSIS:

Grant funds are requested to support the organization of the 19th Inter-American Conference of Mayors and Local Authorities. The Conference will bring together mayors, public officials, political leaders, legislators, representatives of non-governmental organizations (NGOs), as well as local, regional and national leaders of the Western Hemisphere to discuss issues pertaining to the strengthening of democracy and the role of local governments. The Conference is sponsored by Miami-Dade County.

HOTEL CONFIRMATION:

In negotiations	

TOURISM IMPACT PROJECTION:

HOTEL ROOM NIGHTS PROJECTION:

MARKETING DETAILS: The Conference will be promoted by direct e-mail, a web page, direct mailing to more than 20,000 people from all over the Hemisphere, brochures and extensive contact with government leaders throughout the Americas. It is expected that some advertisements will be published by local newspapers and magazines in some Latin American countries, as well as in the web page of different municipal associations and agencies. Flyers at international municipal meetings will also be distributed. Florida International University has been invited to attend the annual meeting of many municipal associations of the Hemisphere to promote the Conference.

PREVIOUS TDC FUNDING: \$14,000 (11-12); \$14,400 (10-11); \$14,000 (09-10); \$14,000 (08-09)

OTHER GOVERNMENT FUNDING: N/A

PROJECT NARRATIVE:

The Institute for Public Management & Community Service (IPMCS) at Florida International University will again organize under the leadership, and on behalf of Miami-Dade and the Board of County Commissioners, a conference for the municipal leaders of the Hemisphere. The Conference will be the Nineteenth Inter-American Conference of Mayors and Local Authorities, and will be held in downtown Miami, in June 2013. Again, as was the case with the prior eighteen conferences, it will be co-chaired by Miami-Dade County Mayor Carlos Gimenez and by Miami-Dade County Commissioner Javier D. Souto.

It is expected that the Conference will attract around 400/500 people. The conference will provide an opportunity for many of these participants -and their families- to see and enjoy the many attractions the County has to offer. It is expected that the majority of participants will be from out of the state and foreigners. During the Conference, information booths about the County will be available. Tourist information will be displayed and distributed among participants. Besides the Conference meetings, a welcoming reception is planned at the hotel, and a dinner reception is planned.

Certainly, once more, this Conference will strengthen the image of Miami-Dade County and its authorities as key resources in the strengthening of local governments throughout the Americas, and as a center for academic/political discussions concerned with the building of democracy and the political future of the hemisphere generally.

The past conferences have demonstrated that this annual event has become: 1) unquestionably the largest annual gathering of Latin American local governments leaders; 2) an excellent way of confirming the role of Miami-Dade County as crossroads of the Americas; 3) an excellent way to publicize Miami-Dade County with key Latin American opinion leaders; 4) a significant benefit to the local economy as all participants finance their own travel and participation and many of them bring family members with them and some stay in the County for several days after the Conference is over.

All of these reasons make it a project worth funding by the TDC.

As with past Conferences, FIU will work closely with Miami-Dade County authorities in the coordination and organization of the Conference, including its planning and marketing. FIU is also closely working with multilateral organizations, municipal associations and local authorities in the Hemisphere. Marketing of the conference is done mainly through the printing of brochures and direct mailings to local authorities in the Americas.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		\$ 105,716	105716	
Personnel: Artistic	2000	\$ 11,000	13000	
Personnel: Technical / Production	2400	\$ 13,200	15600	
Outside Artistic Fees / Services		0		
Outside Other Fees / Services		0		
Marketing: ADV / PR / Printing / Publication		0		
Marketing: Postage / Distribution		0		
Marketing: Web Design / Support / Maintenance		0		
Travel: In County		\$ 300	300	
Travel: Out of County		\$ 6,000	6000	
Equipment Rental		0		
Equipment Purchase		0		
Space Rental		0		
Mortgage / Loan Payments		0		
Insurance		0		
Utilities		\$ 15,000	15000	
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials		\$ 2,000	2000	
Other Expenses: [Itemize below]	-	-	-	-
Translations	10000	0	10000	
Luncheons @ Hotel		\$ 30,071	30071	
FIU Overhead		\$ 10,154	10154	

Reception		\$ 15,000	15000	
		0		
SUBTOTALS	\$ 14,400	\$ 208,441	\$ 222,841	0
TOTAL PROJECT EXPENSES			\$ 222,841	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 61,491	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support		
Foundation Support		-
Private / Individual Support		
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
Miami-Dade County	\$ 77,850	-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
		-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues		-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand	\$ 19,100	-
Other Revenues (list detail below)	-	-
The World Bank	\$ 50,000	
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
		-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 208,441	0
GRANT AMOUNT REQUESTED	\$ 14,400	-
TOTAL PROJECT REVENUES	\$ 222,841	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: H-2

ORGANIZATION: MDGLCC Foundation, Inc.

GRANT REQUEST: \$20000

PROJECT TITLE: LGBT Visitor Center

RECOMMENDATION: \$20000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Set-Aside

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2012 - 09-30-2013

EVENT LOCATION: LGBT Visitor Center

PROJECT SYNOPSIS:

Grant funds are requested to pay for marketing the LGBT Visitor Center and the Hotel Reservation portal on GoGayMiami.com.

Focus is to increase year-round LGBT tourism to Miami-Dade County.

Web and print advertising for: S. Florida, NYC, Washington D.C., Boston, Philadelphia and Atlanta

Adv will focus on drawing visitors to the center and, providing a snapshot calendar of events as a lure to visit the destination

Center advertising will be supplemented by the GMCVB.

HOTEL CONFIRMATION:

Beachcomber Hotel
Breakwater South Beach
Catalina Hotel

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	25	20000
Out of County		10000
Out of State		15000
Foreign		5000
TOTAL	25	50000

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:	10,000	
Actual number of hotel room nights used last year:	4029	

MARKETING DETAILS: We are negotiating with both Clear Channel Radio and Comcast TV to provide radio & tv spots through their markets but have not yet secured commitments.

PREVIOUS TDC FUNDING: \$15,000 (10-11)

OTHER GOVERNMENT FUNDING: Miami Beach VCA - \$30,000

PROJECT NARRATIVE:

The project will provide funding for the LGBT Visitor Center in Miami Beach helping facilitate residents & tourists in planning their stay in Miami or Miami Beach. The center provides a web portal for hotel reservations as well as a location and concierge service to activities, restaurants & hotels.

The Center is conveniently located at 1130 Washington Avenue in Miami Beach which is walking distance for any hotel on South Beach and central to the "Gay Beach" and many of the clubs and restaurants.

The Center is marketing Miami-Dade year-round as well as around LGBT specific events such as Winter Party, Gay Pride, Miami Gay & Lesbian Film Festival, Aqua Girl and White Party. Partnerships have been developed for cross promotion. Various prices & fees are associated with the events but to access the center and our resources is free.

Our marketing plan includes in-kind sponsors and paid ads in print, TV & radio, a partnership with the GMCVB and development of an ad pool to further enhance our reach as well as an aggressive social media campaign with an international reach.

We have sponsorships from many of the local LGBT publications as well as Passport Magazine, the premier LGBT International travel magazine.

Through our partnership with The Greater Miami & The Beaches Hotel Association, Wendy Kallergis, we have developed the Pink Flamingo Hospitality Certification Program for LGBT friendly properties and are promoting this through the GoGayMiami.com reservation portal. Because this is a year-round endeavor we do not have rooms blocked for specific dates but have established relationships with over 60 hotel properties in Miami-Dade County.

Funding from the TDC will allow us to enhance our marketing outreach thru ad buys and will support the staff member who will create alliances to leverage the funds that we do spend. Creating collaborations and partnerships with partner cities and travel to expos to promote the destination is a primary focus.

With the Miami-Dade Gay Lesbian Chamber as a driving force behind this, the full force of the business community is our foundation. In support of this, the furnishings were donated by IKEA and the electronics were donated by Best Buy. Met Life, Morgans Hotel Group and Brown-Forman have also made significant commitments to support the center.

Currently there are 20+/- walk-ins and 15+/-phone calls in a given day These #' are increasing. We have

set up programs so that it isn't always necessary to make a connection with a staff member if the traveler already knows what they are looking for.

The GoGayMiami.com website gets between 600-1000 per month and that # have been increasing.

The move toward creating partnerships and online resources has allowed visitors & residents to benefit from the Center and its relationships virtually, reducing the need to actually visit the center to plan travel and activities.

The Center is open M-F 9-6. Increased staff will increase hours to include weekend hours of; S-Su 10a -
2

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		\$ 44,970	\$ 44,970	
Personnel: Artistic		0		
Personnel: Technical / Production		0		
Outside Artistic Fees / Services		0		
Outside Other Fees / Services		\$ 2,500	2,500	
Marketing: ADV / PR / Printing / Publication	8,000	\$ 19,000	27,000	\$ 18,000
Marketing: Postage / Distribution		\$ 300	300	
Marketing: Web Design / Support / Maintenance	2,000	\$ 2,000	\$ 4,000	\$ 2,000
Travel: In County		0		
Travel: Out of County		\$ 1,500	1,500	
Equipment Rental		0		
Equipment Purchase		\$ 10,000	\$ 10,000	
Space Rental	10,000	\$ 42,000	\$ 52,000	
Mortgage / Loan Payments		0		
Insurance		\$ 1,200	1,200	
Utilities		\$ 3,780	\$ 3,780	
Fundraising / Development (Non-Personnel)		\$ 16,000	\$ 16,000	
Merchandise / Concessions / Gift Shops		\$ 1,000	1,000	
Supplies / Materials		\$ 1,130	1,130	
Other Expenses: [Itemize below]	-	-	-	-
Maintenance		\$ 2,700	\$ 2,700	
Contingency		\$ 2,000	\$ 2,000	
		0		
		0		

		0		
		\$		\$
SUBTOTALS	\$ 20,000	150,080	\$ 170,080	20,000
TOTAL PROJECT EXPENSES			\$ 190,080	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions		-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	\$ 25,000	\$ 20,000
Foundation Support	\$ 10,000	-
Private / Individual Support	\$ 6,500	
Other Private Support: Auxilliary Activities		-
Other Private Support: Special Event Proceeds	\$ 42,080	-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
Miami Beach VCA	\$ 30,000	-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues	\$ 2,500	-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand		-
Other Revenues (list detail below)	-	-
Hotel Commissions	\$ 6,000	
Office sub-lease and space usage	\$ 28,000	
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
		-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 150,080	\$ 20,000
GRANT AMOUNT REQUESTED	\$ 20,000	-
TOTAL PROJECT REVENUES	\$ 190,080	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: H-3

ORGANIZATION: Miami Beach Chamber of Commerce

GRANT REQUEST: \$20,000.00

PROJECT TITLE: Miami Beach Chamber of Commerce Visit Miami Beach

RECOMMENDATION:
\$20000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Set-Aside

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2012 - 09-30-2013

EVENT LOCATION: Miami Beach Chamber of Commerce - Visit Miami Beach

PROJECT SYNOPSIS:

Grant funds are requested to support the salaries of the Visit Miami Beach staff members for the fiscal year 2012-2013. The Miami Beach Chamber of Commerce subsidizes this project and administers as well as manages the program.

HOTEL CONFIRMATION:

N/A	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	0	4000
Out of County	0	25000
Out of State	0	50000

Foreign	0	60000
TOTAL	0	139000

HOTEL ROOM NIGHTS PROJECTION:

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

MARKETING DETAILS: CBS Outdoor - out of home media; Web Advertising: Miami Herald (online and print); Miami.com; AmericanAirlines.com; Cable: Comcast; Miami Beach News; Welcome Magazine; H18Smart Destinations Travel Sites (Travelocity.com, Expedia.com, etc)n- Media Dept II n- South Florida Concierge Association Map

PREVIOUS TDC FUNDING: \$20,000 (11-12); \$20,000 (10-11); \$20,000 (09-10); \$20,000 (08-09); \$20,000 (07-08) End of Cycle; \$20,000 (06-07); \$20,000 (05-06); \$20,000 (04-05); \$15,000 (03-04)

OTHER GOVERNMENT FUNDING: MB Tourist Advancement - \$30,000

PROJECT NARRATIVE:

Visit Miami Beach (VMB) has relocated to the Miami Beach Convention Center catering to both the leisure traveler and business traveler.

Visit Miami Beach is a concierge and retail outlet which employs a multi-lingual, well informed staff that provides domestic, international visitors professional and personal customer service!

We provide a vast selection of informative material about Miami, Miami Beach, Dade County and South Florida. In addition we provide services such as on-site hotel reservations, sightseeing excursions, along with segway, walking and audio tours. Our brochure racks are filled with over 100 brochures; which include city maps, attraction rack cards, transit and city maps, museum material, restaurant and hotels cards. VMB has a wide selection of area newspapers, including the Miami Beach City magazine, Miami Beach News, News Times, and other magazines, guides, as well as special events promotional hand outs.

Visit Miami Beach provides over 35 daily tours of Dade County attractions; in addition VMB will offer several new tours; a walking audio tour of Miami Beach as well as Big Bus hop on, hop off service with routes to Miami Beach, Downtown Miami, Coconut Grove, Coral Gables and Little Havana.

The Miami Beach Chamber of Commerce's INcard program helps us to reach global markets through various outlets. The INcard program is the number one tool distributed at VMB, which forces on driving traffic to local businesses offering consumers; both residents and tourists discounts at various businesses. You can register on line or pick up a card at our location.

Visit Miami Beach is highlighted in media globally such as the GMCVB website, The Beach Channel, Smart Destination media, Plum TV, travel guides and the like.

Visit Miami Beach works with several hotels through our reservation network provided by Hotels.com. Our system promotes many local boutique and resort hotels. A visitor can reserve a room before their arrival or by stopping by for our on-site room reservation service.

We are the sole distributed of Smart Destination's Go-Miami Card which offers free admission to over 35 attractions; the Go-card has become a big success in promoting Dade attractions. One can purchase a one, two, three, five or seven day card at a very reasonable charge.

Visit Miami Beach partners with the Visitors and Convention Authority, the GMCVB, the City of Miami Beach, Global Spectrum as well as Academy of Tourism and Hospitality at the high school as well as FIU, and the City's Leadership Academy.

The Miami Beach Chamber manages the center ongoing and is open daily or with extended hours based on convention show times.

Visit Miami Beach relocated to 1901 Convention Center Drive, Hall C in May 2011, we look forward in continuing to provide excellent customer service to not only the leisure traveler but to our new market, the business one as well. We have been established as a Visitors Center since October 2001.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration	\$20,000	\$ 118,805	138805	
Personnel: Artistic		0		
Personnel: Technical / Production		0		
Outside Artistic Fees / Services		0		
Outside Other Fees / Services		0		
Marketing: ADV / PR / Printing / Publication		\$ 50,000	50000	
Marketing: Postage / Distribution		\$ 1,000	1000	
Marketing: Web Design / Support		0		
/ Maintenance				
Travel: In County		0		
Travel: Out of County		0		
Equipment Rental		0		
Equipment Purchase		0		
Space Rental		0		
Mortgage / Loan Payments		0		
Insurance		0		
Utilities		0		
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		\$ 11,325	11325	
Supplies / Materials		0		
Other				
Expenses: [Itemize below]	-	-	-	-
tours		\$ 18,000	18000	
telephone		\$ 1,600	1600	
dues		\$ 270	270	

		0		
		0		
SUBTOTALS	\$ 20,000	\$ 201,000	\$ 221,000	0
TOTAL PROJECT EXPENSES			\$ 221,000	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions		-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances	\$ 30,000	-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support		-
Foundation Support		-
Private / Individual Support		-
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
Miami Beach VCA	\$ 30,000	-
City of Miami Beach	\$ 30,000	-
GMCVB	\$ 36,000	-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues		-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand	\$ 75,000	-
Other Revenues (list detail below)	-	-
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
		-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 201,000	0
GRANT AMOUNT REQUESTED	20,000	-
TOTAL PROJECT REVENUES	\$ 221,000	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: H-4

ORGANIZATION: Miami Beach Latin Chamber of Commerce, Inc. **GRANT REQUEST:** \$20,000.00

PROJECT TITLE: Tourist Hospitality Center **RECOMMENDATION:** \$20000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Set-Aside

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2012 - 09-30-2013

EVENT LOCATION: Tourist Hospitality Center

PROJECT SYNOPSIS:

The Tourist Hospitality Center is a well organized customer service program, open all year and w/16 yrs. of track record, addressing more than 10,00 walk-in visitors at Lincoln Road. Multilingual staff addresses international and domestic walk-in visitors, also by phone and online @ "miamibeach.org" - advising on everything there is to do and see in Miami - for an average total of 14,000 visitors addressed. The program has great marketing component and generates incremental revenue for hotels.

HOTEL CONFIRMATION:

N/A	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		500
Out of County		2000

Out of State		5,000
Foreign		6,500
TOTAL	0	14000

HOTEL ROOM NIGHTS PROJECTION:

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

MARKETING DETAILS: Radio and television sponsors are not applicable for our program.

PREVIOUS TDC FUNDING: \$20,000 (11-12); \$20,000 (10-11); \$20,000 (09-10); \$20,000 (08-09); \$20,000 (07-08) End of Cycle; \$20,000 (06-07); \$20,000 (05-06); \$20,000 (04-05); \$15,000 (03-04)

OTHER GOVERNMENT FUNDING: Miami Beach VCA - \$18,250

City of Miami Beach - \$18,000

Miami-Dade Econ Dev - \$13,016

PROJECT NARRATIVE:

The Tourist Hospitality Center is a customer service program that is well organized and accredited as an official Visitor Center in the State of Florida. It has 16 yrs. of track record, funded by the City of Miami Beach, Miami Dade County and Miami Beach Latin Chamber members. It opens Mondays through Fridays from 9 to 5:30 - all year round, at an attractive pedestrian facility at 510 Lincoln Road. It is a short walking distance to popular commercial corridors, districts, convention center, hotels and restaurants frequented by visitors. It is positioned to serve the more than 3.5 million visitors @ Lincoln Road.

From entry to exit, walk-in visitors experience engaging service of multilingual Concierge staff who is highly knowledgeable to advise the public on everything there is to do and see in Miami: attractions to visit and enjoy in our our city, appropriate for couples, youth, adults, families, seniors, groups, visitors with special needs, nature lovers, adventure seeking enthusiasts and even assist travel writers! The staff also helps visitors who call the Center or e-mail their questions, receiving a quick response via e-mail or forwarding by mail packets of "customized information".

The Center addresses an avg. of 14,000 visitors yearly via walk-ins and telephone, advising and assisting free of charge with action-packed itineraries; provide detailed vehicular directions; bookings and reservations of tours, excursions; information about cultural and ethnic attractions, special events and festivals, reservations assistance for car rentals, locating hotels and room rates, restaurant reservations, how to get around; bus routes, locate museums, galleries, historic districts, clubs, lounges, shopping, recreational attractions, where to buy "easy access" tickets, as well as performing/concert events and tickets. It also assists visitors and convention delegates to resolve travel emergencies and issues that may come up.

Marketing for the Center is achieved through its newly re-designed website and strong domain name: "miamibeach.org", with effective search engine optimization and ads/listings in publications of local media partners and via Google pay-per-click campaign.

The Center adds incremental revenue to hotels through our Concierge referrals, assisting visitors to

locate hotel rates and locations upon request, resulting in an avg. of 750 hotel referrals annually, with a value of \$344,137 in hotel nights. It also helps other businesses with tourists' referrals such as tour companies, car rentals, leisure/recreational centers, restaurants and shopping centers. Direct visitor referrals by the Center to businesses helps to retain more purchasing power in our city and generate more resort taxes for our economy.

The Center distributes courtesy maps, guides, discount coupons and public transportation schedules, helping visitors to choose restaurants, clubs, lounges and entertainment of performing arts, sports events and special

events

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		\$ 4,850	\$ 4,850	
Personnel:				
Artistic		0		
Personnel: Technical / Production		\$ 48,163	\$ 48,163	
Outside Artistic Fees / Services		0		
Outside Other Fees / Services		\$ 1,311	\$ 1,311	
Marketing: ADV / PR / Printing / Publication		\$ 75	\$ 75	\$ 10,000
Marketing: Postage / Distribution		\$ 1,320	\$ 1,320	
Marketing: Web Design / Support / Maintenance		\$ 5,600	\$ 5,600	
Travel: In County		\$ 1,800	\$ 1,800	
Travel: Out of County		0		
Equipment Rental		\$ 1,141	\$ 1,141	
Equipment Purchase		0		
Space Rental		\$ 8,880	\$ 8,880	
Mortgage / Loan Payments		0		
Insurance		\$ 450	\$ 450	
Utilities		\$ 2,450	\$ 2,450	
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials		\$ 600	\$ 600	
Other Expenses:		-	-	-
[Itemize below]				
Computer/Network Repairs		\$ 80	\$ 80	
Janitorial/Maintenance		\$ 690	\$ 690	
		0		
		0		

		0		
SUBTOTALS	0	\$ 77,410	\$ 77,410	\$ 10,000
TOTAL PROJECT EXPENSES			\$ 87,410	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions		-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support		
Foundation Support		-
Private / Individual Support		
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
Miami Beach VCA	\$ 18,250	-
City of Miami Beach	\$ 18,000	-
Miami Dade Econ. Dev	\$ 13,016	-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues		-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand		-
Other Revenues (list detail below)	-	-
MBLCC	\$ 8,144	
Welcome/Bienvenidos Advertising		\$ 10,000
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
		-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 57,410	\$ 10,000
GRANT AMOUNT REQUESTED	\$ 20,000	-
TOTAL PROJECT REVENUES	\$ 87,410	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: H-5

ORGANIZATION: Miami-Dade County Days, Inc.

GRANT REQUEST: \$15,000.00

PROJECT TITLE: Miami-Dade County Days 2013 - Paella Fest

RECOMMENDATION: \$0.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Set-Aside

FUNDING YEAR:

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-03-2013 - 04-04-2013

EVENT LOCATION: N/A - All venues are in Tallahassee

PROJECT SYNOPSIS:

Grant funds are requested to support Miami-Dade County Days in its 25th year of showcasing Miami-Dade County during the legislative session on April 3 & 4, 2013, in Tallahassee, Florida.

The common goal is promoting the heads of our community and educating legislators from throughout Florida about Miami-Dade County.

HOTEL CONFIRMATION:

N/A

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County		

Miami-Dade County		500
Residents		
Out of County		400
Out of State		100
Foreign		
TOTAL	0	1000

HOTEL ROOM NIGHTS PROJECTION:

N/A - All hotels used are in Tallahassee, FL	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	N/A - All hotels used are in Tallahassee, FL	N/A - All hotels used are in Tallahassee, FL
# of hotel room nights anticipated to be booked:	N/A - All hotels used are in Tallahassee, FL	N/A - All hotels used are in Tallahassee, FL
Actual number of hotel room nights used last year:	N/A - All hotels used are in Tallahassee, FL	N/A - All hotels used are in Tallahassee, FL

MARKETING DETAILS: N/A

PREVIOUS TDC FUNDING: \$15,000 (11-12); \$15,000 (10-11); \$15,000 (09-10); \$15,000 (08-09) End of Cycle; \$15,000 (07-08); \$15,000 (06-07); \$15,000 (04-05); \$15,000 (03-04); (\$15,000

OTHER GOVERNMENT FUNDING: N/A

PROJECT NARRATIVE:

Miami-Dade County Days In Tallahassee is a two-day celebration of our community during the Florida Legislative Session. Participants in Dade Days are flown in to Tallahassee on our chartered flight, or they fly in on their own. The participants in the event are local business owners and elected officials, as well as members of the community, who bring important community ideas and issues to the Capitol to be heard and discussed.

On the first day we hold our annual "Paella Fest," which is the signature event in Tallahassee during the legislative session. This is the event that the Tourist Development Council sponsors each year. 1,000 - 3,000 people, representing over 200 organizations from both the private and public sector, are in attendance at our "Paella Fest," including the Florida Governor and Florida Legislators. We allow our participants time for business before our evening event, "Mambo Kings," during which the colorful culture of the County is exhibited. The following day we hold our Awards Luncheon in order to honor several important figures that have influenced and positively affected the County before flying back into Miami. All events, including "Paella Fest" are included in a package price of \$175 per person.

By showcasing Miami-Dade in a positive environment during the Legislative Session, people are encouraged to visit Miami-Dade County. The culture of Miami-Dade County is exhibited through the Tourist Development Council sponsored event, "Paella Fest," as this event includes the cooking and serving of the traditional Latin dish, Paella. It not only attracts the private and public sectors of the community, but it serves as a welcome mat for all tourists in the Capitol visiting Tallahassee during our events.

We send out informational mailers and flyers about our events each year, along with applications and sponsorship opportunity information, to over a thousand people who have signed up for our mailing list over the years. We hold a Kick-Off event each fall to promote and discuss the Dade Days in Tallahassee that will come each following spring. Word of mouth is one of our most successful marketing tools. Most of our participants return each year with us to Tallahassee, bringing new colleagues and interested parties along with them. As of 2007, our website, www.dadedays.com, offers applications for download as well as details on all events and media coverage of Dade Days in Tallahassee. We do not have any media or hotel sponsors, as our events take place in Tallahassee, FL.

We hold our signature event, "Paella Fest," every year with the help of the TDC grant. In 2013, we will be celebrating our 24th anniversary! The Tourist Development Council has been one of the longest continuously contributing sponsors of this event. The grant money that the TDC has given us each year has been the foundation of Miami-Dade County Days for the past 24 years.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		\$ 20,077	\$ 20,077	
Personnel: Artistic		0		
Personnel: Technical / Production		0		
Outside Artistic Fees / Services		\$ 2,500	\$ 2,500	
Outside Other Fees / Services		\$ 25,215	\$ 25,215	
Marketing: ADV / PR / Printing / Publication		\$ 4,300	\$ 4,300	
Marketing: Postage / Distribution		0		
Marketing: Web Design / Support / Maintenance		0		
Travel: In County		\$ 89	\$ 89	
Travel: Out of County		\$ 59,253	\$ 59,253	
Equipment Rental		\$ 1,038	\$ 1,038	
Equipment Purchase		0		
Space Rental		\$ 6,780	\$ 6,780	
Mortgage / Loan Payments		0		
Insurance		\$ 1,350	\$ 1,350	
Utilities		\$ 1,320	\$ 1,320	
Fundraising / Development (Non- Personnel)		0		
Merchandise / Concessions / Gift Shops		\$ 9,191	\$ 9,191	
Supplies / Materials		\$ 3,960	\$ 3,960	
Other Expenses: [Itemize below]	-	-	-	-
Hotels		\$ 42,430	42430	
Food		\$ 7,150	7150	
"Paella Fest"	15000	0	\$ 15,000	
Awards		\$ 3,492	\$ 3,492	

		0		
		\$		
SUBTOTALS	\$ 15,000	188,145	\$ 203,145	0
TOTAL PROJECT EXPENSES			\$ 203,145	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 94,345	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	\$ 54,800	
Foundation Support		-
Private / Individual Support		
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
Miami-Dade Expressway Authority (MDX)	\$ 2,000	-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
Miami-Dade County (Seaport - Airport - Intergovernmental Affairs)	\$ 20,000	-
Miami-Dade County Municipalities (Homestead - Miami Beach - Palmetto Bay - Doral - Pinecrest)	\$ 17,000	-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-

		-
Merchandise / Concession / Gift Shop Revenues		-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand		-
Other Revenues (list detail below)	-	-
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
		-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 188,145	0
GRANT AMOUNT REQUESTED	\$ 15,000	-
TOTAL PROJECT REVENUES	\$ 203,145	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: H-6

ORGANIZATION: Tropical Everglades Visitor Association, Inc.

GRANT REQUEST: \$20,000.00

PROJECT TITLE: Tropical Everglades Visitor Center

RECOMMENDATION: \$20000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Set-Aside

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2012 - 09-30-2013

EVENT LOCATION: Tropical Everglades Visitor Center

PROJECT SYNOPSIS:

Grant funds are requested to support the Tropical Everglades Visitor Center located in Florida City. This 24 year old Visitor Center has helped close to 2 million tourists and works to promote attraction, restaurant and hotel stays within southern Miami-Dade County. Last year, over 85,000 visitors used the services of our visitor center.

HOTEL CONFIRMATION:

Visitor Center promotes 16 hotels in Miami-Dade County. We track room nights through discounts provided at our visitor center and by direct calls taken to set up accommodations.	For the period of January through December 2012, we helped to book 983 plus room nights in Miami-Dade County.

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County		

Miami-Dade County		8000
Residents		
Out of County		19000
Out of State		28000
Foreign		30000
TOTAL	0	85000

HOTEL ROOM NIGHTS PROJECTION:

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

MARKETING DETAILS: N/A

PREVIOUS TDC FUNDING: \$20,000 (10-11); \$20,000 (09-10); \$20,000 (08-09)

OTHER GOVERNMENT FUNDING: VISIT Florida \$2,500

PROJECT NARRATIVE:

This proposed project is for the continued operational support of the Tropical Everglades Visitor Center. The Visitor Center provides year around information on hotels, restaurants, attractions, national parks, and agri-tourism venues. Our smiling volunteer staff help to direct tourists who are visiting Miami-Dade County. This close contact also improves the chance that visitors will want to make a return visit to our area in the future. The Visitor Center is located on US One in Florida City at the crossroad of 3 state highways to include SR 997, SR 821 and US highway #1...making our location a prime stop for tourists traveling the state of Florida. It is estimated by FDOT that over 9 million cars travel by our Visitor Center each year. The Visitor Center is open year around seven days a week (except holidays) with hours of 8:00 A.M to 5 P.M. 7 days a week (during season). Off-Seasonal hours change on Sunday to 10 A.M. to 2 P.M. May through November. Over 85,000 seek information at our Visitor Center each year. Our Visitor Center also receives thousands of inquiries through our website and direct phone calls. Our Visitor Center is ADA compliant. There is no ticketing. The Visitor Center helps to create bedtax each day of the year by promoting local hotels. In 2011, over 983 local room nights were created from our Visitor Center. Marketing includes visitor guides, brochures and rack cards that are distributed throughout Florida and the world. Our website receives over 20,000 hits per month. There is no specific need for media sponsors at our Visitor Center. Operational support from this TDC grant enables the Visitor Center to better provide for and help create a positive experience for tourists in South Florida. Our Visitor Center is supported by over 100 members and strengthened by years of association with the local chamber, the GMCVB and Visit Florida. We also work very closely with our National Parks. This project will help us to continue to provide quality services that not only help the traveling public, but, also help to provide an economic boost to our local hotels, restaurants and attractions.

PROJECT EXPENSE BUDGET FY 2011-2012

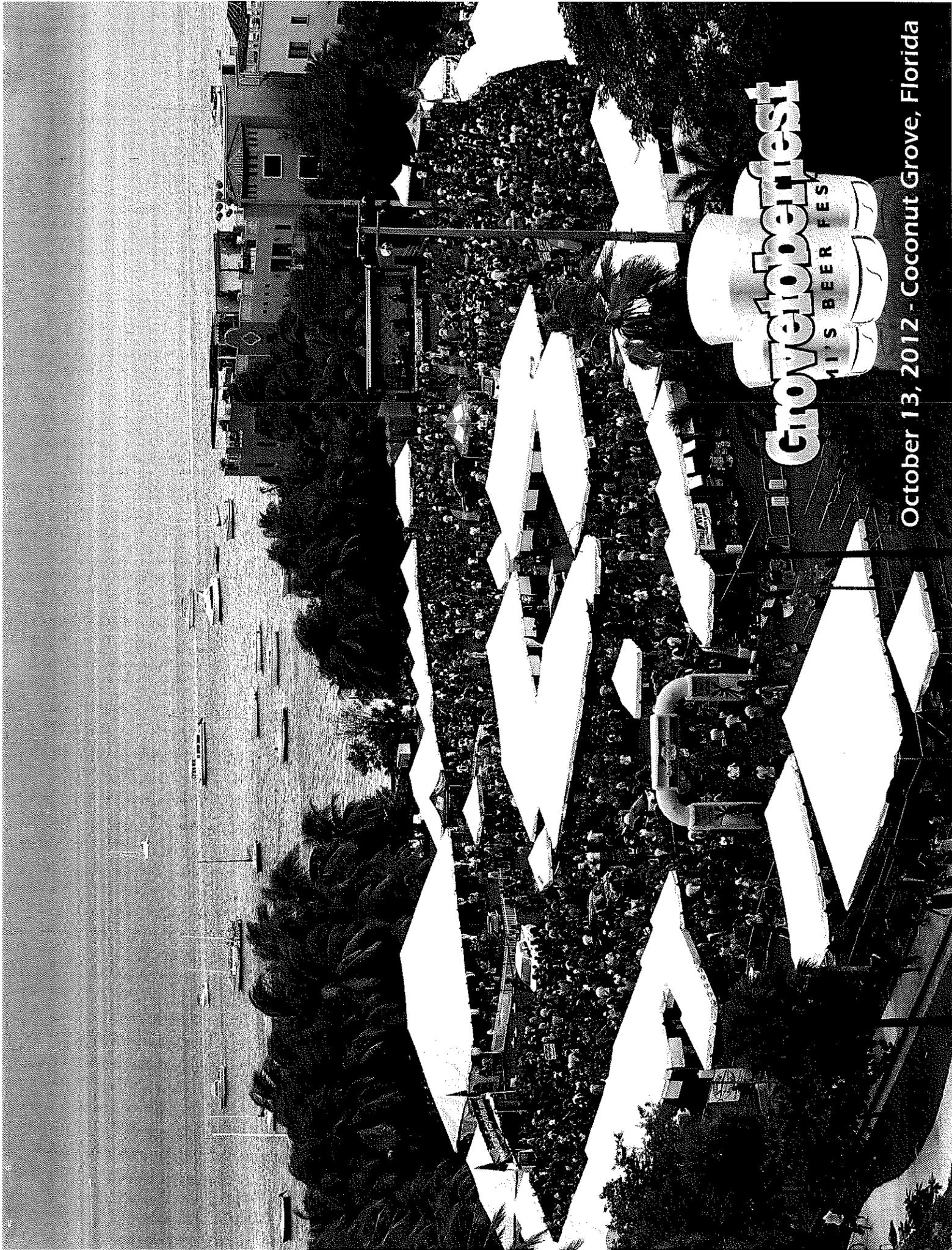
EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration	\$ 7,000	\$ 29,400	\$ 36,400	
Personnel:	\$ 0	0	\$ 0	
Artistic				
Personnel: Technical /	\$ 0	0	\$ 0	
Production				
Outside Artistic Fees / Services	\$ 0	0	\$ 0	
Outside Other Fees / Services	0	\$ 4,500	\$ 4,500	
Marketing: ADV / PR / Printing /	0	\$ 8,000	8,000	
Publication				
Marketing: Postage /	1000	\$ 4,000	5000	
Distribution				
Marketing: Web Design /	0	\$ 500	500	
Support / Maintenance				
Travel: In County	0	0	0	
Travel: Out of County	0	0	0	
Equipment Rental	0	\$ 800	800	
Equipment Purchase	0	0	0	
Space Rental	7000	\$ 1,000	8000	
Mortgage / Loan Payments		0		
Insurance	2500	\$ 10,000	12500	
Utilities	2500	\$ 8,500	11000	
Fundraising / Development	0	0	0	
(Non-Personnel)				
Merchandise / Concessions /	0	\$ 17,000	17,000	
Gift Shops				
Supplies /	0	\$ 2,800	2,800	
Materials				
Other				
Expenses:	-	-	-	-
[Itemize below]				
Maintenance	0	0		
Volunteer Hours		0		11,550
		0		

		0		
		0		
SUBTOTALS	\$ 20,000	\$ 86,500	\$ 106,500	\$ 11,550
TOTAL PROJECT EXPENSES			\$ 118,050	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 0	-
Memberships	\$ 56,000	-
Tuitions / Enrollment Fees	\$ 0	-
Contracted Services: Outside Programs / Performances	\$ 0	-
Contracted Services: Special Exhibition Fees	\$ 0	-
Contracted Services: Other	\$ 0	-
Rental Income	\$ 0	-
Corporate Support	\$ 0	-
Foundation Support	\$ 0	-
Private / Individual Support	\$ 0	-
Other Private Support: Auxiliary Activities	\$ 0	-
Other Private Support: Special Event Proceeds	\$ 0	-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
Visit Florida	\$ 2,500	-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
		-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues	\$ 28,000	-
Investment Income (Endowment)	\$ 0	-
Interest & Dividends	\$ 0	-
Cash on Hand	\$ 0	-
Other Revenues (list detail below)	-	-
Volunteer support		\$ 11,550
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 86,500	\$ 11,550
GRANT AMOUNT REQUESTED	\$ 20,000	-
TOTAL PROJECT REVENUES	\$ 118,050	-



October 13, 2012 - Coconut Grove, Florida

Not your typical "Beer Fest"

200

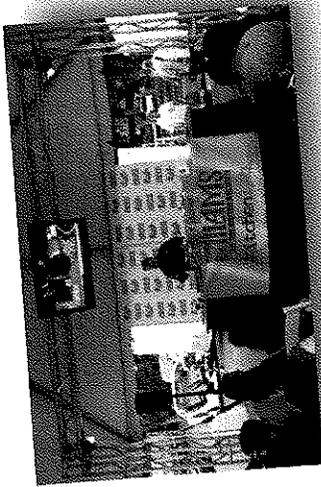
Over 200 beers from across the country and world. No "macro" brands (Budweiser, Miller, Coors, etc.) allowed at festival.

Live Music including local bands and recording artist "Robbet Elias" hot on the heels of releasing his new album "Magic City."



Strong culinary component with cooking demos, beer tasting and beer Pairing workshops. Including some of South Florida's best chefs

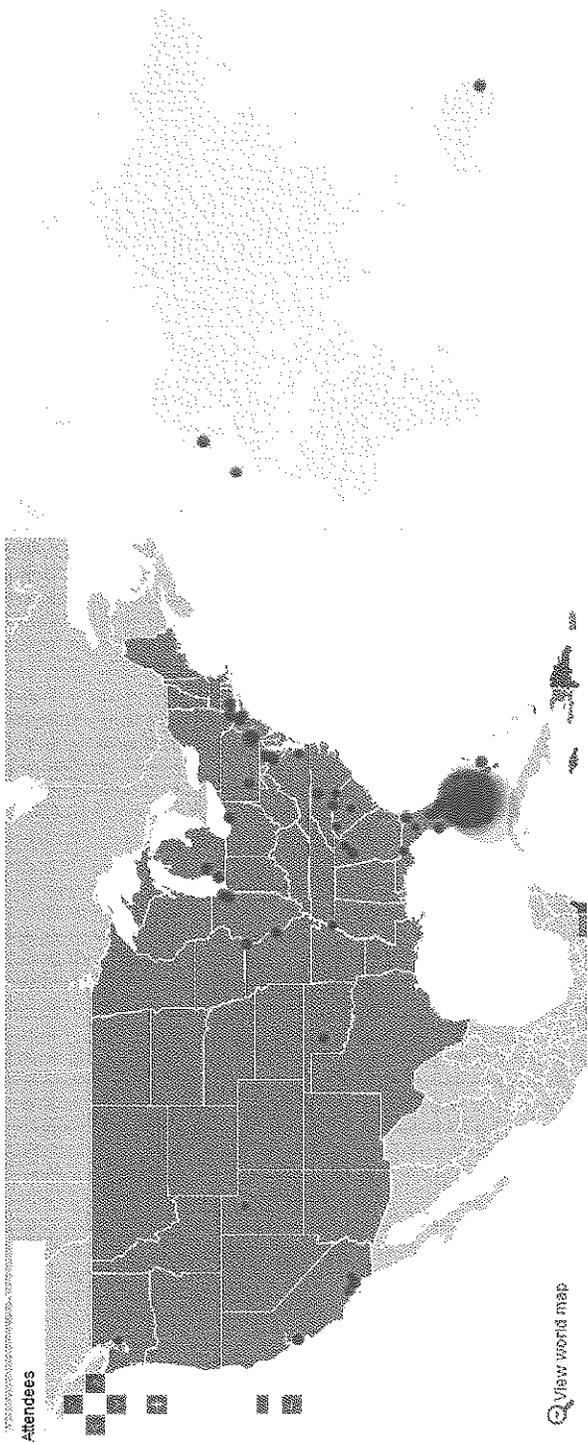
such as Michael Schwartz (*Michael's Genuine*) and Andre Beinvenu (*Joe's Stone Crab*)



Home brewing pavilion showcases another field of craft beer.

Who comes to Grovetoberfest?

Attendee Geography – Ticket Sales

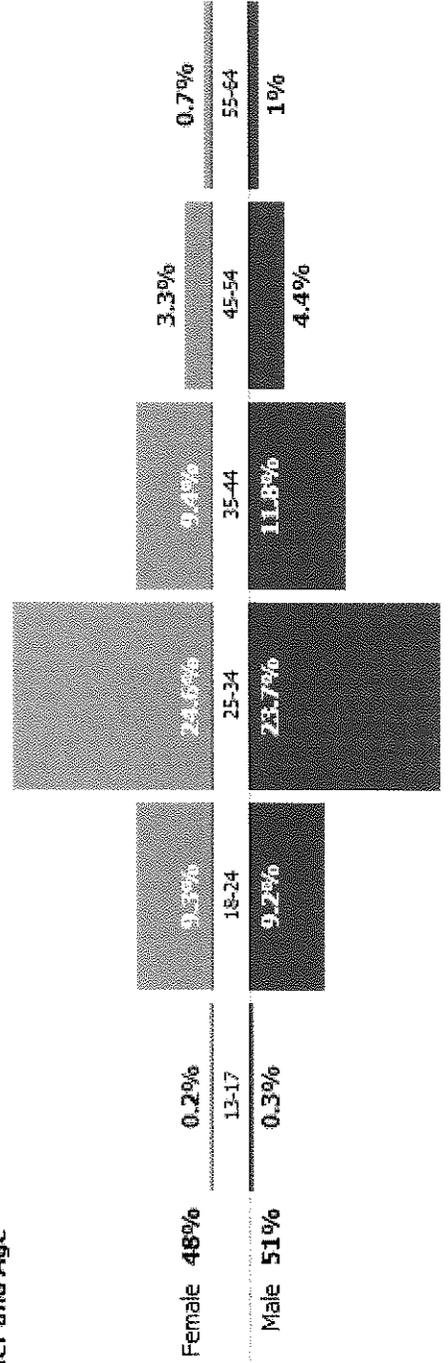


- 16% of our online ticket sales occurred outside of South Florida.
- Visitors came from as far away as Australia, Oslo, and London.

Sex & Age Breakdown

People Who Like Your Page

Gender and Age?



- Almost even split of men/women. Important for the longevity of the event.
- 70% between 25-44 years old.

Social Impact



3,800

Tag Search Results for " grovetoberfest "

- #grovetoberfest 453 Photos
- #grovetoberfest2012 23 Photos
- #grovetoberfestmiami2012 3 Photos
- #grovetoberfestbound 1 Photos
- #grovetoberfestmiami 1 Photos



Instagram

Twitter

500+ Mentions

I've been to hundreds of beer festivals. There have been three festivals out of the endless list of festivals I've attended that have won a place in my heart. Grovetoberfest was one of them. I cannot wait for next years! The homebrew tent was an incredible idea.

- lauren.bowen@tap42.com

I love Grovetoberfest!!! Best beer festival in my opinion. Would love for you all to have one in the summer!

- Yendi Angie@aol.com

You should make this bi yearly.. A spring event would be splendid because the weather is great during the spring.

- cjf0104@aol.com

Great event! Truly love it. I hope you all continue it!

- Poloprep530@me.com

Post-Event Survey Results

92% Would like a Spring version of Grovetoberfest

Rated from 1 to 5 (5 being best)

Entry to park: 3.77
 Bathrooms: 3.16
 Beer Selection: 4.37
 Food Selection: 3.44
 Music: 3.52

We had VIP tickets and it was so worth it! Great bathrooms (although a few more ladies would have been nice but they were kept clean, plus seating and shade was nice. No queue to get in either. Cerviche was delish and the meatballs and hotdogs were good too, would have preferred something a bit more substantial though. It was a really hot day so i am not so sure i would come in Summer, unless it was around April time but anything after that is too hot. The beer was great too. We had a great time loved the blue glasses, but there was no ladies small t-shirt so would have liked a ladies shirt better. Only got a large. We came from the Bahamas to shop and this was a great day away from shopping! Thanks guys.

- candislakin@yahoo.co.uk

Advertising Campaign

National Campaign

Included two nationally sold and distributed beer industry magazines. Plus the campaign highlighted a sweepstakes entitled "Live Like a Miami VIP" and included airfare, hotel, fishing and jst skiing trips, and more. We captured over 2,000 entries and awarded the prize to a couple from Metropolis, Illinois.

Local Campaign

We included print, radio and electronic campaigns extensively. The campaign covered all of South Florida with some regional exposure in the rest of the State.



97.3
THE COAST



MIAMI
NewTimes

The Miami Herald
Herald.com

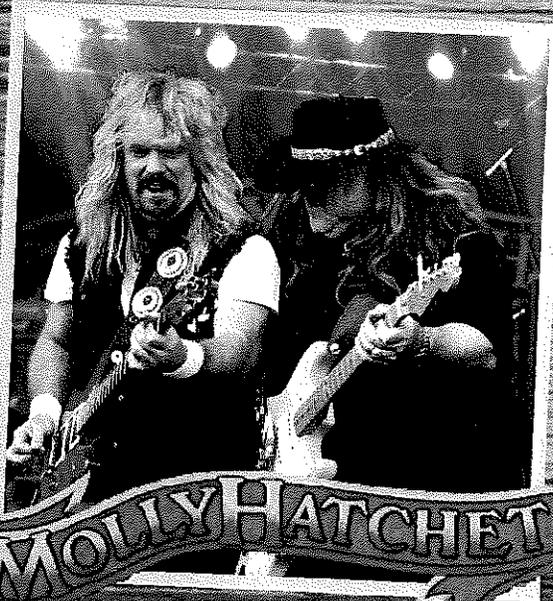
edible
SOUTH FLORIDA

TRAVELHOST

RIBFEST

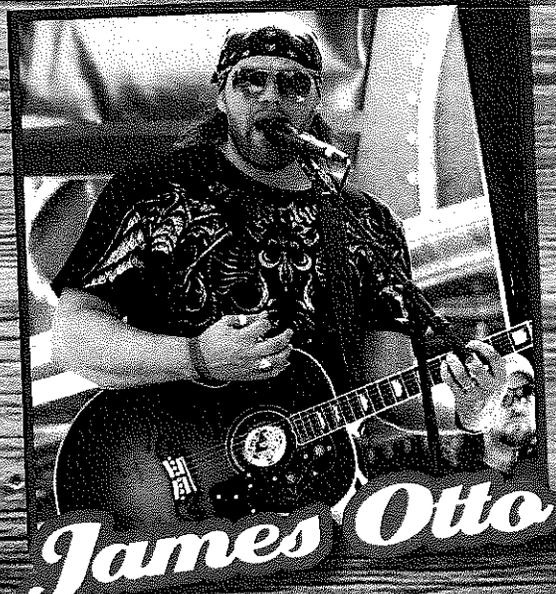


NOVEMBER 2-4, 2012 ZOO MIAMI



MOLLY HATCHET

PLUS...



James Otto

Entertainment lineup subject to change

10 COUNTRY AND ROCK BANDS
NATIONAL RIBBERS - FAMILY FUN ZONE
FREE PARKING - CLASSIC CAR SHOW - BIKERS WELCOME



MiamiRibfest.com ~ 305-461-2700

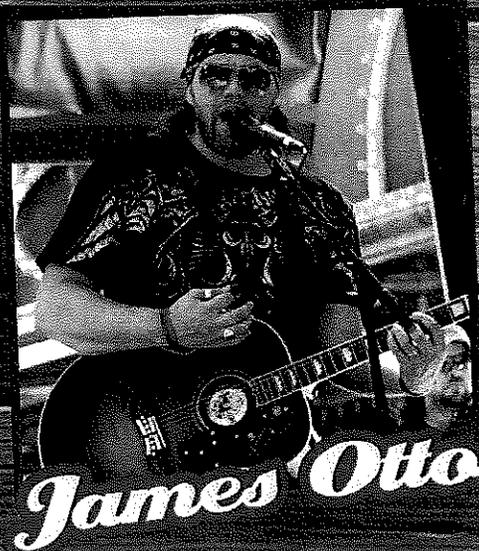
RIBFEST



NOVEMBER 2-4, 2012 - ZOO MIAMI



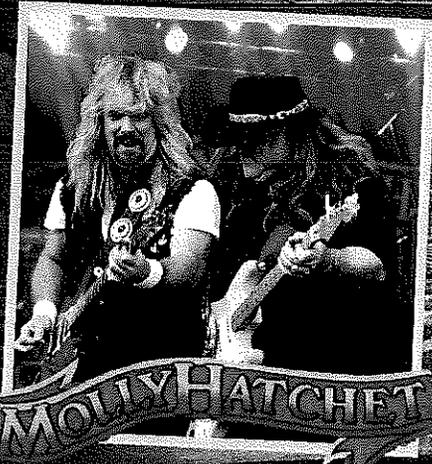
PLUS 10 COUNTRY
AND ROCK BANDS
NATIONAL RIBBERS
FAMILY FUN ZONE
FREE PARKING
CLASSIC CAR SHOW
BIKERS WELCOME



www.MiamiRibFest.com

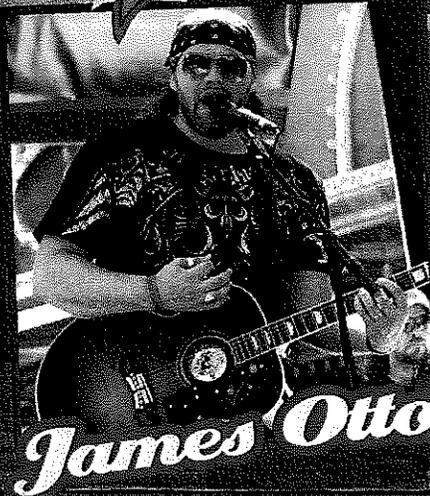
RIBFEST

NOVEMBER 2-4, 2012
@ ZOO MIAMI



PLUS 10
COUNTRY
& ROCK
BANDS
NATIONAL
RIBBERS

FAMILY
FUN ZONE
FREE
PARKING
CLASSIC
CAR SHOW
BIKERS
WELCOME



MIAMI-DADE
COUNTY



MiamiRibFest.com



NEWS RELEASE

miamidade.gov

FOR IMMEDIATE RELEASE:

MEDIA CONTACT:

Edith Torres
305-755-7862

ENJOY LIP SMACKIN' BARBECUE AND FOOT STOMPIN' CONCERTS AT RIBFEST 2012, NOV 2-4 AT ZOO MIAMI

*Featuring performances by Country Music star James Otto and legendary Southern
Rock band Molly Hatchet*

(MIAMI, October 24, 2012) – The Miami-Dade Parks, Recreation & Open Spaces Department, The Parks Foundation of Miami-Dade and Zoo Miami have teamed up for the return of Ribfest, a three-day barbecue festival and cook-off with national ribbers competing for “best of” in five categories including best ribs, beef brisket, pork, chicken and sauce, November 2-4, at Zoo Miami, 12400 SW 152 Street, in Miami.

In addition to great food, don't miss three full days of entertainment for the whole family, including continuous live concert performances by local and national bands, including this year's headlining acts Southern Rock group Molly Hatchet and Country music star James Otto.

Car buffs can enjoy the classic car show and the Homestead Miami-Speedway NASCAR attraction. Just in time for the holidays, take your picture with the Zoo Squad – Gigi the giraffe, Kaz the rhino and Pio the red-billed oxpecker who will make guest appearances throughout the day. Kids will also love the children's zone; hay rides, mechanical bull, and lots more. Patrons can also enjoy promotional discounted admission to Zoo Miami.

For those who want the VIP treatment, there will be a VIP lounge close to the stage so patrons can enjoy the concert up close and personal, as well as admission to Zoo Miami, VIP access restrooms, special seating, and photo op. Between the hours of 5-8 p.m. on Sat, 11/3, and between 3-6 p.m. on Sun., 11/4, VIP guests will also enjoy select food samplings, wine and all you can drink beer.

Ribfest was first created and conceived by Miami-Dade Parks in 2004 as part of its 75th year anniversary celebration and was an annual event consistently drawing thousands over the three-day event, to its previous home at Homestead Air Reserve Park. After a two-year hiatus, the event is back by popular demand at a new and more centralized location, Zoo Miami, and is expected to be stronger than ever.

“We are excited to bring back one of our most popular events to one of our most popular attractions at Zoo Miami,” said Jack Kardys, Director of Miami-Dade Parks, Recreation and Open Spaces Department. “This event showcases one more way that we provide high quality, yet affordable, recreational and cultural opportunities to the people of South Florida. This is a

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unique opportunity for the Miami-Dade community to enjoy both an exciting festival and a world renowned attraction in their own backyard for a fraction of the cost of heading out of town to enjoy something similar. We can't wait for everyone to have a great time."

General admission tickets are \$15 per person; Ribfest and Zoo Combo admission tickets are \$25; \$12 on Friday only. Ticket prices don't include the cost of food. VIP tickets are \$45. Hours are: Friday, Nov. 2, 11 a.m. - 6 p.m.; Saturday, Nov. 3, 10 a.m. - 9 p.m.; and Sunday, Nov. 4, 10 a.m. - 7 p.m. Zoo Combo tickets must be purchased no later than 4 p.m. each day, as the Zoo attraction closes at 5:30 p.m. daily.

Sponsors are The Parks Foundation of Miami-Dade, Zoo Miami, Miami-Dade Parks, Big 105.9FM, Big Boned BBQ Co., Blazin Broncos, Comcast - NBC Universal, Homestead Miami-Speedway, Huckleberry Hillbilly, Pepsi, Pig N Pig Out, Porky-N-Beans, Skin and Bones, Smoke & Spice, TD Bank, The Miami Herald, Waste Management, Willingham's World Champion BBQ, and WKIS-FM Kiss Country.

For more information or to become a vendor, please visit www.miamiribfest.com.

About the Parks, Recreation & Open Spaces Department

Nationally accredited, a three-time winner of the NRPA National Gold Medal Award and winner of the 2009 Florida Governor's Sterling Award for excellence in management and operations, Miami-Dade Parks is the third largest county park system in the United States, consisting of 260 parks and 12, 825 acres of land. It is one of the most unique park and recreation systems in the world. Made up of more than just playgrounds and athletic fields, it also comprises out-of-school, sports-development, and summer-camp programs; programs for seniors and people with disabilities; educational nature centers and nature preserves; environmental restoration efforts; arts and culture programs and events; the renowned Zoo Miami and the Deering Estate at Cutler; the Crandon Tennis Center, home of the Sony Ericsson Open; golf courses; beaches; marinas; campgrounds; pools; and more. For information about Miami-Dade Parks call 3-1-1, or visit www.miamidade.gov/parks/.

About The Parks Foundation of Miami-Dade

The Parks Foundation of Miami-Dade is a non-profit 501(c)3 organization that supports the Miami-Dade Parks, Recreation and Open Spaces Department's effort to further develop Miami-Dade County's world-class parks system for residents and visitors. Its mission is to create a healthier, more livable and sustainable Miami community by ensuring the implementation of the Parks Open Space Master Plan and the development of year-round park and recreation programs for local children, adults and people with disabilities.

ABOUT ZOO MIAMI

Zoo Miami is located at 12400 SW 152 Street, Miami, FL 33177. General zoo admission is \$15.95 per adult and \$11.95 per child (3-12), plus tax. Children under two and zoo members enter free; parking is free. Zoo Miami's hours are 9:30 am - 5:30 pm; ticket booths close at 4 pm. Some animals start going in for the night at 5 p.m. For more information, please visit www.zoomiami.org or call (305) 251-0400.

ABOUT THE ZOOLOGICAL SOCIETY OF FLORIDA

The Zoological Society of Florida, founded in 1956, is the non-profit support organization for Zoo Miami. Today it is one of the largest membership organizations in South Florida, with approximately 52,000 members. Its activities and programs include fundraising, marketing, volunteer services, educational programs, special events and member programming. Its mission

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is to encourage an appreciation for the world's wildlife and to help conserve it for future generations. For more information, please visit www.zsf.org or call (305) 255-5551.

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To request material in accessible format, information on access for persons with disabilities, or sign language interpreter services (7 days in advance), call 305-755-7848.

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NEWS RELEASE

miamidade.gov

PARA DIVULGACIÓN INMEDIATA:

ENLACE DE PRENSA:
Edith Torres
305-755-7862

DISFRUTE DE UNA DELICIOSA BARBACOA Y CONCIERTOS A TODO RITMO EN RIBFEST 2012, DEL 2 AL 4 DE NOV., EN ZOO MIAMI

Con números de la estrella de la música "Country" James Otto y la legendaria agrupación de rock sureño Molly Hatchet.

(MIAMI, 31 de octubre del 2012).— El Departamento de Parques, Recreación y Áreas al Descubierto de Miami-Dade, la Fundación de Parques de Miami-Dade, y Zoo Miami se han asociado para el regreso de Ribfest, un festival y competencia de cocina a la barbacoa de tres días de duración, con asadores que procurarán ser los mejores en cinco categorías: costillas, carne de pecho de res (brisket), cerdo, pollo y salsas, del 2 al 4 de noviembre, en Zoo Miami, 12400 SW 152 Street, en Miami.

Además de la comida sabrosa, no se pierda tres días completos de entretenimiento para toda la familia, que incluirán números de agrupaciones locales y nacionales en vivo en conciertos ininterrumpidos. Este año, los artistas destacados serán la legendaria agrupación de rock sureño Molly Hatchet y la estrella de la música "Country" James Otto.

Los aficionados de los automóviles podrán disfrutar de una exhibición de autos clásicos y de la atracción Homestead Miami Speedway de NASCAR. Justo a tiempo para las Fiestas, tómese una foto con el escuadrón del zoológico: Gigi la jirafa, Kaz el rinoceronte y Pío el picabuey piquirrojo, quienes saldrán a saludar al público en distintos momentos del día. Los niños también se divertirán en la zona infantil y con paseos en carros de heno, un toro mecánico y mucho más. Los asistentes también podrán aprovechar la entrada promocional con descuento para Zoo Miami.

Para quienes quieran recibir atención especial, habrá un salón VIP cerca del escenario para disfrutar del concierto bien de cerca, así como una entrada a Zoo Miami, baños con acceso VIP, asientos especiales, y oportunidades para tomar fotos. Entre las 5 p.m. y las 8 p.m. el sábado 3 de noviembre, y entre las 3 p.m. y las 6 p.m., el domingo 4 de noviembre, los invitados VIP podrán probar ciertas comidas, degustar vinos y beber toda la cerveza que quieran.

Ribfest fue creado y concebido por Parques de Miami-Dade en el 2004 con ocasión del festejo de su 75 aniversario. Durante varios años, Ribfest fue un acontecimiento anual que atrajo a miles de asistentes a lo largo de sus tres días de duración en su sede anterior, Homestead Air Reserve Park. Después de una interrupción de dos años, el evento regresa a pedido del

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público, ahora en una sede ubicada en una zona más central, Zoo Miami, donde se espera que sea más popular que nunca.

“Nos entusiasma volver a organizar uno de nuestros eventos más populares en una de las atracciones más populares, Zoo Miami”, dijo Jack Kardys, director del Departamento de Parques, Recreación y Áreas al Descubierta. “Este acontecimiento pone de relieve una de las formas en las que le ofrecemos al público del sur de la Florida oportunidades recreativas y culturales que, a pesar de ser de gran calidad, tienen un precio accesible. Esta representa una oportunidad sin paralelo para que la comunidad de Miami-Dade disfrute de un festival apasionante y una atracción de renombre mundial en su propia ciudad por una pequeña porción del costo de una actividad similar. No vemos la hora de que comience este evento, en el que todos se divertirán muchísimo”.

La entrada general cuesta \$15 por persona; la entrada combinada para Ribfest y el zoológico cuesta \$25, y \$12 el viernes solamente. El precio de la entrada no incluye el costo de la comida. Las entradas VIP cuestan \$45. Horario: viernes, 2 de noviembre, de 11 a.m. a 6 p.m.; sábado, 3 de noviembre, de 10 a.m. a 9 p.m.; y domingo, 4 de noviembre, de 10 a.m. a 7 p.m. Es necesario comprar las entradas combinadas para Ribfest y el zoológico antes de las 4 p.m. de cada día, ya que el zoológico cierra a las 5:30 p.m. todos los días.

Patrocinan este evento la Fundación de Parques de Miami-Dade, Zoo Miami, Parques de Miami-Dade, Big 105.9FM, Big Boned BBQ Co., Blazin Broncos, Comcast – NBC Universal, Homestead Miami-Speedway, Huckleberry Hillbilly, Pepsi, Pig N Pig Out, Porky-N-Beans, Skin and Bones, Smoke & Spice, TD Bank, The Miami Herald, Administración de Desechos (Waste Management), Willingham's World Champion BBQ, y WKIS-FM Kiss Country.

Para ver más información o para inscribirse como vendedor, visite www.miamiribfest.com.

Acerca del Departamento de Parques, Recreación y Áreas al Descubierta de Miami-Dade

El sistema de Parques de Miami-Dade, reconocido a nivel nacional, ganador en tres ocasiones de la Medalla de Oro Nacional de la Asociación Nacional de Parques y Recreación (NRPA, por sus siglas en inglés) y ganador del Galardón de Plata del Gobernador de la Florida en el 2009 por su excelencia en gestión y operaciones, ocupa el tercer lugar entre los sistemas de parques condales de los Estados Unidos por su tamaño, con 260 parques y 12,825 acres de terreno. Es uno de los sistemas de parques y recreo más particulares del mundo. No solo está compuesto por zonas de juegos y campos de atletismo, sino que también comprende programas extraescolares, de desarrollo deportivo y de campamentos de verano; programas para personas mayores y personas con discapacidades; centros de educación sobre la naturaleza y reservas naturales; campañas para la restauración del medioambiente; programas y eventos artísticos y culturales; los renombrados Zoo Miami y Deering Estate at Cutler; el centro de tenis Crandon, sede del campeonato Sony Ericsson Open; campos de golf; playas; marinas; terrenos de campismo; piscinas, y más. Para obtener más información acerca del sistema de Parques de Miami-Dade, llame al 3-1-1 o visite www.miamidade.gov/parks.

Acerca de la Fundación de Parques de Miami-Dade

La Fundación de Parques de Miami-Dade es una organización sin ánimo de lucro que brinda apoyo a la gestión del departamento de Parques, Recreación y Áreas al Descubierta a fin de continuar desarrollando el sistema de parques del Condado de Miami-Dade, de prestigio mundial, para el beneficio de sus residentes y visitantes. Con miras a cumplir su misión de crear una comunidad más saludable, habitable y sostenible, la fundación garantiza la ejecución

del plan maestro de Parques y Áreas al Descubierta y el desarrollo de programas de parques y recreo con vigencia todo el año para niños, adultos y personas con discapacidades de la zona.

Acerca de Zoo Miami

Zoo Miami está situado en 12400 SW 152 Street, Miami, FL 33177. La entrada general al zoológico cuesta \$15.95 para adultos y \$11.95 para niños (de 3 a 12 años), más impuesto. Los niños menores de dos años y los miembros del zoológico entran gratis; el estacionamiento es gratuito. Zoo Miami está abierto de 9:30 a.m. a 5:30 p.m.; las taquillas cierran a las 4 p.m. Algunos animales comienzan a retirarse para su descanso nocturno a las 5 p.m. Si desea más información, visite www.zoomiami.org o llame al 305-251-0400.

Acerca de la Sociedad Zoológica de la Florida

La Sociedad Zoológica de la Florida, fundada en 1956, es la organización sin fines de lucro que apoya la labor de Zoo Miami. Hoy por hoy, la sociedad se encuentra entre las organizaciones del sur de la Florida con mayor cantidad de miembros, que alcanzan aproximadamente 52,000. Sus actividades y programas se centran en gestiones de recaudación de fondos, mercadeo, servicios voluntarios, programas educativos, eventos especiales y programación de membrecía, entre otras. Su misión consiste en fomentar la apreciación de la fauna y flora del mundo, así como contribuir a su conservación para las generaciones venideras. Para obtener más información, visite www.zsf.org o llame al 305-255-5551.

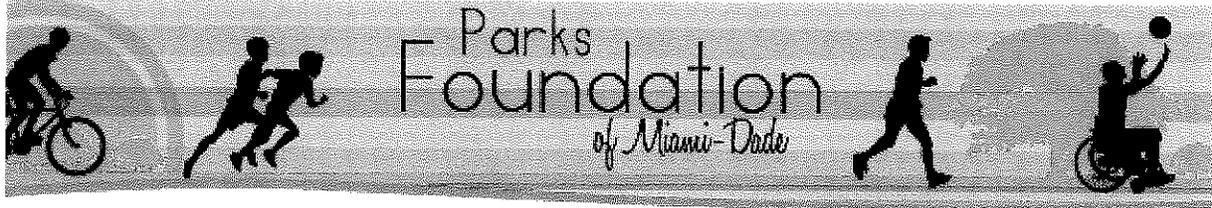
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Para solicitar material en formato especial, información sobre el acceso para personas con discapacidades o los servicios de un intérprete del idioma de las señas (con 7 días de antelación), llame al 305-755-7848.

Torres, Edith (MDPR)

From: The Parks Foundation of Miami-Dade <theparksfoundationofmiamidade@gmail.com>
Sent: Friday, October 26, 2012 12:40 PM
To: Torres, Edith (MDPR)
Subject: Join The Parks Foundation at Ribfest 2012, Nov. 2-4 at Zoo Miami

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Enjoy Lip-Smackin' Barbecue at Ribfest

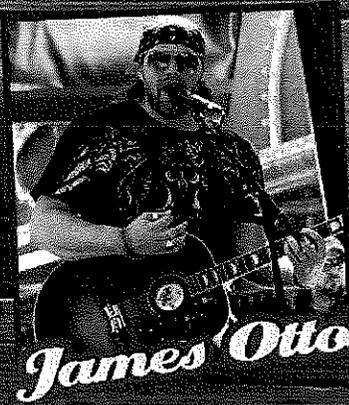
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Dear (Contact First Name),

Whether you're "a little bit Country" or "a little bit Rock-n-Roll," you won't want to miss Ribfest, Nov. 2-4 at Zoo Miami. Enjoy optional Zoo Admission, hay rides, classic car show, mechanical bull rides, kids zone and some of the best barbecue you'll ever enjoy. Join The Parks Foundation of Miami-Dade, Miami-Dade Parks and Zoo Miami, Nov. 2-4. For more information or to purchase your tickets, visit www.miamiribfest.com

Parks Foundation members get one free Ribfest/Zoo Combo admission ticket. To redeem, please contact debi@miamidade.gov.

To become a member of The Parks Foundation of Miami-Dade, visit

www.mdparcs.org

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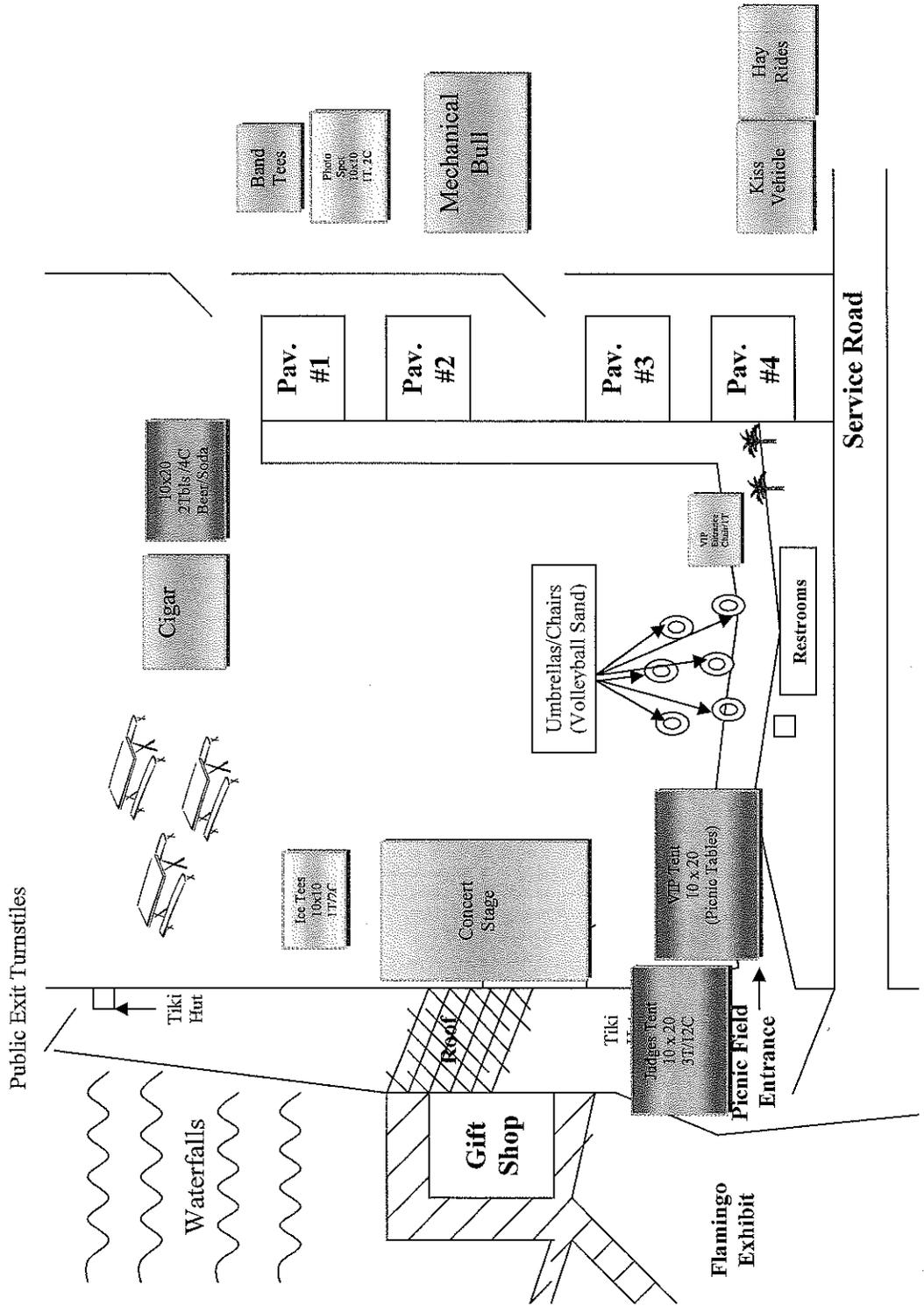
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Ribfest 2012



Ribfest 2012

Bands

Saturday, November 3, 2012

11:00am to 12:30pm -- PayBack
1:00pm to 2:30pm -- Shadow Creek
3:00pm to 4:30pm -- Rodeo Clowns
5:00pm to 7:00pm -- Matt Mansfield
7:30pm to 9:00pm -- James Otto

Sunday, November 3, 2012

11:00am to 12:10pm -- Fire Brigade
12:30pm to 1:40pm -- Mojo Scoundrels
2:00pm to 3:30pm -- BlackStar
4:00pm to 5:30pm -- Swinging Richards
5:30pm to 7:00pm -- Molly Hatchet

Ribbers

Porky N Beans -- Port St. Lucie, FL
Big Boned BBQ Co. -- Plymouth, MN
Willingham's World Champion BBQ, Annandale, MN
Blazin' Broncos -- Parma, OH
Pig In or Pig Out Cooking Team -- Clewiston, FL
Skin & Bones -- Arcadia, FL

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