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

Board of County Commissioners
Stephen P. Clark Center
6th Floor Conference Room
111 Northwest 1st Street
Miami, Florida 33128

April 11, 2013
As Advertised

Harvey Ruvin, Clerk
Board of County Commissioners

Christopher Agrippa, Division Chief
Clerk of the Board Division

Maryse Fontus, Commission Reporter
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CLERK'S SUMMARY OF MEETING
AND OFFICIAL MINUTES
TOURIST DEVELOPMENT COUNCIL
APRIL 11, 2013

The Tourist Development Council (TDC) convened on the 6th floor Conference room in the Stephen P. Clark Government Center, 111 Northwest First Street, Miami, Florida, at 1:30 p.m. on April 11, 2013. Present were Chairman Esteban Bovo Jr. and members, Mr. William Perry III, Mr. Stuart Blumberg, Mr. George Cozonis, Mr. Gene Prescott, Ms. Matti Herrera Bower and Mr. Rolando Aedo. (City of Miami Commissioner Michelle Spence-Jones, and Ms. Olga Ramudo were absent).

The following staff members were also present: Mr. Michael Spring, Director, Department of Cultural Affairs; Ms. Nikenna D. Benjamin, Grants Program Administrator; and Deputy Clerks Maryse Fontus and Karen Harrison.

Chairman Bovo called the meeting to order at 1:43 p.m., and asked the Council members to state their names for the record.

I. Additions, Deletions, Withdrawals

There being no additions, deletions, or withdrawals, it was moved by Mr. Blumberg that the agenda be approved. This motion was seconded by Chairman Bovo, and upon being put to a vote, passed unanimously by those members present.

II. Conflict of Interest

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

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

Mr. Spring noted the Conflict of Interest (COI) policy applied if any of the above instances had occurred in the last three years, and/or if a TDC Board Member's immediate family fell into those categories.

III. Items for Approval

A. Minutes of the February 7, 2013 Meeting

It was moved by Mr. Blumberg that the minutes of the February 7, 2013 TDC meeting be approved. This motion was seconded by Chairman Bovo, and upon being put to a vote, passed unanimously by those members present.

B. Second Quarter Deferred Applicant

Junior Orange Bowl Committee, Inc. $6000
Junior Orange Bowl International Tennis, Golf, Chess, Sports Ability Games & National Basketball

Mr. Spring indicated that TDC members, Mr. Perry and Mr. Prescott, had declared conflicts of interests; therefore, the Junior Orange Bowl application may have to be deferred again due to the lack of a quorum.

It was moved by Mr. Blumberg that the Junior Orange Bowl application be deferred to the next meeting. This motion was seconded by Chairman Bovo, and upon being put to a vote, passed unanimously by those members present.

IV. Reports and Discussion Items

A. Updated Budget / Financial Position and Funding Recommendations for FY 2012-13 Third Funding Period

Mr. Spring provided a brief update of the TDC budget, based on the County's Fiscal Year, which began on October 1st. He explained that the budget was divided into four quarters, and that the TDC was in the third quarter spanning from April to June of the year. He noted the TDC members stayed within budget for the first two quarters of the Fiscal Year; therefore, the TDC had enough funds for the remainder of the year.

Mr. Spring explained that the TDC began the year with a little more than $1.3 million in its budget. He noted for this funding period, the TDC had received 25 applications requesting $337,000. Of those 18 were continuing projects, five (5) were new or first-time projects, and two (2) were eligible under the on-going/new cycle projects category.

Mr. Spring announced that the TDC Subcommittee members, who reviewed staff's advice for these applications, made recommendations totaling $192,000. If the TDC Subcommittee recommendations were approved by the TDC members, the budget would have a balance of approximately $388,627, and its reserve fund would amount to $146,900, noted Mr. Spring.

Commissioner Bovo opened the floor for questions or comments from the TDC members.

Mr. Blumberg pointed out that two members of this Council had missed a considerable number of meetings, and some municipal appointees had not attended the meetings for an entire year. He

said that this would have to be resolved at some point, because sometimes the Council members could not vote for lack of a quorum. He suggested that the City Commission members be notified and asked to provide the TDC with members who could attend the meetings. He asked how this issue could be resolved without hurting political sensibilities.

Commissioner Bovo inquired as to which municipalities Mr. Blumberg was referring.

Mr. Spring explained that the TDC was required by statute to have three elected officials; Commissioner Bovo was one of them. The TDC was required to have an elected official from the most populous municipality in the County, and that was Commissioner Spence-Jones from the City of Miami. The third elected official could come from any other municipality in the County, and that was Mayor Bower from the City of Miami Beach, explained Mr. Spring.

Mayor Bower asked whether the elected officials could be represented by an alternate member.

Mr. Spring indicated that this was not possible, as this requirement was contained in the Florida State Statute; this was particularly difficult, because the lives of elected officials were so complex. He noted for each municipality, the City Commission nominated a member, and the County Commission approved the recommendation.

Commissioner Bovo asked whether it would be appropriate for him as Chair to speak with the Mayor and request that the City of Miami appoint another member.

Mr. Blumberg pointed out that Mayor Bower had always informed staff when she was unable to attend a meeting. However, the representative of the City of Miami had never done so.

Mr. Spring noted he spoke with Commissioner Spence-Jones' staff, and was informed that as the City Commission was meeting today, she would be unable to attend the TDC meeting. He said that Ms. Benjamin had asked Commissioner Spence-Jones' staff to provide her with all of the meetings scheduled on the commissioner's calendar, as this would help her avoid conflicts. Mr. Spring said that he could attempt to speak with Commissioner Spence-Jones himself, and if this was not effective, Commissioner Bovo could speak with her.

V. Citizen's Presentations

Mr. Michael Spring requested the representatives of those organizations present to make a brief statement in today's (4/11) presentations. He indicated that the presentations should take two minutes or less, should focus on new information and would be timed. Anyone who had not signed up would have the opportunity to make a short presentation at the end, said Mr. Spring.

VI. Grant Applications and Recommendations – Third Funding Period

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

VI. A-1. Alyans Atizay Ayisyen, Inc. **Final Recommendation $8,000**

Ms. Sandy Dorsainvil appeared before the Council, on behalf of the applicant and informed the TDC members that her organization had added a new component to the Donna Karan Urban Zen event. She said that Ms. Karan's and Mr. Russell James' Foundation based in New York City was planning an exhibit of artwork from Haitian artists, to be held in Miami. She indicated that some of the artists would also teach art classes to 112 students from the area, and her organization had received funding to provide lunch to the students. She noted her organization was also honoring two Haitian-American students, winners of the Young in Arts competition, whose artwork would be exhibited in the Donna Karan event. Originally scheduled to close on July 1st, the exhibit was extended until July 12, said Ms. Dorsainvil.

VI. A-3. City Theatre, Inc. Final Recommendation $5,000

Ms. Susan Westfall appeared before the Council and noted City Theatre was the producer of the Summer Shorts Festival, taking place at the Adrienne Arsht Center, in its 18th annual season. She said that 6 out of 12 10-minute plays that were chosen to be featured in the festival were world premieres. She announced that the family musical would be performed for the first time since its commission at the Kennedy Center. She also stated that City Theatre was planning to hold a City Rights event for playwrights, publishers, directors, and actors. This event would last a week and feature a keynote speaker, as well as creative and professional development sessions, some of which would be facilitated by entertainment lawyers, noted Ms. Westfall.

VI. A-5. Coral Gables Cinemateque, Inc. Final Recommendation $6,000

Ms. Michelle Acosta appeared before the Council and noted the Coral Gables Cinemateque was expanding the children and family program on weekends from one to two days every month, and was including additional programs, such as Flamenco Hoy, which would be broadcast in 3D at their cinema. She said the Coral Gables Cinemateque was introducing a late night series of special programs that would feature upbeat films.

VI. A-6. Edge Zones, Inc. Final Recommendation $6,000

Ms. Charo Oquet appeared before the Council and informed the TDC members that she was the Founding Director of Edge Zones, an international performance arts festival that was held last year for the first time. She said that the festival attracted a tremendous audience and the participation of artists from all over the world. She noted she expected this event to become a very big festival over the coming years. Ms. Charo observed that the festival organizers were struggling at present, because they were not charging an entrance fee, as the festival was in its infancy and they were trying to establish a strong base of Miami artists.

Mr. Blumberg noted the event would be held in Miami Beach and asked for clarification regarding the Miami Beach Gala Grant.

Mayor Bower explained that the Miami Beach Gala Grant was the new fundraising luncheon for the arts, and the funds were earmarked for new events.

Mr. Spring clarified that eventually the new events would qualify for VCA (Miami Beach Visitor and Convention Authority) funding.

VI. A-8. Fundarte, Inc. Final Recommendation $5,000

Ms. Dinorah De Jesus appeared before the Council and informed the members that Fundarte was the only Latino presenter in the United States that was sponsoring a performing arts festival specifically tailored to the gay, lesbian and transgendered (GLBT) community. She pointed out that the South Beach Chamber Ensemble had been added to the GLBT festival. She said that her organization had recently retained the services of a public relations firm, News Travels Fast, which deals with international media outlets, such as CNN, NPR, etc. She stated that thanks to this firm's work Fundarte now reached 45 million households in the United States and Latin America with its publicity.

VI. A-9. Miami Gay & Lesbian Film Festival, Inc. Final Recommendation $17,500

Mr. Frank Castro appeared before the Council and noted the Miami Gay & Lesbian Film Festival was planning to screen three films at the Gusman Center, and would be giving four awards to film makers. He said that one of the awards would be given to Mr. James Franco on April 27th, and another award would be given to Ms. Heather Winter for her film called Roman and Nero, a documentary on Desmond Childs, a famous music producer from Miami. Mr. Castro said that Mr. Childs and his family would be attending the world premiere of the documentary. He stated that the festival would also feature another world premiere, The Rugby Player, a documentary on Mark Bingham, a gay athlete from Miami who was on Flight 93 that was shot on 9/11. Mr. Castro said that Mr. Bingham's mother would be attending the screening.

VI. A-15. University of Wynwood, Inc. Final Recommendation $15,000

Ms. Melody Santiago Cummings said that she did not have any new information to share with the Council members.

B. Special Events/Promotions (Non-Profit) – Ongoing/New Cycle

VI. B-1. Friends of Miami-Dade Public Library, Inc. Final Recommendation $15,000

Ms. Lainey Brooks appeared before the Council and provided an update on the library's signature event, which she noted had grown to a major storytelling festival. She said that a few people from Tallahassee were coming to Miami to attend the festival, and the library staff was planning to give them a tour of the city's cultural attractions. She announced that the library was organizing a VIP reception for the Friday night before the festival.

C. Sport (Non-Profit) – Continuing

VI. C-1. Greater Miami Billfish Tournament, Inc. Final Recommendation $6,000

Ms. Judie Layne appeared before the Council and thanked the members for their support of the Greater Miami Billfish Tournament over the years. She noted they had recently concluded their 31st Annual Yamaha Contender Miami Billfish Tournament. She said that it was a great success with people coming from all over the United States and staying in hotels in the city. She stated that over 300 anglers, sponsors and guests stayed in various hotels in South Beach. She indicated that the tournament's organizers had advertised in various national and local fishing publications leading up to the event. Ms. Layne informed the Council members that the organizers donated $720,000 for scholarships and education programs in marine conservation.

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

VI. D-3. Haitian American Historical Society, Inc. Final Recommendation $5,000

Ms. Alexandra Barbot appeared before the Council, and said that she represented the Haitian American Historical Society, in existence since 2001. She noted her organization was applying for a grant for its festival on "Toussaint Louverture and the Louisiana Purchase." She informed the Council members that her organization was well-known for its Haitian Memorial Monument in Georgia and was opening a museum in North Miami. She stated that the organization's program would emphasize the ties between Haiti and America, and was planning a celebration about the Louisiana Purchase.

Mr. Prescott inquired whether the Haitian American Historical Society had other community grants.

Ms. Barbot indicated that her organization was applying for other grants as this was a whole-day event.

Mr. Spring said that at this time it was appropriate for TDC members to make motions either accepting or amending the funding recommendations.

It was moved by Mr. Blumberg that the TDC Subcommittee recommendations be approved, as presented. This motion was seconded by Mr. Prescott, and upon being put to a vote, passed unanimously by those members present.

Mr. Spring noted the Junior Orange Bowl application would be deferred to the next meeting due to the lack of a quorum. He said he would try his best to explain the situation to the applicant.

Agenda Item No.	Organization Name	Final Recommendation
VI. A-2.	Aqua Foundation for Women, Inc.	$5,000
VI. A-4.	Coconut Grove Chamber of Commerce, Inc.	$5,000
VI. A-7.	Friends of the Bass Museum, Inc.	$5,000
VI. A-10.	Michael-Ann Russell Jewish Community Center, Inc.	$5,000
VI. A-11.	New Theatre, Inc.	$7,000
VI. A-12.	South Florida Autism Charter Schools, Inc.	$9,000
VI. A-13.	The Rhythm Foundation, Inc.	$5,000
VI. A-14.	The Unconservatory, Inc.	$4,000
VI. B-2.	Miami River Fund, Inc.	$10,000
VI. C-2.	Miami Northwest Express Track Club, Inc.	$10,000
VI. D-1.	Art Directors' Club	$10,000
VI. D-2.	Brazz Dance Theatre, Inc.	$5,000
VI. D-4.	PhilanthroFest International Inc.	$12,500
VI. D-5.	The Sunshine Jazz Organization, Inc.	$5,000

Mr. Blumberg noted Mr. Cozonis would be leaving Miami because he had been appointed as the Managing Director of the Plaza Hotel in New York. He said that Mr. Cozonis had been an integral part of the Council; the TDC members were grateful for the time he served; and he would be missed.

Mr. Cozonis said that he appreciated the send-off. He observed that it seemed like yesterday that he arrived in Miami, and the past 19 years had been the best of his life. He noted working in Miami had been a pleasure, because the hotel industry enjoys so much support from the leaders of this community. He stated that he was thankful to this community in general, and to the TDC members in particular.

Commissioner Bovo noted unfortunately he did not have the opportunity to work with Mr. Cozonis, and wished him the best.

Hearing no further questions or comments, the TDC meeting adjourned at 2:15 p.m.

Commissioner Esteban Bovo, Jr.
Chairman, Tourist Development Council

Tourist Development Council
April 11, 2013

Prepared by: Maryse Fontus

EXHIBITS LIST

NO.	DATE	ITEM #	DESCRIPTION
1	4/11/13		Agenda
2	4/11/13		List of Citizens' Presentations
3	4/11/13		Budget Recommendations for FY 2012-2013 Third Funding Period
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MIAMI-DADE COUNTY

Tourist Development Council
Panel Meeting
Thursday, April 11, 2013 1:30 PM
Stephen P. Clark Center
111 NW First Street
Third Floor Conference Room
Miami, Florida

AGENDA

I. **Additions, Deletions, Withdrawals**

II. **Conflict of Interest**

III. **Items for approval**

A. **Minutes of the February 7, 2013 Meeting**
B. **Second Quarter Deferred Applicant**

Junior Orange Bowl Committee, Inc. **$6,000**
Junior Orange Bowl International Tennis, Golf, Chess, Sports Ability Games & National Basketball

IV. **Reports and Discussion Items**

A. **Updated Budget / Financial Position and Funding Recommendations for FY 2012-13 Third Funding Period**

V. **Citizens' Presentations**

VI. **Grant Applications and Recommendations - Third Funding Period**

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

		Request	Subcommittee Recommendation
1.	**Alyans Atizay Ayisyen, Inc.** ***Discover Haiti: Urban Zen by Donna Karan***	**15,000**	**8,000**
2.	**Aqua Foundation for Women, Inc.** ***Aqua Girl Festival 2013***	**15,000**	**5,000**
3.	**City Theatre, Inc.** ***18th Annual Summer Shorts Festival***	**15,000**	**5,000**
4.	**Coconut Grove Chamber of Commerce, Inc.** ***Great Taste of the Grove Food and Wine Festival***	**25,000**	**5,000**
5.	**Coral Gables Cinemateque, Inc.** ***International Lens***	**6,000**	**6,000**
6.	**Edge Zones, Inc.** ***Miami Performance Festival International***	**15,000**	**6,000**
7.	**Friends of the Bass Museum, Inc.** ***Hot Nights, Cool Jazz!***	**15,000**	**5,000**

		Request	Subcommittee Recommendation
8.	**Fundarte, Inc.** *FundArte's Out in the Tropics 2013*	15,000	5,000
9.	**Miami Gay & Lesbian Film Festival, Inc.** *15th Annual Miami Gay & Lesbian Film Festival*	25,000	17,500
10.	**Michael-Ann Russell Jewish Community Center, Inc.** *Festival Yachad - Isreali Folk Dance Festival*	11,000	5,000
11.	**New Theatre, Inc.** *Road Through Heaven*	10,000	7,000
12.	**South Florida Autism Charter Schools, Inc.** *6th Annual Miami International Agricultural Horse and Cattle Show*	10,000	9,000
13.	**The Rhythm Foundation, Inc.** *Trans Atlantic Festival 2013*	15,000	5,000
14.	**The Unconservatory, Inc.** *Gala for Two Pianos 2013*	5,000	4,000
15.	**University of Wynwood, Inc.** *O, Miami Poetry Festival*	15,000	15,000
B.	**Special Events/Promotions (Non-Profit) – Ongoing/New Cycle**		
1.	**Friends of the Miami-Dade Public Library, Inc.** *International Art of Storytelling*	15,000	15,000
2.	**Miami River Fund, Inc.** *Miami Riverday*	15,000	10,000
C.	**Sport (Non-Profit) – Continuing**		
1.	**Greater Miami Billfish Tournament, Inc.** *Yamaha Contender Miami Billfish Tournament*	15,000	6,000
2.	**Miami Northwest Express Track Club, Inc.** *38th Annual Northwest Track & Field Classic*	15,000	10,000
D.	**Special Events/Promotions (Non-Profit) – First-Time**		
1.	**Art Directors Club** *92nd Annual Awards Festival of Art and Craft in Advertising and Design*	15,000	10,000
2.	**Brazz Dance Theater Incorporated** *Contemporary Brazilian Dance Sampler*	5,000	5,000
3.	**Haitian American Historical Society, Inc.** *Toussaint L'ouverture and the Louisianna Purchase*	15,000	5,000
4.	**PhilanthroFest International, Inc.** *PhilanthroFest 2013*	15,000	12,500
5.	**The Sunshine Jazz Organization, Inc.** *Music in the Park*	5,000	5,000

Adjournment

MIAMI-DADE COUNTY

Tourist Development Council
Panel Meeting
Thursday, April 11, 2013 1:30 PM
Stephen P. Clark Center
111 NW First Street
Third Floor Conference Room
Miami, Florida

Citizens' Presentations

		Request	Subcommittee Recommendation
1.	**Alyans Atizay Ayisyen, Inc.** *Sandy Dorsainvil*	15,000	8,000
3.	**City Theatre, Inc.** *Susan J. Westfall*	15,000	5,000
5.	**Coral Gables Cinemateque, Inc.** *Michelle Acosta*	6,000	6,000
8.	**Fundarte, Inc.** *Dinorah de Jesus Rodriguez*	15,000	5,000
15.	**University of Wynwood, Inc.** *Melody Santiago Cummings*	15,000	15,000
B. Special Events/Promotions (Non-Profit) – Ongoing/New Cycle			
1.	**Friends of the Miami-Dade Public Library, Inc.** *Lainey Brooks*	15,000	15,000
C. Sport (Non-Profit) – Continuing			
1.	**Greater Miami Billfish Tournament, Inc.** *Judy Layne*	15,000	6,000

MIAMI-DADE COUNTY

MEMORANDUM

Date: April 11, 2013

To: Honorable Esteban L. Bovo, Jr., Chairperson
and Members
Tourist Development Council

From: Michael Spring, Director
Department of Cultural Affairs

Subject: Budget Recommendations for FY 2012-2013 Third Funding Period

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FY 2012-2013 Available Budget

The allocation of funds to the Tourist Development Council's budget for fiscal year 2012-2013 is $1,307,877. The 2% Tourist Development Room Tax Revenue will provide the Council with $1,000,000, which continues to reflect an increase of $25,000 annually, pursuant to the 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, $182,877 was carried over from FY 2011-2012.

3rd Funding Period Overview

There are twenty-five (25) applications requesting a total of $337,000 for the third funding period. All 25 applications are from non-profit organizations.

Five (5) of these 25 organizations represent New and/or First-time projects to the Tourist Development Council; eighteen (18) are Continuing projects; and two (2) are eligible under the Ongoing/New Cycle 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 $182,000 has been recommended for 25 organizations by the TDC Subcommittee for this third funding period. The remaining balance for the program as appropriated at the beginning of the year is $398,627. The current balance in the Reserve Fund is $156,900. Reserve funds are available to address unforeseen or needed adjustments and/or unanticipated major project requests.

Funding Period/Category	Budgeted + Allocations	Set-Aside +	Shoulder Season Fund / Reserve	Actual Recommended = /Expended # of grants	Remaining Balance
First Funding Period	$ 296,500	$ 129,400		$ 425,900 33	$
Second Funding Period	275,050		$ 26,300	$ 301,350 25	
Third Funding Period	175,000		$ 7,000	$ 182,000 25	
Fourth Funding Period	241,727				241,727
Reserve	190,200				156,900
Set-Aside Grants	129,400				
TOTAL	$1,307,877	$ 129,400	$ 33,300	$ 909,250 83	$ 398,627

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
Third Funding Period

BUDGET UPDATE CHART

	Special Events / Promotions	Sports Events	Television	Government	Total
Total TDC Funding Available in FY 2012-2013					***$1,307,877***
Total TDC First Funding Period Allocations					***$425,900***
Total TDC Second Funding Period Allocations					***$301,350***
Continuing Projects - Funding Formula Amounts (# of requests)	$ 107,500 **(15)**	$ 22,000 **(3)**	N/A	N/A	$ 129,500 **(18)**
Ongoing Projects - Recommended Amounts (# of requests)	$ 25,000 **(2)**	N/A	N/A	N/A	$ 25,000 **(2)**
New and/or First-time Projects - Recommended Amounts (# of requests)	$ 27,500 **(5)**	N/A	N/A	N/A	$ 27,500 **(5)**
Total Recommended for Second Funding Period (# of requests)	**$ 160,000 (22)**	**$ 22,000 (3)**	N/A	N/A	**$ 182,000 (25)**
Balance Remaining (4th+ Reserve Fund)					**$ 398,627**

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

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-1

ORGANIZATION: ALYANS ATIZAY AYISYEN, INC.
PROJECT TITLE: Discover Haiti: Urban Zen by Donna Karan
PROJECT TYPE/CATEGORY: Special Events/Promotions

GRANT REQUEST: $15,000
RECOMMENDATION: $8,000.00

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 05-12-2013 - 07-01-2013

EVENT LOCATION: Little Haiti Cultural Center

PROJECT SYNOPSIS:

Grant funds are requested to support a world class exhibition "Discover Haiti: Urban Zen by Donna Karan" during Haitian Heritage Month 2013 at Little Haiti Cultural Center. Exhibit will be presented by the Haitian Cultural Arts Alliance and The Urban Zen Foundation- founded by fashion industry legend Donna Karan for the purpose of helping Haiti to help itself . The exhibition will take place from May 12, 2013 - July 1, 2013. This exhibit will be presented free of charge to the public.

HOTEL CONFIRMATION:

NONE	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	10	9000
Out of County	5	600

Out of State	30	200
Foreign	10	200
TOTAL	55	10000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	120	
# of hotel room nights anticipated to be booked:	120	
Actual number of hotel room nights used last year:	60	

MARKETING DETAILS: Promotion of the exhibition via a partnership with internationally known Fashion designer Donna Karan and her foundation (Zen Foundation).

PREVIOUS TDC FUNDING: $9,000 (11-12); $10,000 (10-11)

OTHER GOVERNMENT FUNDING: N/A

PROJECT NARRATIVE:

Take a journey and discover Haiti. The Haitian Cultural Arts Alliance and Donna Karan continue to support the artisans of Haiti with the new URBAN ZEN HAITI EXHIBITION. Visit the Little Haiti Cultural Center in Miami, Florida to see a gallery showcasing a collection of art, accessories, clothing, and home furnishings - all designed and produced in Haiti. The exhibition will feature stone, wood, paper, metal, tobacco and horn, all transformed by Haitian hands and artistry,refined through generations. Work featured will be produced by The Haiti Artisan Project. The Haiti Artisan Project is dedicated to create a sustainability model of commerce to assist in financial supporting the art community of Haiti and thereby preserving the rich culture of the island.

The exhibition featuring this craft as art will take place May 12th - July 1st, 2013 at Little Haiti Cultural Center - Miami, Florida. There will be the main gallery event and opening night celebration open to the public. This exhibit will be free and open to the public for entire duration of two months. This exhibition will attract tourists to Miami-Dade County through the amazing collaboration of world renowned designer Donna Karan and her philanthropic efforts of Urban Zen Foundation, alongside prolific and highly regarded Haitian Artist Edouard Duval-Carrie. This collaboration of art and fashion represent a ground breaking presentation of arts and culture in Miami-Dade county with the potential to draw a large international, national and local audience.

Media Sponsors will include WLRN, WPBT2, WDNA, Island TV. Hotel Sponsors will include Miami River Inn, Motel Bianci, Miami Marriott Biscayne Bay

TDC funds will be used to market the program and reach a wider audience. Marketing is an essential part of any successful event especially in terms of tourism. Collaboration with a strong group of partners that each have international/national/local databases ensure that if proper marketing is available there are specific audiences that will be directly reached to attend this event.The implementation of the project is on the following timeline: Aug-Oct 2012: Draft/Preliminary plan of event. Nov-Feb 2013: Negotiations with all key partners, finalize grants, sponsorship/partnerships, update website, send invitations to artist and presenters. Mar-May 2013:Create media/marketing material for distribution to public, start PR campaign, art crates arrive, set up exhibit, opening. July 2013: Exhibit take down, accumulate attendee data, thank-yous to sponsors/partners, artists and presenters.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		$ 11,250	$ 11,250	
Personnel: Artistic		0		
Personnel: Technical / Production		0		
Outside Artistic Fees / Services	$ 2,500	$ 17,500	$ 20,000	
Outside Other Fees / Services		$ 15,000	$ 15,000	
Marketing: ADV / PR / Printing / Publication	2000	$ 5,000	$ 7,000	$ 2,500
Marketing: Postage / Distribution		0		
Marketing: Web Design / Support / Maintenance	1000	0	$ 1,000	
Travel: In County		0		
Travel: Out of County		0		
Equipment Rental		0		
Equipment Purchase		0		
Space Rental		0	$ 0	$ 5,000
Mortgage / Loan Payments		0		
Insurance		$ 1,000	$ 1,000	
Utilities		0	$ 0	
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials	1000	0	$ 1,000	
Other Expenses: [Itemize below]	-	-	-	-
Shipping of Artwork	8500	$ 11,500	$ 20,000	
		0		
		0		

		0		
		0		
SUBTOTALS	$ 15,000	$ 61,250	$ 76,250	$ 7,500
TOTAL PROJECT EXPENSES			$ 83,750	-

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	$ 15,250	
Foundation Support	$ 30,000	-
Private / Individual Support	$ 16,000	
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
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		-
		-
Gov't Grants: State (Itemize Below)	-	-
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		-
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)	-	-
Little Haiti Cultural Center - Space Rental In-Kind		$ 5,000
Little Haiti Cultural Center - Exhibition Brochures In-Kind		$ 2,500
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	$ 61,250	$ 7,500
GRANT AMOUNT REQUESTED	$ 15,000	-
TOTAL PROJECT REVENUES	$ 83,750	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-2

ORGANIZATION: Aqua Foundation for Women, Inc.

PROJECT TITLE: Aqua Girl 2013

PROJECT TYPE/CATEGORY: Special Events/Promotions

GRANT REQUEST: $15,000

RECOMMENDATION: $5,000.00

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 05-15-2013 - 05-19-2013

EVENT LOCATION: National Hotel

PROJECT SYNOPSIS:

Grant funds are requested to support Aqua Girl 2013 (May 15th-19th) at our new hotel, the National. Aqua Girl is an annual national women s week designed to promote the visibility, health and equality of lesbian, bisexual and transgender women and showcase a variety of LGBT artists. This year there will be many cultural and social event across Miami and Miami Beach including a live music event, upscale dinner event, dance parties, pool parties, tea dance, culinary wine event, and DJ showcase

HOTEL CONFIRMATION:

National Hotel	438

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	130	1600
Out of County	30	750

Out of State	5	2250
Foreign	0	400
TOTAL	165	5000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	438	
# of hotel room nights anticipated to be booked:	438	
Actual number of hotel room nights used last year:	387	

MARKETING DETAILS: Aqua Girl will be promoted through various means such as eblasts, printed materials, and videos at events. For national visitors we are planning an aggressive campaign that includes print ads, web banners on sites they frequent, eblasts from organizations who market to LBT women, as well as gaining press. We also have flyers at Pride and party events in various cities around the US.

PREVIOUS TDC FUNDING: $5,000 (11-12);$5,000 (10-11); $5,000 (07-08); $5,000 (05-06)

OTHER GOVERNMENT FUNDING: VCA Grant $40,000

PROJECT NARRATIVE:

Aqua Girl is a National Festival week geared toward the lesbian, bisexual, and transgender women's community produced by Aqua Foundation for Women. Aqua Girl consists of cultural and social event across Miami and Miami Beach including a live music event, upscale dinner event, dance parties, pool parties, tea dance, culinary wine event, a VIP event, and DJ showcase. Tickets for these events range from $12 - $95. All events are open to the public provided they are the appropriate age, have purchased tickets, etc and we expect approximately 5000 attendees total.

We work with a host hotel, The National Hotel (where we have 438 room nights blocked), which serves as the central meeting place for our out-of-town visitors as well as locals. The festival focuses on highlighting LBT female artist and performers from across the country and has hosted a variety of comedians, djs (in talks with Lisa Pittman, Tracy Young, Pat-Pat), singers, artists, drag kings, tv personalities (Lauren Russell from the Real L Word) and designers. Aqua Girl's line up of performances and events have made it a must on the travel schedule of LBT women from across the country and the world with a record of continuous tourist growth every year since its inception.

This year's festival will be held from May 15 through 19, 2013 with 15 cultural and social events. Specific events include a VIP Cocktail Reception, a live music event, wine tasting event at The Betsy, an upscale dinner event, 4 different evening dance parties, and three pool parties. We're looked at hosting these events at a variety of popular locations including Grand Central, Bongos, Score, The Palace, and the Catalina.

We believe marketing is the key to our growth nationally and locally. We target the LBT communities internationally, nationally and locally, with a combination of paid and in–kind sponsored advertising, palm cards, brochures, online marketing & poster distribution nationally & a public relations campaign that distributes press releases and op-eds to hundreds of media outlets worldwide. Current sponsors and partners include, Pandora, Windy City Times, iCandee Events, Go magazine, She magazine, Curve magazine, Mark's List, and Damron with many others in process.

Each year the event has grown in scope and we continue to promote the weekend, Miami & Miami Beach as it expands to become an entire week of events and the largest non-profit women s week in the U.S.

We would be grateful to have TDC support and funding this year and we would be able to focus those funds on international and national targeted marketing opportunities designed to continue to grow our national attendance and visibility.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		$ 20,500	$ 20,500	
Personnel: Artistic		0		
Personnel: Technical / Production		$ 5,000	$ 5,000	
Outside Artistic Fees / Services	$ 4,000	$ 21,000	$ 25,000	$ 5,000
Outside Other Fees / Services		0		
Marketing: ADV / PR / Printing / Publication	10000	$ 40,000	$ 50,000	$ 7,000
Marketing: Postage / Distribution		$ 500	$ 500	
Marketing: Web Design / Support / Maintenance	1000	$ 1,000	$ 2,000	
Travel: In County		$ 1,000	$ 1,000	
Travel: Out of County		$ 3,000	$ 3,000	
Equipment Rental		$ 8,000	$ 8,000	
Equipment Purchase		0		
Space Rental		$ 5,000	$ 5,000	
Mortgage / Loan Payments		0		
Insurance		$ 3,000	$ 3,000	
Utilities		0		
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		$ 3,500	$ 3,500	
Supplies / Materials		$ 6,000	$ 6,000	
Other Expenses: [Itemize below]	-	-	-	-
city services		$ 4,000	$ 4,000	
ticketing/cash management		$ 10,000	$ 10,000	
sound and lighting		$ 12,000	$ 12,000	

food and beverage		$ 6,000	$ 6,000	$ 33,000
security/cleaning/valet/shuttles		$ 15,500	$ 15,500	
SUBTOTALS	$ 15,000	$ 165,000	$ 180,000	$ 45,000
TOTAL PROJECT EXPENSES			$ 225,000	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	$ 53,000	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	$ 10,000	$ 34,500
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)	-	-
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		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
VCA	$ 40,000	-
		-
		-
		-
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	$ 30,000	-
Other Revenues (list detail below)	-	-
bar sales	$ 25,000	
program book sales	$ 7,000	
entertainer Lauren Russell		$ 3,000
DJ fee discounts		$ 2,000
Curve Magazine		$ 3,000
GO Mag		$ 2,500
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	$ 165,000	$ 45,000
GRANT AMOUNT REQUESTED	$ 15,000	-
TOTAL PROJECT REVENUES	$ 225,000	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: D-1

ORGANIZATION: Art Directors Club

PROJECT TITLE: 92nd Annual Awards Festival of Art and Craft in Advertising and Design

PROJECT TYPE/CATEGORY: Special Events/Promotions

GRANT REQUEST: $15,000

RECOMMENDATION: $5,000.00

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-02-2013 - 04-04-2013

EVENT LOCATION: W Hotel

PROJECT SYNOPSIS:

Grant funds are requested to support the equipment needs, space rental, marketing/public relations, program costs and supplies associated with the production of the Art Directors Club 92nd Annual Awards + Festival of Art and Craft in Advertising and Design on April 2-4, 2013. The Festival will be hosted out of W South Beach, as well as the New World Center and The Wolfsonian in Miami Beach. The Art Directors Club will host hands-on, interactive, creative workshops for ADC's festival attendee

HOTEL CONFIRMATION:

w Hotel South Beach	249
Shore Club	160

TOURISM IMPACT PROJECTION:

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

Miami-Dade County Residents	TBD	75
Out of County	TBD	0
Out of State	12	185
Foreign	0	160
TOTAL	12	420

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	409	N/A
# of hotel room nights anticipated to be booked:	409	N/A
Actual number of hotel room nights used last year:	N/A	N/A

MARKETING DETAILS: The marketing strategy combines the efforts of three key forces: the ADC's Content Communications leadership; a top New York-based PR firm, DiGennaro Communications and lastly, but of top importance, will be the media partners that ADC is working with to help disseminate its messaging in channels pervasive in every corner of the world. Our marketing program channels include a Festival microsite (www.adcawards.org/festival); direct mail; a magazine publication emailed to 50,000 creative people; email newsletter blasts; print ads; web film; banner ad placements; downloadable posters; social media, media partnerships and public relations outreach and media management.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING: MBVCA - $40,000

PROJECT NARRATIVE:

On April 2-4, 2013, the Art Directors Club 92nd Annual Awards Gala + Festival of Art and Craft in Advertising and Design will take place in Miami Beach, centralized at W South Beach , as well as the New World Center, The Wolfsonian and Shore Club.

For the first time in 92 years, the Art Directors Club is moving its annual celebration of the art and craft in advertising and design from New York City to Miami Beach, making it easier for international travelers from Europe, Latin America and Asia to attend. Miami is an ideal environment to promote inspired attendees in fun cultural and artistic workshops; and because it is an industry-neutral location for authentic networking.

Throughout this three-day festival, we will host international artists from the illustration, photography, design, film, digital art, "calligraffiti" and advertising industries to present and host workshops for our festival attendees. Designer, Bruce Mau, Sean Kenny (Lego artist) Jon Contino (illustrator)

The entire Festival is designed to attract tourists. We expect at least 80-90% of our attendees to fly in from out of town and can count on the remainder to attend from the growing Miami creative arts scene.

Festival Passes are available on a sliding scale, depending on whether or not attendees want to include hotel in their reservation ($1750 with hotel), or will be securing accommodations elsewhere in Miami ($750 without hotel). The Gala which includes reception, keynote artist speaker,Oliviero Toscani, the creative mind behind Benetton advertising and after-party admission ($250). Winners work will be awarded at the Wolfsonion, by Toscani.

The Festival marketing plan combines the most effective international and viral channels: internationally-distributed magazines, online web banners, newsletters and email blasts, social media, direct mail, media partnerships with key industry leaders, website, web films and public relations outreach and media management.

We have finalized media partnerships with Adweek, Contagious magazine, Infopresse, HOW & Print magazine, Computer Arts, Adland and Adrants and Lürzer's Archive. The components of these partnerships comprise both online (banners and blastmails) and offline (print ads and festival pass giveaway promotions).

The two official hotels with whom we have a reserved room block are W South Beach and Shore Club.

Support from the TDC would make the above possible. While we are actively working to secure all

possible funding streams, the fact remains that ADC is taking the budget of a typically 1 night gala in NYC and stretching it to accommodate a 3 day festival. Funding would help enable the caliber of artists necessary to attract our attendees, the quality of facilities and equipment required to set a precedent and foundation for this event that will attract additional tourism, and the proper marketing a

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		$ 74,600	$ 74,600	$ 0
Personnel: Artistic		$ 5,000	$ 5,000	$ 0
Personnel: Technical / Production		$ 9,920	$ 9,920	$ 0
Outside Artistic Fees / Services		0	$ 0	$ 0
Outside Other Fees / Services		$ 17,500	$ 17,500	$ 0
Marketing: ADV / PR / Printing / Publication	5000	0	$ 5,000	$ 0
Marketing: Postage / Distribution		$ 18,900	$ 18,900	$ 0
Marketing: Web Design / Support / Maintenance	5,000	0	$ 5,000	$ 0
Travel: In County		0	$ 0	$ 0
Travel: Out of County		0	$ 0	$ 0
Equipment Rental		0	$ 0	$ 0
Equipment Purchase		0	$ 0	$ 0
Space Rental		0	$ 0	$ 0
Mortgage / Loan Payments		0	$ 0	$ 0
Insurance		$ 1,000	$ 1,000	$ 0
Utilities		0	$ 0	$ 0
Fundraising / Development (Non-Personnel)		0	$ 0	$ 0
Merchandise / Concessions / Gift Shops		0	$ 0	$ 0
Supplies / Materials		0	$ 0	$ 0
Other Expenses: [Itemize below]	-	-	-	-
Audio Visual Equipment	5000	$ 20,520	$ 25,520	$ 0
venue staffing		$ 8,825	$ 8,825	
on site staff		$ 5,000	$ 5,000	

		0		
		0		
SUBTOTALS	$ 15,000	$ 161,265	$ 176,265	0
TOTAL PROJECT EXPENSES			$ 176,265	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	$ 61,265	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	$ 60,000	
Foundation Support		-
Private / Individual Support		
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
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		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
Miami Beach Visitor and Convention Authority	$ 40,000	-
		-
		-
		-
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.	-	-
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		-
		-
CASH MATCH / In-Kind Subtotals	$ 161,265	0
GRANT AMOUNT REQUESTED	$ 15,000	-
TOTAL PROJECT REVENUES	$ 176,265	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: D-2

ORGANIZATION: Brazz Dance Theater Incorporated
PROJECT TITLE: Contemporary Brazilian Dance Sampler
PROJECT TYPE/CATEGORY: Special Events/Promotions

GRANT REQUEST: $5,000
RECOMMENDATION: $5,000.00

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 05-13-2013 - 05-20-2013

EVENT LOCATION: South Miami Dade Cultural Arts Center

PROJECT SYNOPSIS:

The Contemporary Brazilian Dance Sampler will showcase the choreography of three distinct choreographers, Cristina Castro, Valeria Pinheiro and Augusto Soledade, and the performance of their respective dance companies Viladança, Companhia Vatá and

Augusto Soledade Brazzdance in a shared series of concerts from May 16 through 19, 2013 at 7:30pm, and offer Masterclasses with guest choreographers on May 18 and 19 from 11am to 12:30pm at at the South Miami Dade Cultural Arts Center.

HOTEL CONFIRMATION:

La Quinta Inn Cutler Bay	70 room nights

TOURISM IMPACT PROJECTION:

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

Miami-Dade County Residents	5	200
Out of County		15
Out of State		20
Foreign	16	15
TOTAL	21	250

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:	7	
Actual number of hotel room nights used last year:		

MARKETING DETAILS: In order to make our performance season accessible to a culturally diverse audience, we promote our projects through Spanish, Portuguese in addition to English. Brazz Dance Theater's marketing practices customarily include: providing electronic and print promotional materials to Brazilian publications including Gazeta Brazilian News and Acontece magazine; utilizing online and printed calendar listings through cultural and arts organizations such as the Greater Miami Convention and Visitors Bureau, the Florida Dance Association, Miami ArtZine, the Centro Cultural Brasil-USA, and the Brazilian Consulate Cultural Events webpage; sending email blasts and postcards to our mailing lists; featuring events on our company website: www.brazzdance.com; utilizing various social networking tools like facebook to help publicize concerts and programs; participating in the Miami-Dade County Department of Cultural Affairs Culture Shock program; Artburst Miami has become a major vehicle in generating visibility both to the general audience and the local press.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING: N/A

PROJECT NARRATIVE:

The Contemporary Brazilian Dance Sampler is a performing event that will showcase the work of three distinct contemporary Brazilan choreographers Cristina Castro, Valeria Pinheiro and Augusto Soledade, and the performance of their respective dance companies Viladança, Companhia Vatá and Brazz Dance Theater. The work these choreographers produce reflect a wide range of approaches to contemporary dance that stem from the distinct experiences of Cristina Castro, a native and resident of Bahia, producing work in Bahia, Valeria Pinheiro, native and resident of Ceara, producing work in Ceara, and Augusto Soledade, a native of Bahia and resident of Miami, producing work in Miami.

Our main goals include to expose the general public of Florida to the work produced by contemporary Brazilian dance artists; to support Brazz Dance Theater's mission to promote the production of dance as a form of art by bringing cultural and artistic awareness to the community through dance concerts, classes, and workshops; to expand the public's understanding of Brazilian culture and Brazilian based contemporary dance and music through the presentation of works by Brazilan born choreographers.

The first Contemporary Dance Sampler will take place at the South Miami Dade Cultural Arts Center in Cutler Bay from May 16 through 19, 2013. The complete schedule is as follow: Monday, May 13, Vilandança and Companhia Vatá arrive in Miami; May 14 and 15 all three companies run technical rehearsals. Each company will perform a 30 minute repertory work in a shared concert on May 16 at 8pm, May 17 at 8pm, May 18 at 3:30pm and 8pm, and May 19 at 3:30pm. A Masterclass with Cristina Castro will be offered on Saturday, May 18 from 11am -12:30 pm, and on Sunday, May 19, a Masterclass with Valeria Pinheiro from 11am to 12:30 pm will also be offered. Tickets will range from $25 for general admission to $10 for students and Senior Citizens.

We believe that the cultural, artistic and entertaining nature of our event will potentially appeal to a wide range of tourists interested in experiencing the cultural life of the city. Through this event we hope to expose South Florida tourists to the work produced by contemporary Brazilian dance artists, providing them with a unique, exciting and memorable experience.

Our general marketing plan promotes our projects through Spanish, Portuguese in addition to English media. For this event, we will also rely on SMDCAC, as a partnering organization, to help promote the event.

There are no confirmed media at time of application. However we continue to pursue sponsorship from specially local Brazilian media such as Acontece, Gazeta, Brasil TV Online.

We expect to occupy 8 hotel rooms for seven nights from La Quinta Hotel in Cutler Bay.

The SMDCAC is co-producing the event. From January through May 2013, we will continue to seek sponsorship for the event. From March through May we will meet regularly with SMDCAC staff for production and marketing meetings.

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		0		
Outside Artistic Fees / Services		0		
Outside Other Fees / Services	$ 5,000	0	$ 5,000	
Marketing: ADV / PR / Printing / Publication		$ 1,000	$ 1,000	
Marketing: Postage / Distribution		0		
Marketing: Web Design / Support / Maintenance		0		
Travel: In County		0		
Travel: Out of County		0		
Equipment Rental		0		
Equipment Purchase		0		
Space Rental		0		$ 2,500
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]	-	-	-	-
Accommodations		$ 3,840	$ 3,840	
Per Diem		$ 1,800	$ 1,800	
Local Transportation		$ 600	$ 600	

		0		
		0		
SUBTOTALS	$ 5,000	$ 7,240	$ 12,240	$ 2,500
TOTAL PROJECT EXPENSES			$ 14,740	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	$ 740	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other	$ 5,000	-
Rental Income		-
Corporate Support	$ 1,500	$ 2,500
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)	-	-
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	$ 7,240	$ 2,500
GRANT AMOUNT REQUESTED	$ 5,000	-
TOTAL PROJECT REVENUES	$ 14,740	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-3

ORGANIZATION: City Theatre, Inc.

PROJECT TITLE: 18th Annual Summer Shorts Festival

PROJECT TYPE/CATEGORY: Special Events/Promotions

GRANT REQUEST: $15,000

RECOMMENDATION: $5,000.00

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 06-06-2013 - 06-30-2013

EVENT LOCATION: Adrienne Arsht Center for the Performing Arts

PROJECT SYNOPSIS:

Grant funds are requested to support our 18th Annual Summer Shorts Festival - A 3-part program:(1) Summer Shorts: the production of 8-9 "short" plays: 6/6-30/2013 at the Adrienne Arsht Center;(2) a full-length family musical THE AMAZING ADVENTURES OF DR. WONDERFUL: 6/15-30/2013 at the Arsht; and (3)CityWrights: A Professional Weekend for playwrights, lawyers, publishers, agents, artists, scholarshipped students and teachers: 6/19-23/2013 at the Arsht Center, EPIC Hotel, and Sabadell United Bank.

HOTEL CONFIRMATION:

Epic Hotel	100 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	40	7000

Out of County	20	3000
Out of State	10	500
Foreign	0	
TOTAL	70	10500

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	60	
# of hotel room nights anticipated to be booked:	200	
Actual number of hotel room nights used last year:	60	

MARKETING DETAILS: City Theatre will distribute over 5000 postcards and full glossy season brochures to various venues and theatre events. We promote accessibility to culturally diverse audiences through free outreach programs; discount ticket vouchers for low-income, senior and student attendees; signed performances arranged for special group special needs; and on-site programs throughout the community. Our regional partner the South Florida Theatre League will include City Theatre events in its Theatre League Festival running all summer. Last season we worked closely with the staff at the Arsht Center and Kersten Communications to mount a strong comprehensive marketing campaign in the terms of the amount, quality and variety of press. Information regarding our programming was on our website, Facebook, twitter, and in brochures, postcards, street signage, and press releases (Miami Herald, Sun Sentinel, Key Biscayne Islander and on WLRN).

PREVIOUS TDC FUNDING: $5,000 (11-12); $7,000 (10-11); $5,000 (09-10); $5,000 (08-09); $10,000 (07-08) End of Cycle; $5,000 (06-07); $5,000 (05-06); $5,000 (04-05); $5,000 (03-04)

OTHER GOVERNMENT FUNDING: Cultural Advancement - $4,000

Youth Arts - $4,585

PROJECT NARRATIVE:

City Theatre has produced Summer Shorts: America's Short Play Festival every year for the past 17 summers. Our Festival is regarded as a major So. FL cultural highlight and is nationally recognized as one of the most important and longest running festivals for producing new theatrical work in the short play genre.

City Theatre's proposed project is our 18th Annual Summer Shorts Festival - A three-part program:

(1) SUMMER SHORTS: 8-9 "short" plays - June 6-30, 2013, Adrienne Arsht Center. (16 performances @ $35/ticket with reduced rates for group sales);

(2) A full-length family musical, which this season features: THE AMAZING ADVENTURES OF DR. WONDERFUL and HER DOG, performed June 15-30, 2013, Adrienne Arsht Center. (22 performances @ $8 for camp/special groups & $16/person for the general public -- the number of performances this season are more than double last season's); and

(3) CityWrights: A Professional Weekend for Playwrights, which includes programming for playwrights, lawyers, publishers, agents, artists, students and teachers. Fees range from $175-$350 with scholarship opportunities for students. The symposium takes place June 19 -23 at the EPIC Hotel in downtown Miami and the Arsht Center. It includes an evening reception on June 19 at the Downtown Miami Sabadell United Bank, at which time the winner and finalists of our City Theatre National Short Play Writing Contest will be announced. (Last season, 8 out of 9 award winners were from out-of-town.) The general public is also invited to attend free readings of new works.

Each of the 3 components has a national and regional profile that attracts cultural tourism visitors and locals alike. The Festival is an appealing "cultural destination." Through the inclusion of well-known actors and presenters in the past few years, City Theatre's national recognition has grown, and we expect attendance to reflect that increased exposure at this season's Festival with a projection of 10,500 attendees. We continue to grow our national profile with works of such individuals as Katie Couric and the inclusion of nationally renowned playwrights Doug Wright and Leslie Avayzian, and literary agent Susan Schulman, as well as choosing plays by local and national playwrights.

For the 3rd year, the EPIC hotel will be the exclusive hotel sponsor for CityWrights and the Summer

Shorts Festival. The EPIC will host the CityWrights: Professional Week for Playwrights, as well as offer a special "tourist incentive" rate for patrons of the Summer Shorts Festival. We estimate using a minimum of 200 room nights at the EPIC, as well as 100 room nights at the Marriot and Hyatt hotels.

Our marketing efforts are via print, radio/WLRN, and social media/web.

Support from TDC is vital to attaining our attendance and marketing goals. TDC funds support exposure to bring nationally recognized playwrights, literary professionals, and audiences from across the country to experience these unique cultural events.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		$ 72,415	$ 72,415	$ 13,000
Personnel: Artistic		$ 47,000	$ 47,000	
Personnel: Technical / Production	$ 3,500	$ 17,500	$ 21,000	
Outside Artistic Fees / Services	$ 3,500	$ 37,450	$ 40,950	$ 16,430
Outside Other Fees / Services		$ 20,000	$ 20,000	
Marketing: ADV / PR / Printing / Publication	4000	$ 21,000	$ 25,000	$ 4,360
Marketing: Postage / Distribution		$ 2,200	$ 2,200	
Marketing: Web Design / Support / Maintenance		$ 3,500	$ 3,500	
Travel: In County		$ 1,500	$ 1,500	$ 13,010
Travel: Out of County	1000	$ 3,200	$ 4,200	
Equipment Rental		0		
Equipment Purchase		0		
Space Rental		$ 1,500	$ 1,500	
Mortgage / Loan Payments		$ 3,200	$ 3,200	
Insurance		$ 6,600	$ 6,600	
Utilities		$ 3,200	$ 3,200	
Fundraising / Development (Non-Personnel)		$ 2,000	$ 2,000	
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials	3000	$ 26,000	$ 29,000	
Other Expenses: [Itemize below]	-	-	-	-
Royalties and AEA Bond		$ 21,000	$ 21,000	

Trucking		$ 4,500	$ 4,500	
Parking artist		$ 7,000	$ 7,000	
Payroll taxes		$ 13,000	$ 13,000	
Artist Housing		$ 4,000	$ 4,000	
SUBTOTALS	$ 15,000	$ 317,765	$ 332,765	$ 46,800
TOTAL PROJECT EXPENSES			$ 379,565	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	$ 74,000	-
Memberships		-
Tuitions / Enrollment Fees	$ 12,000	-
Contracted Services: Outside Programs / Performances	$ 9,680	-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	$ 22,500	$ 46,800
Foundation Support	$ 83,000	-
Private / Individual Support	$ 20,000	
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds	$ 6,000	-
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)	-	-
Special Event Underwriting		
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
Cultural%20Advancement%20Grants	$ 82,000	-
Tourist%20Development%20Council	$ 15,000	-
Youth%20Arts%20Enrichment%20Grant	$ 4,585	-
Cultural%20Advancement%20Grants	$ 4,000	-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	$ 332,765	$ 46,800
GRANT AMOUNT REQUESTED		-
TOTAL PROJECT REVENUES	$ 379,565	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-4

ORGANIZATION: Coconut Grove Chamber of Commerce Inc.
GRANT REQUEST: $25,000
PROJECT TITLE: Great Taste of the Grove Food and Wine Festival
RECOMMENDATION: $5,000.00
PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-13-2013 - 04-14-2013

EVENT LOCATION: Peacock Park

PROJECT SYNOPSIS:

Funds are requested to support the Great Taste of the Grove produced by the Coconut Grove Chamber of Commerce being held April 13 - 14, 2013 in Peacock Park, Coconut Grove. The event provides a platform for restaurants and hotels to showcase the area's culinary diversity while promoting coconut grove as a tourist destination to a diverse crowd of individuals from different areas, ethnicities, age groups and economic stratum.

HOTEL CONFIRMATION:

Sonesta Bayfront	20
Doubletree Coconut Grove	20

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	40	32500
Out of County		10000

Out of State		5000
Foreign		2500
TOTAL	40	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:	20 - 40	Sonesta Bayfront Hotel, & Doubletree Coconut Grove
Actual number of hotel room nights used last year:	0	

MARKETING DETAILS: Print advertisements are scheduled to include Miami Monthly Magazine, Miami SunPost, Miami Herald Neighbors and Weekend sections and My City Eats. Commercial advertisements are scheduled include Com cast commercials and radio spots on WLVE, WDNA, and WFTL. Internet advertising will include Chamber of Commerce eblasts, web banners, MySpace page, and South Florida Gourmet E Newsletter. Print coverage of the event is included in all major news outsets as far north as the Palm Beach County. There is pre-event coverage on the NBC-6 Miami Today Show. There is onsite coverage by WPBT Channel 2 and by CBS4, Univision, Televisa and NBC6.

PREVIOUS TDC FUNDING: $5,000 (10-11); $5,000 (09-10); $5,000 (08-09)

OTHER GOVERNMENT FUNDING: N/A

PROJECT NARRATIVE:

The Great Taste of the Grove Food and Jazz Festival is a signature event presented and produced by the Coconut Grove Chamber of Commerce on the second weekend of January. The outdoor event takes place in Coconut Grove's Peacock Park, at 2820 McFarlane Road centrally located at the beautiful bayside and is free to the public. The "Taste" exclusively features Coconut Grove restaurants ranging from fine dining cuisine to casual favorites, each showcasing their culinary talents with an a-la-carte taste menu ranging from $1.00 to $8.00 per dish. In addition to offering an opportunity to sample the diverse local flavors, the Great Taste of the Grove also features live musical entertainment throughout both days and a children's activity area featuring rock wall, face painting and a selection of savory sweets. The Great Taste of the Grove will take place April 13 -14, 2013 from 11am-7pm. With the success of last year's event, we expect the number of attendees to increase over the 50,000 visitors who attended in 2008. The event provides an opportunity for tourists to see that Miami-Dade County should be revisited not just as an entertainment or beach area, but

also as a culinary destination. It gives visitors a chance to sample a diverse amount of restaurants ranging from French New Orleans and Southern Barbecue to Peruvian and Italian all at an affordable rate. The principal participants in the Great Taste of the Grove are the restaurants including independent and hotel run. Last year over 30 restaurants participated in the Taste, and this number increases each year with the success of the event. During the event weekend, The Chamber of Commerce blocks off 20-30 rooms at the Sonesta Bayfront Hotel and the Doubletree Hotel Coconut Grove to accommodate visiting chefs, culinary experts and media. There are several other programs planned surrounding the event creating more than just a day two day show. This year, we are throwing a kickoff party at Coco Walk, a large scale mall that boasts many of the restaurants that will be featured this year. As CocoWalk is already a tourist destination, this will allow us to capture the attention of a larger

audience so they can patronize the event. Another pre-event program is the Coconut Recipe Challenge. In its third year, the Coconut Recipe Challenge invites all participating restaurants to come up with their best Coconut recipes for Coconut Grove. Each year they are judged by two distinguished culinary experts. Last year, the panel was represented by Simone Diamant, editor of South Florida Gourment, and Linda Gassenheimer, distinguished author and Miami Herald Columnist.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration	$ 2,500	$ 12,500	$ 15,000	
Personnel: Artistic		$ 2,500	$ 2,500	
Personnel: Technical / Production		$ 21,625	$ 21,625	
Outside Artistic Fees / Services		$ 50,000	$ 50,000	
Outside Other Fees / Services		$ 50,000	$ 50,000	
Marketing: ADV / PR / Printing / Publication	20,000	$ 20,000	$ 40,000	$ 10,625
Marketing: Postage / Distribution	$ 2,500	$ 2,500	$ 5,000	
Marketing: Web Design / Support / Maintenance		$ 5,000	$ 5,000	
Travel: In County		0		
Travel: Out of County		0		
Equipment Rental		$ 50,000	$ 50,000	
Equipment Purchase		0		
Space Rental		0		
Mortgage / Loan Payments		0		
Insurance		$ 5,000	$ 5,000	
Utilities		0		$ 7,500
Fundraising / Development (Non-Personnel)		$ 20,000	$ 20,000	
Merchandise / Concessions / Gift Shops		$ 45,000	$ 45,000	
Supplies / Materials		$ 825	$ 825	
Other Expenses: [Itemize below]	-	-	-	-
Alcohol Permit Fees		$ 50	$ 50	
Florida Department of Revenue Sales Tax		0		

Bid Supplemental Fees		$ 5,000	$ 5,000	
		0		
		0		
SUBTOTALS	$ 25,000	$ 290,000	$ 315,000	$ 18,125
TOTAL PROJECT EXPENSES			$ 333,125	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	$ 250,000	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees	$ 15,000	-
Contracted Services: Other		-
Rental Income		-
Corporate Support	$ 25,000	$ 10,625
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)	-	-
Dept of Sanitation & MPA		$ 7,500
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
	$ 0	-
	$ 0	-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	$ 290,000	$ 18,125
GRANT AMOUNT REQUESTED	$ 25,000	-
TOTAL PROJECT REVENUES	$ 333,125	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-5

ORGANIZATION: Coral Gables Cinemateque, Inc.
PROJECT TITLE: International Lens
PROJECT TYPE/CATEGORY: Special Events/Promotions

GRANT REQUEST: $6,000
RECOMMENDATION: $6,000.00

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-01-2013 - 06-15-2013

EVENT LOCATION: Coral Gables Art Cinema

PROJECT SYNOPSIS:

Grant funds are requested to support INTERNTATIONAL LENS, the spring 2013 screening series (Apr. 1, 2013 to Jun. 15, 2013) and related educational activities at the Coral Gables Art Cinema that will bring a diverse range of international "art-house" films to the region. The featured films will generally not be available at other South Florida venues and will provide both locals and tourists in the region with a unique and accessible cultural destination.

HOTEL CONFIRMATION:

Hyatt Coral Gables	Pending
Biltmore	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		7700
Out of County		800

Out of State	25	100
Foreign	25	400
TOTAL	50	9000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	n/a	n/a
# of hotel room nights anticipated to be booked:	20	n/a
Actual number of hotel room nights used last year:	15	n/a

MARKETING DETAILS: Seasonal and week-specific programs and events will be featured on the Cinema's newly redesigned website, in the Cinema's film calendar, flyers and posters, distributed in print to local businesses and other venues and, finally, in the Cinema's innovative e-newsletter, which is distributed electronically to over 18,000 subscribers through Constant Contact as of December 2012. Press relations will be maintained through private press screenings and press releases. Select paid and sponsored advertising will be placed in the Miami Herald, El Nuevo Herald, Diario Las Americas, Miami New Times, Wire Weekly and the Sun Post; and on TV and radio through WLRN, Radio Caracol, WSVN, Telemundo, Univision, Mega TV and Coral Gables Television, as well as online through social media outlets such as Facebook and Twitter.

Media sponsors include WLRN (radio).

PREVIOUS TDC FUNDING: $6,750 (11-12); $7,500 (10-11)

OTHER GOVERNMENT FUNDING: City of Coral Gables - $1,500

PROJECT NARRATIVE:

Funding is requested to support INTERNATIONAL LENS, the spring 2013 screening series, taking place from April 1 through June 15, which will be the centerpiece of the Coral Gables Art Cinema's year-round, weekly season of programming. About seven feature films from around the world will be showcased, each playing for a minimum of one week. There will be related activities, including meet-the-artist events, panel discussions and retrospective screenings, as part of the series. Through these diverse educational events, the Cinema will continue to expose Miami audiences to new types of filmmaking, to encourage them to learn more about different styles of cinema, and about cultures and artistic traditions outside their customary frames of reference. Audiences who are already avid consumers of alternative film and those who will become newly exposed to it through the series will come together as one to watch, discuss and learn, increasing their "film literacy." The series will be diverse and vibrant, speaking to the multicultural and multilingual nature of Miami-Dade's communities. Visitors to Miami-Dade County who are interested in the arts and "cultural tourism" will find the INTERNATIONAL LENS series an exciting, cosmopolitan destination that enhances their stay in the area. The INTERNATIONAL LENS series will take place at the Coral Gables Art Cinema; all events are open to the public, with activities seven days a week, from April through June 2013. Ticket prices will be $11.50 and under and approximately 9,000 audience members are expected. Certain events, such as panel discussions, will be held free of charge. The INTERNATIONAL LENS series will increase the quality and quantity of cultural offerings in Miami-Dade County in the area of cinema strengthening the region's appeal as both a cultural tourism destination, and as location that has wide range of activities for tourists to participate in. The series will be marketed intensively through a combination of paid advertising, press coverage, electronic promotion, social networking, and street distribution of collateral materials. WLRN Radio and The Miami Herald are Cinema's main media partners. The Hyatt Regency is the Cinema's main hotel sponsor, providing donated room nights for visiting artists. A total of 12 donated room nights are projected for the series. Specific film bookings and invited guests are usually not confirmed more than two months in advance because of the nature of the film business. The previous high-quality films and programs presented at the Cinema during its first two years are the kinds of films to be included in this spring 2013 program. Up to three films during the series will have an invited out-of-town artist. The target audiences are the broad Miami-Dade residential, tri-county and tourist populations who represent incredible multicultural and multilingual diversity. TDC funding will go towards providing increased marketing, including advertising, as well as cover some of the artist fees, allowing INTERNATIONAL LENS to run as a fully professional event that maximizes its visibility to visitors and potential visitors to the region. Partners such as Fundarte, the Coral Gables Chamber of Commerce, ShopCoralGables.com (BID), Books & Books, and relevant Consulates will continue to be approached. Films will be booked at least six weeks in advance of their dates.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		$ 33,000	$ 33,000	$ 2,000
Personnel: Artistic		0		
Personnel: Technical / Production		$ 13,000	$ 13,000	
Outside Artistic Fees / Services	$ 4,500	$ 22,500	$ 27,000	
Outside Other Fees / Services		0		
Marketing: ADV / PR / Printing / Publication	$1500	$ 3,700	$ 5,200	
Marketing: Postage / Distribution		$ 300	$ 300	
Marketing: Web Design / Support / Maintenance		0		$ 2,000
Travel: In County		$ 1,100	$ 1,100	
Travel: Out of County		$ 1,500	$ 1,500	
Equipment Rental		0		
Equipment Purchase		0		
Space Rental		0		
Mortgage / Loan Payments		0		
Insurance		$ 2,000	$ 2,000	
Utilities		0		
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		$ 2,500	$ 2,500	
Supplies / Materials		$ 500	$ 500	
Other Expenses: [Itemize below]	-	-	-	-
Hotel Rooms for Visiting Artists		0		$ 1,600
Food and beverage hospitality for meet-the-artist events		0		$ 900

		0		
		0		
		0		
SUBTOTALS	$ 6,000	$ 80,100	$ 86,100	$ 6,500
TOTAL PROJECT EXPENSES			$ 92,600	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	$ 57,000	-
Memberships	$ 2,000	-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income	$ 2,000	-
Corporate Support	$ 9,100	$ 4,500
Foundation Support		-
Private / Individual Support	$ 3,500	$ 2,000
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	-	-
City of Coral Gables	$ 1,500	-
		-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues	$ 5,000	-
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	$ 80,100	$ 6,500
GRANT AMOUNT REQUESTED	$ 6,000	-
TOTAL PROJECT REVENUES	$ 92,600	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-6

ORGANIZATION: Edge Zones, Inc.
PROJECT TITLE: Miami Performance Festival International '13
PROJECT TYPE/CATEGORY: Special Events/Promotions

GRANT REQUEST: $15,000
RECOMMENDATION: $6,000.00

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 06-03-2013 - 06-30-2013

EVENT LOCATION: Miami Beach Botanical Garden

PROJECT SYNOPSIS:

The 2nd. Edition of Miami Performance International Festival '13 will take place in Miami from June 1 – 30, 2013 culminating in a 4-day event 6/27-30. It aims to discover and showcase the most exceptional talent working in the realm of performance art, to develop network and to challenge audiences to rethink their concepts of art through live actions, videos, workshops, lectures and artists talks. Works by over 70 international artists from more than 15 countries unfold across the city.

HOTEL CONFIRMATION:

The Betsey Hotel	Pending
Miami Hostal	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	25	4000
Out of County	0	400

Out of State	10	500
Foreign	35	500
TOTAL	70	5400

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	40	
# of hotel room nights anticipated to be booked:	43	
Actual number of hotel room nights used last year:	35	

MARKETING DETAILS: Our comprehensive marketing plan includes printing and distribution of 5,000 postcards and the publication of a catalog prior to the event, social network media advertising such as Facebook, Twitter, blogs and Craigslist. We have created several in-house promotional videos; we will send out e-blast newsletters 3 times a month, as well as important PR sites such as Word Press, Repeating Island, Art Slant, art dossier, e-art, and PRNews Wire. As we did last year we will publish a 20 page newspaper in 2 colors about the festival which will be given to attendees and participants as well as distributed and will be placed in art and museum bookstores. We will advertise in art-dossier, Art & Education, e-Flux, Art Nexus, Art in America, Miami Art Guide, and Art Circuit. We install large banners on the outside of the buildings where exhibition or performance will take place that advertise the event, and more than 200 posters will be placed in the streets during our exhibition cycle.

PREVIOUS TDC FUNDING: $6,750 (11-12); $7,500 (10-11); ($7,500 (09-10) End Cycle); $7,500 (08-09); $5,000 (07-08); $ 5,000 (06-07); $2,500 (05-06)

OTHER GOVERNMENT FUNDING: Miami Beach Gala grant - $5,000

Developing Arts in Neighborhoods - $3,200

International Cultural Exchange - $6,700

State of Florida - $2,200

PROJECT NARRATIVE:

The 2nd. Edition of Miami Performance International Festival '13 (M/P '13) will take place in Miami and in Miami Beach from June 1 – 30, 2013. This festival will provide a unique opportunity for Florida audience to learn and be exposed to some of the finest contemporary international artists creating performance art today. M/P '13 will provide Miami-Dade community members with over 42 hours viewing and participation experience. At least 4 panels of 3 or more participants (will be held in the secure and accessible public meeting spaces of Miami-Dade County, community center, and park).

This world-class performing arts Festival, with projects extraordinary to our region and our nation, and to provide the opportunity for our live audience of approximately 8,000 to engage deeply with the ideas emerging from these provocative works through live actions, videos, workshops, lectures, podcast, live streaming, promoting new methods of exchange.

Please visit www.miamiperformancefestival.org for more details .

Works by over 70 international renowned artists from 16 countries will unfold across the city in its major institutions and spaces and a range of sites including: the Miami Beach Botanical Garden, the Little Haiti Cultural Center, the Design District and Latinos United in Allapattah. M/P '13 is an exciting four-week program of performances art culminating in an intense 4-day event.

Key individuals, Organizations:

The project is co-curated by Miami artist and director of Edge Zones, Charo Oquet, a South Florida Cultural Consortium Visual Art Fellowship winner; Mexican art theorist, curator Pancho Lopez and Dominican artist Eliu Almonte, Director of Independence.Do International Performance Festival.

Residencies:

June 1-30, 2013: 2 performance artists with dedicated time, materials, and working space during the development stage of a new project. Residencies are awarded to international 25 or more artists.

Major Project Activities: All events are free to the public.

June 27-30, 2013: 1 pm – 8 pm. The Miami Design District, Latinos United, Little Haiti Cultural Center. Miami Beach Botanical Garden, Northbeach Band shell- The festival will culminate with a 4-days event with daily talks, video screenings, live performances every 30 minutes and workshops by visiting artists. Daily schedule: 4 Artists Talks: 10 am – 11 am , 1 -Reading 11:30, 1 Lecture 2 pm, 2 Reading 3:00 Pm 3:20 Pm, 10 Performances by different artists 4:00 pm – 8:00 PM. (30 min. each)

Our comprehensive marketing plan includes printing and distribution of 5,000 postcards and the publication of a catalog prior to the event, social network media advertising such as Facebook, Twitter, blogs, Art Dossier, e-flux and Craigslist. We have created promotional videos, to raise awareness of the festival as well as funding. We will hire a community manager to work with our social media campaign during the month of June.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration	$ 1,500	$ 7,500	$ 9,000	$ 2,000
Personnel: Artistic	$ 1,500	$ 4,700	$ 6,200	$ 650
Personnel: Technical / Production	$ 1,000	$ 1,000	$ 2,000	
Outside Artistic Fees / Services	$ 2,000	$ 7,250	$ 9,250	
Outside Other Fees / Services	$ 1,500	$ 500	$ 2,000	
Marketing: ADV / PR / Printing / Publication	2000	$ 3,800	$ 5,800	$ 1,000
Marketing: Postage / Distribution		$ 500	$ 500	
Marketing: Web Design / Support / Maintenance	1000	$ 1,000	$ 2,000	
Travel: In County	500	0	$ 500	
Travel: Out of County		$ 5,000	$ 5,000	
Equipment Rental	500	$ 500	$ 1,000	
Equipment Purchase		$ 850	$ 850	
Space Rental	3000	0	$ 3,000	$ 10,000
Mortgage / Loan Payments		0		
Insurance		$ 1,500	$ 1,500	
Utilities	500	$ 2,000	$ 2,500	
Fundraising / Development (Non-Personnel)		$ 1,000	$ 1,000	
Merchandise / Concessions / Gift Shops		$ 1,500	$ 1,500	
Supplies / Materials		$ 1,000	$ 1,000	
Other Expenses: [Itemize below]	-	-	-	-
		0		
		0		

		0		
		0		
		0		
SUBTOTALS	$ 15,000	$ 39,600	$ 54,600	$ 13,650
TOTAL PROJECT EXPENSES			$ 68,250	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions		-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances	$ 2,000	-
Contracted Services: Special Exhibition Fees	$ 500	-
Contracted Services: Other		-
Rental Income		-
Corporate Support		$ 10,000
Foundation Support	$ 15,000	-
Private / Individual Support		$ 3,650
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds	$ 5,000	-
Gov't Grants: Federal (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
State of Florida Div of Cultural Affairs	$ 2,200	-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
Miami Beach Gala Grant	$ 5,000	-
		-
		-
		-
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.	-	-
Developing%20Arts%20in%20Neighborhoods%20Grants	$ 3,200	-
International%20Cultural%20Exchange%20Grants	$ 6,700	-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	$ 39,600	$ 13,650
GRANT AMOUNT REQUESTED	$ 15,000	-
TOTAL PROJECT REVENUES	$ 68,250	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-14

(The Unconservatory)

ORGANIZATION: Fire Haus Projects, Inc.

GRANT REQUEST: $5,000

PROJECT TITLE: Gala For Two Pianos 2013

RECOMMENDATION: $4,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS:

DATE(S) OF EVENT: 04-01-2013 - 06-30-2013

EVENT LOCATION: Miami Dade College, Kendall Campus

PROJECT SYNOPSIS:

Grant funds are requested to support concert activities to be held in conjunction with Gala for Two Pianos, featuring performances by Unconservatory directors Whipple and Morales and Miami Dade College professors Wayne Bumpers and Virginia Covarrubias. Events will take place Sat., Apr. 6, 5:00 pm at MDC Kendall Campus and Sat., Apr. 13, 7:00 pm at Miami Conservatory. Ancillary educational events will take place at MDC Kendall Campus during the school week preceding the first concert on April 6.

HOTEL CONFIRMATION:

None	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	6	1900

Out of County		50
Out of State		30
Foreign		20
TOTAL	6	2000

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:		
Actual number of hotel room nights used last year:		

MARKETING DETAILS: Artists from our organization have a standing invitation to appear on local radio and television broadcasts to promote events. Broadcast media partners include Maricel Gonzales – Radio 1210 AM, WLRN channel 17 TV, WLRN Radio, Telemiami TV, WQBA radio, Radio Caracol, Cadena Azul and Radio Mambi. The Unconservatory and will send press releases and P.S.A.'s to local newspapers, radio and TV stations, online publications, local arts and educational organizations including the Miami Music Teachers Association, International Institute of Fine Arts, Miami-Dade Public Schools - Division of Life Skills, and other groups which support our activities. Approximately thirty thousand postcards and fliers will be distributed throughout Miami-Dade, Broward, Palm Beach and Monroe counties prior to events via direct mail, hand-outs, and other established promotional outlets. Events are being promoted on our new site: www.Facebook.com/unconservatory.

PREVIOUS TDC FUNDING: $4,000 (11-12); {End of Cycle $4,000 (10-11)}; $4,000 (09-10); $4,000 (08-09); $4,000 (07-08); $4,000 (06-07)

OTHER GOVERNMENT FUNDING: Developing Arts in Neighborhoods - $4,000

PROJECT NARRATIVE:

This grant will support 3rd quarter performance activities: the 13th annual Gala For Two

Pianos, presented at Miami Dade College, Kendall. Internationally acclaimed concert artists Kirk Whipple & Marilyn Morales will return in April of 2013 to perform works for 2 pianos / 4 hands and 8 hands with Miami Dade College professors Wayne Bumpers and Virginia Covarrrubias. Public performances will take place at Miami Dade College, Kendall Campus on Saturday, April 6 at 5:00 pm and at Miami Conservatory of Music on Saturday, April 13 at 7:00 pm. "Informance" activities will be presented to students from local schools and will take place during the school week preceding the April 6th concert. Ticket prices $8 - $15.

Approximately 2,000 people are expected to attend these events.

Our organization's growing presence is attracting increased attention nationally and internationally. We are actively marketing these and other events on our web sites and via direct emails to our growing database of cultural tourists. Other marketing efforts include direct mail to concert supporters, media appearances by concert artists, trade advertising, fliers to local area residents and all other means available to our organization.

This program has gained great cultural significance each year. Two international touring ensembles led by the Whipple ~ Morales piano duo have premiered at Gala For Two Pianos: in 2004 The Unconservatory Festival Orchestra (The UFO), and in 2007 The United Nations Piano Quartet (The UNPQ). Both ensembles have released critically acclaimed recordings. The UFO recording garnered Whipple a State of Florida Fellowship for his compositions on this project.

Programs supported by this grant are targeted to national and international tourists and the

Miami-Dade community. Tourists are being attracted to Gala For Two Pianos via a variety of hard-copy promotional materials, online activities, through contact with artists presented in past programs, and from

satisfied audiences. By elevating cultural appreciation in our local community, we enhance Miami Dade County as a destination for cultural tourism. Recordings attached to this application demonstrate the exceptional caliber of concert artists presented by this organization.

As tough economic times continue to impact our programming, this season we elected to promote our fine local artists, which means that we did not seek a hotel sponsor. Next year's plans include internationally-based artists again.

Our media sponsors include WLRN Radio, Radio Radio 1210 AM and Community Newspapers. TDC funds continue to enhance the attractiveness of this project to tourists. Support through the years from the TDC has allowed us to consistently hire, promote and present world-class concert artists to local and foreign audiences in ways that would not be otherwise possible.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration	$ 0	$ 1,000	$ 1,000	$ 500
Personnel: Artistic	$ 0	0	$ 0	$ 0
Personnel: Technical / Production	$ 0	0	$ 0	$ 0
Outside Artistic Fees / Services	$ 5,000	$ 7,000	$ 12,000	$ 1,900
Outside Other Fees / Services	$ 0	$ 3,500	$ 3,500	$ 500
Marketing: ADV / PR / Printing / Publication	0	$ 6,400	$ 6,400	$ 500
Marketing: Postage / Distribution	$ 0	$ 1,000	$ 1,000	$ 250
Marketing: Web Design / Support / Maintenance	0	$ 1,000	$ 1,000	$ 400
Travel: In County	0	$ 800	$ 800	$ 0
Travel: Out of County	0	0	$ 0	$ 0
Equipment Rental	0	$ 500	$ 500	$ 500
Equipment Purchase	0	$ 1,000	$ 1,000	$ 0
Space Rental	0	$ 500	$ 500	$ 250
Mortgage / Loan Payments	0	0	$ 0	$ 0
Insurance	0	0	$ 0	$ 500
Utilities	0	0	$ 0	$ 0
Fundraising / Development (Non-Personnel)	0	0	$ 0	$ 0
Merchandise / Concessions / Gift Shops	0	0	$ 0	$ 0
Supplies / Materials	0	$ 1,000	$ 1,000	$ 0

Other Expenses: [Itemize below]	-	-	-	-
Piano tuning	0	$ 300	$ 300	$ 150
Videography	0	$ 500	$ 500	$ 500
Audio recording	0	$ 1,000	$ 1,000	$ 500
Audio editing	0	$ 500	$ 500	$ 500
		0		
SUBTOTALS	$ 5,000	$ 26,000	$ 31,000	$ 6,950
TOTAL PROJECT EXPENSES			$ 37,950	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	$ 5,000	-
Memberships	$ 0	-
Tuitions / Enrollment Fees	$ 0	-
Contracted Services: Outside Programs / Performances	$ 2,500	-
Contracted Services: Special Exhibition Fees	$ 0	-
Contracted Services: Other	$ 0	-
Rental Income	$ 0	-
Corporate Support	$ 2,000	
Foundation Support	$ 500	-
Private / Individual Support	$ 8,000	
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	-	-
		-
		-
		-
		-
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	$ 1,500	-
Other Revenues (list detail below)	-	-
Ad sales / trade services	$ 2,500	$ 500
Volunteer support and discounts		$ 6,450
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
Developing%20Arts%20in%20Neighborhoods%20Grants	$ 4,000	-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	$ 26,000	$ 6,950
GRANT AMOUNT REQUESTED	$ 5,000	-
TOTAL PROJECT REVENUES	$ 37,950	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-7

ORGANIZATION: Friends of the Bass Museum, Inc.
GRANT REQUEST: $15,000
PROJECT TITLE: Hot Nights, Cool Jazz!
RECOMMENDATION: $5,000.00
PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 06-07-2013 - 08-09-2013

EVENT LOCATION: Bass Museum of Art

PROJECT SYNOPSIS:

Grant funds are requested to support Hot Nights Cool Jazz!, a Jazz concert series at the Bass Museum of Art on Miami Beach. Every other Friday evening, from June 9, 2013 through August 9, 2013, the Bass Museum will be open to tourists and residents an extra four hours in the evening (5:00 to 9:00 PM) and will showcase Miami's best local Jazz artists in concert at 7:00 PM on the museum's main level or in front of the museum in Collins Park (weather permitting).

HOTEL CONFIRMATION:

Raleigh Hotel	30 room nights
The Standard	30 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	10	525
Out of County	5	125

Out of State	0	75
Foreign	0	75
TOTAL	15	800

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:	50	
Actual number of hotel room nights used last year:	35	

MARKETING DETAILS: In an effort to attract tourists to South Florida, the Bass Museum will concentrate marketing efforts on rack card printing and distribution (through Visit Florida on the Florida Turnpike), outreach to Miami Beach hotel and concierge associations, street visibility through a Miami Beach banner campaign, and full-color advertisements in tourist magazines distributed in area hotels, restaurants, and public tourist areas (Where Magazine, Welcome Magazine, Miami Today, Miami Herald Weekend, New Times). In addition to the Bass Museum's established marketing efforts, radio spots will run on partner stations including WLRN and WDNA. A special mailing will target area hotels, art galleries, and other museums throughout Miami-Dade County.

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

OTHER GOVERNMENT FUNDING: N/A

PROJECT NARRATIVE:

1) WHAT? To stimulate tourist visits to the Bass Museum over the summer months, the Bass will once again produce a summer Jazz concert series titled Hot Night Cool Jazz! On select Friday evenings from June 7, 2013 through August 9, 2013, the Bass Museum will be open to tourists and residents an extra four hours in the evening (5:00 to 9:00 PM) and will showcase Miami's best local Jazz artists in concert at 7:00 PM on the Museum's main level. These Friday evening events provide an upscale evening of visual art exhibitions, Jazz music, and free refreshment.

2) WHEN and WHERE? Concerts will take place on four select Friday evenings: June 14, June 28, July 12 and August 9, on the main level of the museum. Admission to each event, designed to draw after dark crowds to the museum, will be $10 for non-members and free for members and residents and city employees.

3) HOW? The goal is to draw weekend visitors who might not normally make time to visit the Museum over a long-weekend visit. An example of the tourist being targeted arrives with his wife on Thursday evening, spends Friday on the beach and would normally stay inside at the hotel until venturing out to dinner at 9PM. The Museum's concert series offers a stimulating arts experience before dinner, but after the sand and surf.

4) MARKETING? Efforts will consist of rack cards circulated to area hotel concierge. Ad placements and calendar listings in The Miami Herald, New Times, Sun Post, Where. Banner advertisements, both on the streets and on the new portion of the museum building. Radio ads and PSAs on Love 94 and WDNA. The GMCVB will once again partner with us and other Miami-Beach based museums to shuttle visitors between venues on Friday evenings throughout the summer.

5) MEDIA SPONSORS? No media sponsor has been sought, however, in the past we have partnered with local jazz radio stations toward cross-promotion efforts.

6) HOTEL SPONSORS? Two neighbor hotels are serving as our partner hotels for the series and have agreed to make 60 room nights available for Bass Museum jazz patrons on the weekends we will be presenting concerts.

7) WHO are the artists? Brian Murphy Trio, http://www.brianmurphymusic.com/reviews.html, South Florida-based, internationally acclaimed pianist.

Miami Saxophone Quartet, http://www.miamisaxquartet.com/, South Florida-based quartet comprised of saxophonists Gary Keller, Gary Lindsay, Ed Calle, and Mike Brignola.

Emett Cohen Trio, http://www.emmetcohen.com/, Local born, 21 year old jazz piano prodigy.

Gary Campbell/Mike Gerber Group, http://www.garycampbelljazz.com/, Saxophonist/composer. Miami resident since 1982. Fulbright scholar.

8) TDC funding? TDC funds will directly support artist fees and marketing efforts associated with promoting the concerts to tourists. Having TDC funding enables the use of professional musicians of international note and dedicated marketing efforts to attract tourist populations to the museum after hours.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		$ 5,000	$ 5,000	
Personnel: Artistic		0		
Personnel: Technical / Production		$ 1,250	$ 1,250	
Outside Artistic Fees / Services	$ 5,000	$ 5,000	$ 10,000	$ 2,400
Outside Other Fees / Services		0		
Marketing: ADV / PR / Printing / Publication	5000	$ 1,500	$ 6,500	
Marketing: Postage / Distribution	$ 1,000	$ 1,000	$ 2,000	
Marketing: Web Design / Support / Maintenance		$ 5,000	$ 5,000	
Travel: In County		0		
Travel: Out of County		0		
Equipment Rental		$ 3,400	$ 3,400	
Equipment Purchase		$ 750	$ 750	
Space Rental		0		
Mortgage / Loan Payments		0		
Insurance		$ 2,400	$ 2,400	
Utilities		$ 900	$ 900	
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials		$ 1,700	$ 1,700	
Other Expenses: [Itemize below]	-	-	-	-
Hospitality Setup/Staff		$ 3,200	$ 3,200	$ 3,500
Security/Front Desk	4000	$ 2,500	$ 6,500	

		0		
		0		
		0		
SUBTOTALS	$ 15,000	$ 33,600	$ 48,600	$ 5,900
TOTAL PROJECT EXPENSES			$ 54,500	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	$ 6,000	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other	$ 1,250	-
Rental Income		-
Corporate Support	$ 7,500	$ 3,500
Foundation Support		-
Private / Individual Support	$ 4,350	$ 2,400
Other Private Support: Auxiliary Activities	$ 7,500	-
Other Private Support: Special Event Proceeds	$ 3,000	-
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	$ 4,000	-
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	$ 33,600	$ 5,900
GRANT AMOUNT REQUESTED	$ 15,000	-
TOTAL PROJECT REVENUES	$ 54,500	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: B-1

ORGANIZATION: Friends of the Miami-Dade Public Library, Inc.
GRANT REQUEST: $15,000
PROJECT TITLE: International Art of Storytelling
RECOMMENDATION: $15,000.00
PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 02-02-2013 - 04-27-2013

EVENT LOCATION: Main Library

PROJECT SYNOPSIS:

Grant funds are requested to support the 13th annual International Art of Storytelling Festival (AOS) presented by the Miami-Dade Public Library. Pre-events actually begin in February and culminate on Family Festival Day, Saturday, April 27 at the Main Library. This day-long festival features performances by a host of artists including life-size puppets, dancers, drummers, and a parade of storybook characters that typically attracts 2,500 to the pre-events and 7,500 to festival day.

HOTEL CONFIRMATION:

Hotel St. Michel	Pending
River Park	Pending
Marriott Courtyard	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	36	9350
Out of County	10	250

Out of State	2	150
Foreign	3	250
TOTAL	51	10000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	64	
# of hotel room nights anticipated to be booked:	90	
Actual number of hotel room nights used last year:	44	

MARKETING DETAILS: Efforts to generate tourism: 1) print ads in library trade magazines; 2) calendar listings; and visits to area hotels to promote and distribute materials to concierge desks. Promotional efforts include print ads in ALA Conference Guide, Library Journal, Library Hotline, South Florida Parenting and Family magazines, Miami Herald Weekend, El Nuevo Herald Viernes, Miami Times, Spanish Newspaper, South Dade News Leader, Miami Gardens News, Sun Sentinel. TV ads on Comcast and the County's CIAO (PSAs). Radio includes WLYF, Total Traffic Network, NPR, Radio Disney (with community outreach), WLRN (with on-air interviews.) Banners and posters are placed at all 49 libraries. Banners are on the Key Biscayne bridge, plus the bridges to the Cultural Plaza Parking Garage. Pole banners line US 1. The library's fleet is wrapped with promotional banners as are Metro Buses. Signs are in Metrorail cars and on platforms. Fliers are distributed at all libraries, schools, and malls. Promotional Bookmarks are inserted in all checked-out library materials. All materials have a QR that when scanned leads back to a special Art of Storytelling event website. Word of mouth is an excellent marketing tool.

PREVIOUS TDC FUNDING: $7,500 (11-12)End of Cycle; $8,750 (10-11); $10,000 (09-10); $11,250 (08-09); $12,500 (07-08)

OTHER GOVERNMENT FUNDING: Festival and Special Events - $31,682

International Cultural Exchange - $19,130

PROJECT NARRATIVE:

The International Art of Storytelling Festival (AOS) is a week-long cultural and professional conference featuring national and international performers and lecturers. At the heart of the conference is a cultural and professional exchange in which librarians and storytellers from another country come to Miami to see and experience our culture and to learn how stories can be used for civic engagement as well as entertainment. The culminating event is a Festival Day held at the Main Library on Saturday, April 27, 2013. This free event is attended by more than 7,500 people.

Planning for AOS begins in August when the partner country is selected. The Miami contingent visits the partner in November. Events here actually begin in February when teens begin a Gaming Tournament. The finalists compete at the festival. Teens also participate in the library's YOUmedia Center to write and produce a video that will be premiered at the festival. Younger children participate in "storytelling camps" at various libraries during school break. Several are selected to perform their stories at the festival. Even seniors are participating in the pre-AOS events as Dr. Caren Neile leads them in a series of storytelling classes. They too will perform their stories at the festival. Other pre-events include Tales Under the Stars. Children are encouraged to come to the library in their pajamas with their parents for a night of storytelling and stargazing. Two Tales Under the Stars evenings are also presented at Fairchild Gardens and Deering Estates. There are two mini-festivals (Pinecrest and Homestead) plus three professional workshops and two workshops for parents and caregivers. Conducting the workshops are keynote speaker and storyteller Diane Ferlatte, nationally acclaimed storyteller Carrie Sue Ayvar, multicultural story-play experts Sadarri Saskill, Mary Hamilton and Caren Neile, professors from Florida Atlantic University and Storytelling Guild members. Overall, there are approximately 50 events leading up to festival day with more than 2,500 attendees.

On Saturday, April 27th, every nook and cranny of the Main Library and Cultural Plaza (History Museum and Art Museum) turn into Family Festival Day featuring Disney-like live performances by life-size puppets, musicians, dancers, storytellers. Children are invited to come in costume for prizes as they take part in the Storybook Parade of Characters. There are crafts and face-painting in addition to the three performance areas outside under tents and on stages. Inside on the first floor are three more performance areas and a Lego Room, and a give-away area where every child receives a story book to take home. The second floor is the Teen Zone where bands play, a Gaming Tournament takes place and Teen Tellers perform for the video camera. The day is streamed live via library webcams and ends with the Junknoo Drummer Parade. It's a wild and crazy time. It's safe. It's free and fun is had by all.

Now in its 13th year, the festival has grown from a small local event attended by 500 residents to a nationally and internationally recognized event attended by thousands. The reason for this growth is the international partnerships, the addition of professional workshops, the high quality of performers and presenters, and an expanded marketing effort which, with support from the TDC helps to ensure the excellent quality of the festival. This year's partner is Madrid, Spain. Visiting us from Spain are professional storytellers Estrella Escerina, Maria Jaudenes Casaubon and three others from the Madrid library's programming department, to be determined. Ads and articles appear in national and international trade journals and calendars. The event is pushed by the State Library and other state organizations such as NEFLIN (Northeast Library Information Network), Florida Library Association, Public Library Association and Storytellers Guilds. In addition to bookmarks, posters and fliers, the library uses banners on bridges, does bus wraps, puts ads on Metrorail platforms and in their cars. WPTB-TV2 and South Florida Parenting Magazine are major media sponsors. WLRN and Radio Disney although not official sponsors, give a huge push to the project via on air interviews and by handing out promotional materials at their many outreach events. Hotel partners have expanded from the Hotel St. Michel for our exchange visitors to the Marriott Courtyard and River Park to accommodate our performers and guests.

People from all over the state are now attending on an annual basis. Residents are bringing out-of-town family and visitors. Hotels see the festival as a "tourist satisfier" that they can rely on and that they can recommend to their guests without hesitation, both at the concierge desk and on their websites under "Things To Do."

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		0		$ 4,500
Personnel: Artistic		0		
Personnel: Technical / Production		0		$ 1,500
Outside Artistic Fees / Services		$ 58,650	$ 58,650	
Outside Other Fees / Services		$ 8,000	$ 8,000	
Marketing: ADV / PR / Printing / Publication		$ 51,300	$ 51,300	$ 5,000
Marketing: Postage / Distribution		0		
Marketing: Web Design / Support / Maintenance		0		$ 658
Travel: In County		0		$ 1,000
Travel: Out of County		$ 18,000	$ 18,000	
Equipment Rental		$ 31,300	$ 31,300	
Equipment Purchase		0		
Space Rental		$ 2,000	$ 2,000	
Mortgage / Loan Payments		0		
Insurance		0		
Utilities		0		
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials	15,000	$ 25,000	$ 40,000	$ 3,492
Other Expenses: [Itemize below]	-	-	-	-
Lawn Care		$ 1,000	$ 1,000	
Reception		$ 5,000	$ 5,000	

Exhibit Shipping		$ 3,600	$ 3,600	
		0		
		0		
SUBTOTALS	$ 15,000	$ 203,850	$ 218,850	$ 16,150
TOTAL PROJECT EXPENSES			$ 235,000	-

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	$ 35,000	
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.	-	-
Community Outreach	$ 10,000	-

Merchandise / Concession / Gift Shop Revenues		-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand	$ 108,038	-
Other Revenues (list detail below)	-	-
Library		$ 16,150
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
Festivals%20and%20Special%20Events%20Grants	$ 31,682	-
International%20Cultural%20Exchange%20Grants	$ 19,130	-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	$ 203,850	$ 16,150
GRANT AMOUNT REQUESTED	$ 15,000	-
TOTAL PROJECT REVENUES	$ 235,000	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-8

ORGANIZATION: Fundarte, Inc.

PROJECT TITLE: FUNDarte's Out in the Tropics 2013

PROJECT TYPE/CATEGORY: Special Events/Promotions

GRANT REQUEST: $15,000

RECOMMENDATION: $5,000.00

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 06-13-2013 - 06-16-2013

EVENT LOCATION: Colony Theatre

PROJECT SYNOPSIS:

Grant funds are requested to support Out in the Tropics (OITT) 2013, Miami's first and only performing arts festival specifically serving the GLBT community. OITT 2013 will bring to Miami four GLBT artists to offer performances and educational events from June 13-16, 2013. Featured artists Taylor Mac, Carmelita Tropicana, and El Ciervo Encantado will perform at the Colony Theater, with panel discussions at the GLBT Visitor's Center and UM, and workshops at the Light Box and Inkub8.

HOTEL CONFIRMATION:

Deauville Hotel	80 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	4	750
Out of County		450

Out of State	4	350
Foreign	3	50
TOTAL	11	1600

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	40	
# of hotel room nights anticipated to be booked:	80	
Actual number of hotel room nights used last year:	65	

MARKETING DETAILS: The web, emails and brochure mailings will reach over 30,000 individuals on combined mailing lists. Postcards promoting the events will be bulk distributed to local businesses, organizations, venues, hotels and restaurants in the week leading up to the Festival. Paid and trade print, television, radio and internet advertisements and promotions will take place. A media sponsorship agreement is already in place with the Miami Herald/El Nuevo Herald. Partnerships with other sponsors include WLRN, WDNA, and the Miami New Times, as well as gay-specific media S. Florida Agenda, Mark's List, SF Gay News and WIRE. We work closely with the Miami Gay and Lesbian Film Festival to sponsor films and leverage visibility for OITT, further expanding our marketing reach to arts patrons.

FUNDarte has maintained an annual sponsorship agreement with SBS Mega TV and all of its affiliated Spanish-language radio and TV stations, and regularly works with WLRN for Radio and Cable TV promotions.

PREVIOUS TDC FUNDING: $10,000 (11-12); $12,500 (10-11); $5,000 (09-10)

OTHER GOVERNMENT FUNDING: Miami Beach Art Gala - $5,000

National Endowment for the Arts - $20,000

PROJECT NARRATIVE:

Now in its fourth year, FUNDarte's Out in the Tropics (OITT) is Miami's only contemporary performing arts festival specifically serving Miami's diverse GLBT community and GLBT visitors to the area. The series presents world-class performing artists who address broad gender issues, and annually creates events that serve different factions of the GLBT community, while raising awareness of GLBT issues among the general public.

OITT 2013 will run from June 13-16, 2013, kicking off with a workshop at Inkub8 and a panel discussion at the Miami Beach LGBT Visitor's Center, followed by four days of performances and educational activities, including free workshops for artists, adults and youth. This year, OITT will showcase artists that meld narrative, song, and visual symbolism, with increased emphasis on female artists. All performances will be held at the Colony Theater, with ancillary events at diverse venues across Miami. Ticket prices range from $15-$25, with a projected audience of 1600 during the festival. The OITT 2013 schedule is as follows:

June 13 - Artist Workshops with Taylor Mac and local musicians at the Light Box & Carmelita Tropicana at Inkub8

June 13 - Festival Panel Discussion with All Festival Artists at LGBT Visitor's Center

June 14 - Pridelines Youth Workshop with Carmelita Tropicana, Backstage at Colony Theater

June 14 – Carmelita Tropicana performance

June 14 – El Ciervo Encantado performance

June 15 – Taylor Mac performance

June 16 – Panel Discussion with Participating Artists at UM

FUNDarte's robust marketing plan for OITT includes a season brochure and email blast sent to over

30,000 individuals and distributed at all FUNDarte events leading up to and during OITT. Our website provides updated information prior to and during the festival. The marketing plan also includes a targeted postcard campaign; paid and trade print, TV, radio and Internet advertisements and promotions; press kits; releases and calendar listings.

OITT has traditionally received excellent preview press from the Miami Herald and El Nuevo Herald, and critic reviews for this event are anticipated. For OITT 2013, the LGBT Chamber of Commerce (LGBTCC) will partner with us to expand tourist visibility via their Visitors Center, and will host the panel discussion. OITT will also be promoted in the LGBTCC Newsletter and e-blasts sent to all members, including numerous hotels and restaurants. OITT also partners with Pridelines Youth Services via free workshops and discounted performance tickets.

As of October 2012, the artist line-up is confirmed and published in our season brochure, venues secured and contracts in place. FUNDarte's initial press release was sent in November 2012, and will be repeated in upcoming promotions in April and May. Currently, FUNDarte is designing posters and palm cards, with completion of all material planned for May 1, 2013. Most paid advertising will launch mid-May and workshop outreach will begin in March 2013.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration	$ 4,000	$ 21,000	$ 25,000	$ 3,000
Personnel: Artistic	$ 0	0	$ 0	$ 0
Personnel: Technical / Production	$ 0	0	$ 0	$ 0
Outside Artistic Fees / Services	$ 3,000	$ 3,000	$ 6,000	$ 3,000
Outside Other Fees / Services	$ 5,000	$ 12,890	$ 17,890	$ 500
Marketing: ADV / PR / Printing / Publication	$ 2,000	$ 17,790	$ 19,790	$ 4,500
Marketing: Postage / Distribution		$ 500	$ 500	$ 0
Marketing: Web Design / Support / Maintenance	$ 1,000	$ 1,050	$ 2,050	$ 500
Travel: In County	0	$ 2,100	$ 2,100	$ 0
Travel: Out of County	0	$ 3,450	$ 3,450	$ 0
Equipment Rental	0	$ 5,200	$ 5,200	$ 1,000
Equipment Purchase	0	0	$ 0	$ 0
Space Rental	0	$ 2,400	$ 2,400	$ 390
Mortgage / Loan Payments	0	0	$ 0	$ 0
Insurance	0	$ 700	$ 700	$ 0
Utilities	0	$ 200	$ 200	$ 0
Fundraising / Development (Non-Personnel)	0	0	$ 0	$ 0
Merchandise / Concessions / Gift Shops	0	0	$ 0	$ 0
Supplies / Materials	0	$ 1,100	$ 1,100	$ 0
Other Expenses:	-	-	-	-

[Itemize below]				
Lodging and Per Diem		$ 4,130	$ 4,130	$ 2,130
Ticket Printing/Box Office Fees		$ 450	$ 450	$ 0
Documentation (video and photo)		$ 900	$ 900	$ 500
		0		
		0		
SUBTOTALS	$ 15,000	$ 76,860	$ 91,860	$ 15,520
TOTAL PROJECT EXPENSES			$ 107,380	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	$ 20,475	-
Memberships	$ 0	-
Tuitions / Enrollment Fees	$ 0	-
Contracted Services: Outside Programs / Performances	$ 7,000	-
Contracted Services: Special Exhibition Fees	$ 0	-
Contracted Services: Other	$ 0	-
Rental Income	$ 0	-
Corporate Support	$ 5,000	$ 11,620
Foundation Support	$ 7,500	-
Private / Individual Support	$ 1,885	$ 3,900
Other Private Support: Auxiliary Activities	$ 0	-
Other Private Support: Special Event Proceeds	$ 0	-
Gov't Grants: Federal (Itemize Below)	-	-
National Endowment for the Arts	$ 20,000	-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
Miami Beach Arts Gala Grant Program	$ 5,000	-
		-
		-
		-
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.	-	-
Cultural%20Advancement%20Grants	$ 10,000	-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	$ 76,860	$ 15,520
GRANT AMOUNT REQUESTED	$ 15,000	-
TOTAL PROJECT REVENUES	$ 107,380	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: C-1

ORGANIZATION: Greater Miami Billfish Tournament, Inc.
GRANT REQUEST: $15,000
PROJECT TITLE: Yamaha Contender Miami Billfish Tournament
RECOMMENDATION: $6,000.00
PROJECT TYPE/CATEGORY: Sport

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-04-2013 - 04-06-2013

EVENT LOCATION: Miami Beach Marina

PROJECT SYNOPSIS:

Grant funds are requested to support a fishing tournament that promotes sportfishing as an enjoyable activity for the entire family. Scheduled for April 4th - 6th at the Miami Beach Marina, this tournament attracts tourists and anglers to Miami-Dade County showcasing the destination as the capital of this spectator and participant sport, while promoting marine conservation and preservation ethics, education, scholarships and youth programs, along with businesses and artists from the local area.

HOTEL CONFIRMATION:

The Double Tree Grand Hotel	40 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	150	1500
Out of County	100	800

Out of State	75	400
Foreign	25	100
TOTAL	350	2800

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:	30-40	
Actual number of hotel room nights used last year:	28	

MARKETING DETAILS: Annually, between December and March, the tournament implements local and national print, electronic marketing and advertising, as well as radio and TV coverage. The event runs approximately 12 advertisements promoting the event in both national and international magazines and another 4-8 newspaper ads from Palm Beach to Monroe counties. Eight thousand copies of a top quality color, 75-page tournament book are printed and distributed nationally including at the Miami International Boat Show. Television and radio interviews are started a month prior to the event. Several press releases are sent out to over 200 press contacts throughout the year promoting our event and location. The Tournament hosts its own website at www.miamibillfish.com with information on the event, location and its activities. The tournament is covered both prior to and after the event on over 40 independent web sites.

Television includes WTVJ NBC 6 (video coverage available by request), The Beach Channel and Sportsman's Adventures (airing on FOX Sports, SunSports and Destination America networks). Radio coverage includes ad spots and interviews on KISS Country 99.9 FM, WIOD 610 AM Radio, Sun FM 103.1 Florida Keys, WQAM 560 AM Radio, and Sun Radio 99.5 FM.

PREVIOUS TDC FUNDING: $7,000 (11-12); $8,000 (10-11); $9,000 (09-10); $10,000 (08-09)

OTHER GOVERNMENT FUNDING: Community Grants - $7,500

PROJECT NARRATIVE:

The Yamaha Contender Miami Billfish Tournament is a fishing tournament which takes place April 4-6 at the Miami Beach Marina. The tournament attracts tourists (2500) and anglers (350) to Miami-Dade County for the fishing opportunities. International competitors fish this event to gain points as a leg of two separate series of tournaments. The cash award structure, along with trophies and prizes, encourage novice anglers, as well as experienced fisherman. Varied divisions for juniors, Pee Wee and ladies add to the diversity. Anglers must register and pay a fee. Other festivities include weigh-ins, music, raffles, and food, along with a Baywalk Festival on Friday and Saturday. The Baywalk Festival component includes 20 exhibitors from local artists, jewelers, craftsman,music and activities for children all free and open to the public exposing the community to marine conservation and education, as well as a platform for local artists and musicians. Conservation groups get involved to support and educate which includes The Officer Snook Program using children's coloring books to entertain and educate children. Nova University research students set up a lab to dissect fish and collect data to share back to the anglers and general population to educate on fishing trends. Saturday night continues with a silent auction, followed by dinner, music and an awards ceremony. Local and national sponsors, conservation groups and volunteers also travel to attend the event. The YCMBT is using the Double Tree Grand Hotel for their host hotel, blocking 35 rooms.

Annually, between December and March, the tournament runs approximately 12 ads in local, national and international magazines and newspapers. Tournament books, Posters, Entry Forms and Flyers are printed and distributed locally and nationally because of the assistance of TDC funding and additional sponsors (Yamaha, Contender, American Airlines, etc.). This allows the ability to advertise more, gaining more participants. The advertising coverage the tournament receives, positively associates Miami-Dade County with world-class big game and blue-water fishing. In addition radio interviews are held starting 2 months prior to the event as well as several press releases and Email Blasts. The tournament attends events/shows promoting our event, including the Miami Boat Show, Ft. Lauderdale Boat Show, the Dania Marine Flea Market, the Nautical Flea Market in Islamorada and the ICAST show in Las Vegas. The Tournament hosts its own website at www.miamibillfish.com and is covered both prior to and after the event on over 40 web sites. The YCMBT also receives television spots with NBC 6, The Beach Channel and Sportsman's Adventures. Radio includes 99.9 FM, 610 AM, 560 AM, 103.1 FM and 99.5 FM. Print Advertising includes The Big Game Fishing Journal, Florida Sportsman, Sport Fishing, Coastal Angler, and Gaff Magazine. Internet sites provide pre and post tournament results on over 40 independent web sites.

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		0		
Outside Artistic Fees / Services		$ 2,500	$ 2,500	
Outside Other Fees / Services		$ 88,000	$ 88,000	$ 25,400
Marketing: ADV / PR / Printing / Publication	13800	$ 16,200	$ 30,000	
Marketing: Postage / Distribution	$ 1,200	$ 200	$ 1,400	
Marketing: Web Design / Support / Maintenance		0		
Travel: In County		$ 500	$ 500	
Travel: Out of County		$ 1,500	$ 1,500	
Equipment Rental		$ 1,500	$ 1,500	$ 1,250
Equipment Purchase		$ 1,000	$ 1,000	
Space Rental		$ 4,000	$ 4,000	
Mortgage / Loan Payments		0		
Insurance		$ 5,100	$ 5,100	
Utilities		$ 4,100	$ 4,100	
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials		$ 16,000	$ 16,000	
Other Expenses: [Itemize below]	-	-	-	-
Acct./License/Taxes		$ 10,600	$ 10,600	
Banquet/Event		$ 52,000	$ 52,000	$

Banquet/Event		$ 53,000	$ 53,000	42,350
Awards/Trophies		$ 180,000	$ 180,000	$ 7,000
		0		
		0		
SUBTOTALS	$ 15,000	$ 384,200	$ 399,200	$ 76,000
TOTAL PROJECT EXPENSES			$ 475,200	-

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	$ 88,000	$ 66,000
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	$ 250	-
Cash on Hand		-
Other Revenues (list detail below)	-	-
Auction/ Raffle	$ 106,000	$ 10,000
Tournament Entry Fees	$ 182,450	
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
Community%20Grants	$ 7,500	-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	$ 384,200	$ 76,000
GRANT AMOUNT REQUESTED	$ 15,000	-
TOTAL PROJECT REVENUES	$ 475,200	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: D-3

ORGANIZATION: Haitian American Historical Society, Inc.

PROJECT TITLE: Toussaint L'ouverture and the Louisianna Purchase

GRANT REQUEST: $15,000

RECOMMENDATION: $5,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 05-18-2013 - 05-18-2013

EVENT LOCATION: Haitian American Historical Museum

PROJECT SYNOPSIS:

Funds are requested to support a day of Children Activities at the Museum on May 18, 2013 ending with a Historic Conference and a Haitian folk dance and concert. During the day the Parking lot of the Museum will have several arts and craft section for the children to do Haitian cultural activities example: Papier machee, basket weaving, kite making etc.. food and drinks will be available for purchase. A conference will be held at night for the adult, followed by a Cultural Folk dance show.

HOTEL CONFIRMATION:

Best Western Biscayne	20 room nights

TOURISM IMPACT PROJECTION:

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

Out of County	100	
Out of State	75	
Foreign	25	
TOTAL	1000	0

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0	10
# of hotel room nights anticipated to be booked:		2
Actual number of hotel room nights used last year:	0	0

MARKETING DETAILS: The Marketing plan will be based on following media : Radio, TV and Minibus advertizing, flyers and posters. We have selected a certain number of radio stations that are known to reach the maximum public: Radio Piment Bouk; Lesly Jacques (Boca Raton); Hot 105 ; Bonjour Haiti on Radio Mega. Television: Telemundo, MS NBC and Island TV.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING: Community Grants - $7,200

PROJECT NARRATIVE:

Project narrative

The first project of HAHS the Haitian Memorial Monument in Savannah, Ga. is an example for us to build on with our Haitian Historical Museum and Archives in Miami, according to the most recent statistics the area around the Haitian Memorial Monument in Franklin Square Savannah, Ga. has seen an increase of $10,000,000.00 in revenue from visitors to the area. From this we believe that the existence of the first and only Haitian Historical Museum and Archives, outside of Haiti, in the city of North Miami will be a major tourist attraction. The event we are planning to have at the Museum will be a way to advertise the existence of the Museum to the general public and offer our quality programming. Museums are one of the top tourist destinations and the fact that we are offering an immersion in Haitian history and culture outside of Haiti are another reason why this Museum is aiming at being a tourist magnet spot.

The event is scheduled to take place May 18th, the Haitian Flag Day, at our location in 645 Ne 127 Street from 10 am to 10 pm. The event will be a ticketed event, and the entrance price will be $15.00 per person. We anticipate to have 1000 people at the event.

There will be several events happening at the same time: Book readings, historic plays by local children, Marionette Theater, Live band, folk dancers and a conference.

HAHS shuttle bus will be carrying tourists from pick up points for example MOCA Museum in North Miami or the port of Miami and Bayside in down town Miami to the Museum as one of the incentives for tourists to come to the event, that will be marketed to the greater Miami visitors burro and the concierge association.HAHS does not have Media or Hotel sponsors.

The event intends to incorporate children and be family friendly, For the historic Plays, school children will be recruited in February to perform scenes of Haitian History with costumes.

Advertising will start the last week of April and the week before the event the week of May 12th .The Dancers and Musicians will finalize a sign contract with HAHS by February.The Historians are members of our Board and have already agreed to take part in the conference of May.

PROJECT EXPENSE BUDGET FY 2011-2012

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

		0		
SUBTOTALS	$ 5,000	$ 23,000	$ 28,000	0
TOTAL PROJECT EXPENSES			$ 28,000	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	$ 15,800	-
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)	-	-
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
Community%20Grants	$ 7,200	-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	$ 23,000	0
GRANT AMOUNT REQUESTED	$ 5,000	-
TOTAL PROJECT REVENUES	$ 28,000	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: III.B

ORGANIZATION: Junior Orange Bowl Committee, Inc.

GRANT REQUEST: $15,000.00

PROJECT TITLE: Junior Orange Bowl Int'l Tennis, Int'l Golf, Int'l Chess, Sports Ability Games, Ice Hockey, & Nat'l Basketball

RECOMMENDATION: $6,000.00

PROJECT TYPE/CATEGORY: Sport

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 12-01-2012 - 01-04-2013

EVENT LOCATION: Crandon Park Tennis Center

PROJECT SYNOPSIS:

Grant funds are requested to support the events of the annual Junior Orange Bowl Festival that attract out of town participants. THese events include the Int'l Tennis Championship, the Int'l Golf Championship, the Int'l Scholastic Chess Championship, the Sports Ability Games, the Nat'l Basketball Classic, and the Junior Orange Bowl Ice-Hockey Tournament. Each of these events host participation from youths living outside Miami-Dade County, accruing well over 1,000 hotel room nights locally.

HOTEL CONFIRMATION:

The Biltmore Hotel	600 room nights
Holiday Inn University	364 room nights
Homewood Suites Hilton	342 room nights

TOURISM IMPACT PROJECTION:

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

Miami-Dade County Residents	800	2000
Out of County	650	1250
Out of State	550	1000
Foreign	1000	1250
TOTAL	3000	5500

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	2094	
# of hotel room nights anticipated to be booked:	2300	
Actual number of hotel room nights used last year:	1174	

MARKETING DETAILS: Electronic: Website (www.jrorangebowl.org)

Print: 18 page, full-color event brochure

Television: WLRN Television, Coral Gables TV (CGTV), Clear Channel Communications

Radio: WLRN Radio

PREVIOUS TDC FUNDING: $7,000 (11-12); $8,000 (10-11); $9,000 (09-10); $10,000 (08-09)

OTHER GOVERNMENT FUNDING:

PROJECT NARRATIVE:

The Junior Orange Bowl has been hosting these events for over 50 years with great success. We have over 150 members and over 1500 volunteers to help the events run smoothly. These 6 events will collectively attract over 3000 youth participants and over 10,000 attendees. All these events will utilize over 1500 room nights to house participants, coaches, officials, family, and friends. The international sports events are marketed primarily through our website and social media platforms, youth sports magazines, sports associations, and trade publications worldwide. The Basketball Classic is marketed within USA and Canada. The Sports Ability Games focuses on attracting youths from Florida with a small number of international participants. The International Chess Championships is promoted through Chess associations in various countries. The Ice-Hockey tournament is promoted through the Junior Orange Bowl's online presence as well as the online presence of the Kendall Ice Arena, which hosts the event. Each event charges an entry fee to participate with all participants receiving a gift bag with t-shirts and other items. In many cases, we arrange transportation for participants, provide meals, and promote the use of our fine restaurants and attractions during their stay in Miami-Dade County.

JUNIOR ORANGE BOWL INTERNATIONAL TENNIS CHAMPIONSHIP (12/14-12/23/12)

Locations: University of Miami Tennis Center, Salvadore Park, THe Biltmore Tennis Center, Crandon Park Tennis Center. Now in its 51st year, this youth tournament consistently draws the top boys and girls (11-14 years) from around the world to compete. This year we expect over 1,400 participants from over 70 countries. Hotels that have partnered with the tournament for special rates include: The Biltmore Hotel, Holiday Inn University, Homewood Suites Hilton, Courtyard Marriot Coral Gables, Howard Johnson/Plaza Hotel, Miami Hampton Inn Coconut Grove/Coral Gables. Entry fees for this event are $125 per participant. There is no ticket charge to attend.

JUNIOR ORANGE BOWL INTERNATIONAL GOLF CHAMPIONSHIP (12/26-12/30/12)

Location: Biltmore Golf Course

250 of the world's best junior amateur golfers ages 18 and under from 40 countries and throughout the USA tee-off in the 49th annual golf tournament which is considered the "masters of junior golf". The Biltmore Hotel arranges special room rates for participants as well as other area hotels. Entry fees for this event are $400 per participant. There is no ticket charge to attend this event.

JUNIOR ORANGE BOWL INTERNATIONAL CHESS CHAMPIONSHIP (12/27-12/29/12)

Location: Miami Airport Marriot

Growing in scope every year, the International Chess Championship attracts children and chess teams from many South and Central American countries as well as from the Caribbean. The Airport Marriot arranges for special room rates for participants. Entry fees for this event are $50 per participant. There is no ticket charge to attend this event.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		0		
Personnel: Artistic		$ 3,000	$ 3,000	$ 1,700
Personnel: Technical / Production		$ 46,600	$ 46600	
Outside Artistic Fees / Services		0		
Outside Other Fees / Services		$ 3,000	$ 3,000	
Marketing: ADV / PR / Printing / Publication		$ 20,100	$ 20,100	$ 5,500
Marketing: Postage / Distribution		$ 2,000	$ 2,000	
Marketing: Web Design / Support / Maintenance		$ 700	$ 700	
Travel: In County		$ 1,300	$ 1,300	$ 1,000
Travel: Out of County		0		
Equipment Rental		$ 2,300	$ 2300	
Equipment Purchase		$ 5,500	$ 5500	
Space Rental	5000	$ 23,000	$ 28,000	$ 10,500
Mortgage / Loan Payments		0		
Insurance		$ 3,000	3000	
Utilities		$ 2,700	2700	
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		$ 41,000	41000	
Supplies / Materials		$ 11,500	11500	
Other Expenses: [Itemize below]	-	-	-	-
Awards/Trophies		$ 14,400	14400	2200
Officials/Referees	10000	$ 15,200	25200	

Food for Participants		$ 12,000	12000	5000
Hotel Accomodations		$ 10,000	10000	
Meetings/Banquets		$ 9,000	9000	
SUBTOTALS	$ 15,000	$ 226,300	$ 241,300	$ 25,900
TOTAL PROJECT EXPENSES			$ 267,200	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	$ 10,500	-
Memberships		-
Tuitions / Enrollment Fees	$ 154,100	-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	$ 5,400	
Foundation Support	$ 10,000	-
Private / Individual Support	$ 48,300	
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	$ 15,400	-
Investment Income (Endowment)		-
Interest & Dividends		-
Cash on Hand		-
Other Revenues (list detail below)	-	-
Ad Sales	$ 4,000	
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
Festivals%20and%20Special%20Events%20Grants	$ 4,500	-
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		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	$ 252,200	0
GRANT AMOUNT REQUESTED	$ 15,000	-
TOTAL PROJECT REVENUES	$ 267,200	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-9

ORGANIZATION: Miami Gay & Lesbian Film Festival, Inc.
GRANT REQUEST: $25,000

PROJECT TITLE: 15th Annual Miami Gay & Lesbian Film Festival
RECOMMENDATION: $17,500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-26-2013 - 05-05-2013

EVENT LOCATION: Regal Cinemas South Beach

PROJECT SYNOPSIS:

Grant funds are requested to support the production and marketing of the 15th Annual Miami Gay & Lesbian Film Festival (MGLFF) held from April 26-May 5, 2013. The MGLFF continues to elevate the film program by seeking "queer" films that have recently premiered at major mainstream film festivals such as Toronto, Sundance, and Berlin. The funds requested would be used for presentation fees, equipment rental, venue rental and regional/national marketing such as LGBT print & social media.

HOTEL CONFIRMATION:

Shore Club	125 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	50	7,500
Out of County	25	1,500

Out of State	65	650
Foreign	10	200
TOTAL	150	9850

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:	125	
Actual number of hotel room nights used last year:	105	

MARKETING DETAILS: The MGLFF will continue to work with a The Murry Agency, a local public relations professional whose primary responsibilities will be to promote the event and Miami Dade County as an important film festival and LGBT friendly destination. The MGLFF will also advertise with regional magazines such as Hotspots, Guy Magazine, South Florida Gay News, She Magazine, and the Florida Agenda. The MGLFF also participates in a marketing partnership with other LGBT film festivals such as: Inside Out (Toronto), Newfest (New York), Reelings Film Festival (Chicago), and Reel Affirmations (Washington DC).

TV: Comcast; Radio: WLRN and Classical South Florida 89.7

PREVIOUS TDC FUNDING: 17,500 (11-12); $20,000 (10-11); $22,500 (09-10); $25,000 (07-08); $7,500 (06-07) End of Cycle; $5,600 (05-06) $10,000 (04-05); $7,200 (03-04); $8,000 (02-03)

OTHER GOVERNMENT FUNDING: Cultural Tourism Grant- $20,000

Festivals and Special Events - $38,991

PROJECT NARRATIVE:

WHAT: The 15th Annual Miami Gay & Lesbian Film Festival (MGLFF) is a 10 day festival showcasing the best in emerging works from international, national, and local filmmakers. Over its 15 year history, the MGLFF has become one of the largest LGBT film festivals in the country. It has also become significantly important due to being the first major LGBT film festival and therefore an important showcase of the season's important LGBT films. The MGLFF showcases Miami as a premier international tourists destination because of the innovation, strength and consistency of its programming.

WHEN: The 15th Annual Miami Gay & Lesbian Film Festival will be presented April 26-May 5, 2013. A majority of the events will be ticketed with ticket prices ranging from $5 to $75.

WHERE: The 10 day event will consist of at least 35 program slots, 5 major social events including 3 Galas, 2 Dine Outs, and numerous parties, networking events, seminars, press events, Q&A's, and feature presentations at varied venues within Miami-Dade County. Our venues include the Colony Theater, Regal Cinemas South Beach, Miami Beach Cinematheque, Miami Beach Botanical Garden, Coral Gables Art Cinema, Miami Theater Center-O Cinema. Most of the film titles are eligible for Audience and Jury awards. Ballots for audience awards are collected via a newly created smart phone app for both Apple and Android phones and winners are announced at the newly created Awards Brunch on closing weekend. The MGLFF attracts innovative and press worthy directors, producers and talent with past attendees including John Waters, Sharon Gless, Bea Arthur, and Charytin.

HOW: The MGLFF is the first LGBT film festival of the year and it is promoted through partnerships with Miami-Dade Cultural Affairs Department, the Greater Miami Convention and Visitors Bureau, the City of Miami Beach, local and national LGBT organizations such as: GLAAD, Aqua Foundation, SAVE Dade, The Task Force.

MEDIA SPONSORS: The MGLFF has already entered into a contract with Comcast to purchase additional air time with GLBT friendly networks such as: Logo, Here!, Bravo, Sundance and Lifetime. This will be in addition to donated airtime and further increase MGLFF household impressions. The MGLFF

will also continue its relationship with WLRN, Classical South Florida 89.7 to promote the annual event over the radio. Regional media print sponsors include Hotspots Magazine, She Magazine, South Florida Gay News and the Miami Herald.

HOTEL SPONSOR: Our Official Hotel Sponsor is The Shore Club in Miami South Beach. We currently have 120 room nights blocked throughout the 10 day event.

WHO: Historically, the MGLFF target audience has been the LGBT community of all ages with South Florida, regionally with Florida, nationally with specific cities along the Eastern seaboard and Midwest, and internationally in Canada, Europe and South America.

USE of TDC FUNDS: The TDC funds will be used for presentation fees production expenses.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		$ 105,000	$ 105,000	
Personnel: Artistic		0		
Personnel: Technical / Production		$ 7,000	$ 7,000	
Outside Artistic Fees / Services	$ 10,000	$ 20,000	$ 30,000	
Outside Other Fees / Services	$ 2,500	$ 21,000	$ 23,500	
Marketing: ADV / PR / Printing / Publication	5000	$ 13,000	$ 18,000	$ 60,000
Marketing: Postage / Distribution		$ 5,500	$ 5,500	
Marketing: Web Design / Support / Maintenance		$ 12,000	$ 12,000	$ 7,000
Travel: In County		$ 12,500	$ 12,500	
Travel: Out of County		$ 8,000	$ 8,000	
Equipment Rental	2500	$ 17,500	$ 20,000	
Equipment Purchase		0		
Space Rental	5000	$ 30,000	$ 35,000	
Mortgage / Loan Payments		0		
Insurance		$ 10,000	$ 10,000	
Utilities		$ 5,000	$ 5,000	
Fundraising / Development (Non-Personnel)		$ 5,000	$ 5,000	$ 3,000
Merchandise / Concessions / Gift Shops		0		$ 15,250
Supplies / Materials		$ 4,500	$ 4,500	
Other Expenses: [Itemize below]	-	-	-	-
Ticketing Costs		$ 17,000	$ 17,000	
Credit Card Fees		$ 7,500	$ 7,500	
Accounting Fees		$ 4,000	$ 4,000	

Opening Gala		$ 6,500	$ 6,500	
Closing Gala		$ 5,000	$ 5,000	
SUBTOTALS	$ 25,000	$ 316,000	$ 341,000	$ 85,250
TOTAL PROJECT EXPENSES			$ 426,250	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	$ 70,000	-
Memberships	$ 80,000	-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	$ 65,000	$ 85,250
Foundation Support	$ 15,000	-
Private / Individual Support	$ 15,000	
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds	$ 12,009	-
Gov't Grants: Federal (Itemize Below)	-	-
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Gov't Grants: State (Itemize Below)	-	-
		-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
Miami Beach VCA	$ 20,000	-
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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)	-	-
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
Festivals%20and%20Special%20Events%20Grants	$ 38,991	-
		-
		-
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		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	$ 316,000	$ 85,250
GRANT AMOUNT REQUESTED	$ 25,000	-
TOTAL PROJECT REVENUES	$ 426,250	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: C-2

ORGANIZATION: Miami Northwest Express Track Club, Inc.
GRANT REQUEST: 15000
PROJECT TITLE: 38th Annual Northwest Track and Field Classic
RECOMMENDATION: $10,000.00
PROJECT TYPE/CATEGORY: Sport

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 06-07-2013 - 06-09-2013

EVENT LOCATION: Miami-Dade College, North Campus / Traz Powell Stadium

PROJECT SYNOPSIS:

Grant funds are requested to support the 38th Annual Northwest Track & Field Classic. This event involves youth from the Bahamas, British Virgin Islands, Canada, Cayman Islands, Jamaica, Mexico and Puerto Rico and throughout the United States and U.S. Virgin Islands.

HOTEL CONFIRMATION:

Embassy Suites Miami International Airport	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	1100	3000
Out of County	400	700
Out of State	125	500
Foreign	1400	1800

TOTAL	3025	6000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	400	
# of hotel room nights anticipated to be booked:	1200	
Actual number of hotel room nights used last year:	1200+	

MARKETING DETAILS: Internet, radio, fliers, local newspapers, national and international track and field magazines, and personal invitational letters to over 8000 addresses around the world will be used to market this event.

Local television stations such as Channel 4, 6, 7 and 10 as well as radio stations WEDR, Hot 105 and WMBM have indicated they will continue covering the Annual Northwest Track & Field Classic. Rodney Baltimore of Hot 105 has already invited us to the studio to discuss the Classic and he has made a commitment to provide live coverage of the event.

PREVIOUS TDC FUNDING: $12,000 (11-12); $12,000 (10-11); $10,000 (09-10); End of Cycle -$8,000 (08-09); $15,000 (07-08); $5,600 (06-07); $10,000 (05-06); $7,000 (04-05);

OTHER GOVERNMENT FUNDING: N/A

PROJECT NARRATIVE:

The 38th Annual Northwest Track & Field Classic provides 3 days of competition that is held during the second weekend of June each year. This competition involves thousands of athletes, Coaches, Teams, Chaperones and fans from the Caribbean and throughout the United States. In the process, cultural exchanges are made and life-time friendships are established. This event will be held at Miami-Dade College, North Campus / Traz Powell Stadium on June 7-9, 2013, and it includes only track and field based events. There is $6 per day or $15, 3-day admission pass to attend this international event which attracts tourists from around the world and brings them to South Florida every June. This event is promoted via radio, television, local newspapers and on the internet. It is also advertised in Track and Field News, National Master News, Youth Running, The Southern Running Journal and in several track and field Magazines. We have also had WEDR, Hot 105, WMBM and the Miami Herald provide live coverage during past events and we've already received commitments from them to help promote us again this year. In preparation for another outstanding event, we have solidified contracts with several hotels to provide special rates for our attendees and we are expecting to fill 1200 booked rooms for this year's event. On the track, we are expecting boys and girls as young as four years of age, as well as male and female athletes who are elite or amateurs, and many fun seekers who are interested in the sport. The TDC funding enhances our project's tourism by providing funding that defrays basic promotional costs and track meet essentials. The meet is hosted by the Miami Northwest Express Track Club and it is sanctioned by the USA Track & Field Association. We begin promoting this event immediately after it concludes as our database continues to expand and our influence around the world has continued to increase. We have received many phone calls from new people who are seeking additional information about our event based upon the referrals of those who have attended in the past.

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		0		
Outside Artistic Fees / Services		0		
Outside Other Fees / Services		$ 7,000	$ 7,000	$ 3,000
Marketing: ADV / PR / Printing / Publication	3200	$ 1,000	$ 4,200	
Marketing: Postage / Distribution		0		
Marketing: Web Design / Support / Maintenance		0		
Travel: In County		0		
Travel: Out of County		0		
Equipment Rental	2800	0	$ 2,800	
Equipment Purchase		0		
Space Rental		0		
Mortgage / Loan Payments		0		
Insurance	1000	0	$ 1,000	
Utilities		0		
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		$ 15,000	$ 15,000	$ 1,500
Supplies / Materials	2000	$ 5,500	$ 7,500	$ 2,000
Other Expenses: [Itemize below]	-	-	-	-
Awards	6000	$ 18,000	$ 24,000	
Medals		0		
Trophies		0		

Plaques		0		
Batons		0		
SUBTOTALS	$ 15,000	$ 46,500	$ 61,500	$ 6,500
TOTAL PROJECT EXPENSES			$ 68,000	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	$ 10,000	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other	$ 8,000	-
Rental Income		-
Corporate Support		
Foundation Support		-
Private / Individual Support	$ 15,000	$ 6,500
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds	$ 3,500	-
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	$ 10,000	-
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	$ 46,500	$ 6,500
GRANT AMOUNT REQUESTED	$ 15,000	-
TOTAL PROJECT REVENUES	$ 68,000	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: B-2

ORGANIZATION: Miami River Fund, Inc.

GRANT REQUEST: $15,000

PROJECT TITLE: Miami Riverday

RECOMMENDATION: $10,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-06-2013 - 04-06-2013

EVENT LOCATION: Lummus Park

PROJECT SYNOPSIS:

Grant funds are requested to support the free 17th Annual Miami Riverday Festival, a unique event celebrating the history, culture and environment of the Miami River, which flows 5.5 miles through Miami's urban core. The free festival features a variety of activities for everyone including: Miami River boat tours, live music from local bands, historic re-enactors in the Wagner Homestead (1856) Fort Dallas (1844) and Scottish Rite Temple (1922), 20 environmental education booths, and much more.

HOTEL CONFIRMATION:

None

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	50	2000
Out of County	50	1000

Out of State		1000
Foreign		1000
TOTAL	100	5000

HOTEL ROOM NIGHTS PROJECTION:

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

MARKETING DETAILS: TV Media: Channel 10 Print Media: Advertisements and or mentions in the Miami Herald / El Nuevo Herald, New Times, Miami Today, Diario de las Americas; Radio: Advertisements on several Spanish Broadcasting System (SBS) radio stations; Internet: Web site advertisements and promotional email blasts; Street Banners: 15 street banners (size 6 x 3;) strategically placed in high traffic areas, such as Coconut Grove, US-1, SW 8 ST, Miami River; Fliers and Posters: 7,500 bilingual Miami Riverday 2013 fliers will be distributed throughout the community by MRFI; 10 bilingal posters will be installed in City of Miami-owned kiosks along the publicly accessible Miami River Greenway

PREVIOUS TDC FUNDING: $5,000 (11-12) End of Cycle; $5,600 (10-11); $6,400 (09-10); $7,200 (08-09); $8,000 (07-08) Started new cycle; $8,000 (02-03); $7,200 (01-02); $8,000 (00-01)

OTHER GOVERNMENT FUNDING: Community Grants - $10,000

PROJECT NARRATIVE:

The Miami River Fund Inc is applying to partially fund the FREE 17th Annual Miami Riverday Festival. Miami Riverday celebrates the unique culture of the Mixed-use and multicultural neighborhoods and attracts tourists via free Miami River Boat tours, live music by Johnny Dread, Nil Lara, and Holahi, local cuisine, historic re-enactments in the 1844 Fort Dallas and the 1856 Wagner Homestead. This year the free Annual Miami Riverday festival will be celebrated on Saturday, April 6, 2013, 1 PM - 6 PM, in the Lummus Park Historic District, 250 NW North River Drive. The free 17th Annual Miami Riverday festival will continue attracting tourists via offering free Miami River Boat Tours, 3 live music bands (Johnny Dread, Nil Lara and Holahi), children activities (art education, rock climbing, face painting, obstacle course, erc) and much more. One of Miami's most popular tourist areas is Downtown, and Miami Riverday is located minutes away and/or walking distance from several major hotels frequented by tourists, including but not limited to: the Hyatt Regency, Riverpark Hotel, Mandarin Oriental, Hotel Intercontinental, Conrad Miami, J.W. Marriott, Radisson, etc. totaling over 4,000 hotel rooms. The Downtown Development Authority and the Greater Miami Convention and Vistor's Bureau assist in marketing Miami Riverday to hotels.

Marketing Efforts include TV - Channel 10, Print ads in Miami Herald, Nuevo Herald, Diario de las Americas, Radio ads on El Zol, Romance and Clasica, 7,500 bilingual flyers, posters in Riverwalk kiosks, 15 large street banners, internet postings and email blast outs. The Radio Sponsor is SBS Radio stations and the print media sponsors are Herald, Nuevo Herald, Diario de Las Americas. Contacting 10 major hotels with 4,000 rooms within walking distance from free 17th Annual Riverday

7) not a "Sport Organization" therefore N/A

8) TDC funding would be used for marketing which is critical to advise tourists of this free opportunity - Yes there are over 20 environmental organizations involved in providing information from their free booths

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration	$ 1,000	$ 2,500	$ 3,500	
Personnel: Artistic		0		
Personnel: Technical / Production		0		
Outside Artistic Fees / Services		$ 5,000	$ 5,000	
Outside Other Fees / Services	$ 3,410	$ 25	$ 3,435	
Marketing: ADV / PR / Printing / Publication	$8,798	$ 11,000	$ 19,798	$ 4,709
Marketing: Postage / Distribution		0		
Marketing: Web Design / Support / Maintenance		0		$ 1,000
Travel: In County		0		
Travel: Out of County		0		
Equipment Rental	896	$ 7,570	$ 8,466	$ 500
Equipment Purchase		0		
Space Rental		$ 2,420	$ 2,420	
Mortgage / Loan Payments		0		
Insurance		$ 1,341	$ 1,341	
Utilities		0		
Fundraising / Development (Non-Personnel)		$ 478	$ 478	
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials		$ 327	$ 327	
Other Expenses: [Itemize below]	-	-	-	-
Miami River Boat Tours	896	$ 3,230	$ 4,126	$ 6,000
		0		

		0		
		0		
		0		
SUBTOTALS	$ 15,000	$ 33,891	$ 48,891	$ 12,209
TOTAL PROJECT EXPENSES			$ 61,100	-

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	$ 12,891	$ 12,209
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)	-	-
FIND	$ 1,000	-
SFWMD	$ 10,000	-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
City of Miami		-
Downtown Development Authority		-
		-
		-
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	$ 10,000	-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	$ 33,891	$ 12,209
GRANT AMOUNT REQUESTED	$ 15,000	-
TOTAL PROJECT REVENUES	$ 61,100	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-10

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

GRANT REQUEST: $11,000

PROJECT TITLE: Festival Yachad - Israeli Folk Dance Festival

RECOMMENDATION: $5,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 05-24-2013 - 06-02-2013

EVENT LOCATION: Michael-Ann Russell Jewish Community Center

PROJECT SYNOPSIS:

Grant funds are requested to support the JCC's annual Festival Yachad - Israeli Folk Dance Festival featuring 350 dancers from the JCC's year-round Bamachol Dance Academy and 160 dancers from Israeli dance troupes from Panama, Brazil, Israel, and Mexico. Festival Yachad will feature 2 shows in North Miami Beach - a Showcase Performance on Friday, May 24, at the JCC, and a Children's Performance on Sunday, June 2, at the Julius Littman Performing Arts Theater.

HOTEL CONFIRMATION:

Marco Polo Beach Resort	168 room nights

TOURISM IMPACT PROJECTION:

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

Miami-Dade County Residents	370	1725
Out of County	0	225
Out of State	0	0
Foreign	170	50
TOTAL	540	2000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	168	
# of hotel room nights anticipated to be booked:	168	
Actual number of hotel room nights used last year:	156	

MARKETING DETAILS: Promotional mailings to the JCC mailing list; email to broadcast lists of the Michael-Ann Russelll JCC, the Israeli House of the Consulate General of Israel, Hebraica, local synagogues (e.g., Temple Sinai and Beth Torah Benny Rok Campus), and the Greater Miami Jewish Federation; promotional material (e.g., fliers and posters); press releases to local media; A promotional banner will be prominently hung at the entrance to the JCC (whose campus is utilized by 3,500 people on a daily basis) and contact will be made with different radio and television stations to secure free public service announcements about the event. Social Media including Facebook and the JCC website.

PREVIOUS TDC FUNDING: $5,600 (11-12); $6,300 (10-11); $7,000 (09-10); $5,000 (08-09) End of cycle; $5,000 (07-08); $5,000 (06-07); $5,000 (05-06); $5,000 (04-05)

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

PROJECT NARRATIVE:

Festival Yachad Israeli Folk Dance Festival celebrates Jewish heritage/Israeli culture through choreographed dance performances, traditional/contemporary Jewish/Israeli music, & colorful costuming reflecting the diversity of Jewish life in Israel & throughout the world. The Festival's theme will be "Numbers" and will feature dance troupes from abroad in addition to 350 dancers in the JCC's Bamachol Dance Academy. 160 dancers from Mexico, Israel, Brazil, and Panama will perform and stay at the Ramada, Sunny Isles Beach. During their 4 day stay, they will shop at area stores, have meals at the hotel & local restaurants, & visit South Beach. Families of visiting dancers will come to Miami to attend the Festival & enjoy area attractions.

The Festival features 3 performances on 3 different days in 3 different venues – 2 in N. Miami-Dade for which funding is requested (& 1 at Broward Center). A free Showcase Performance by visiting dance troupes, on May 24, at the JCC, in NMB, and a Children's Performance, on June 2, at the Littman Performing Arts Theate in NMB, with tickets from $5 - $35. Other events for the visiting dancers are a "Shabbat Dinner", pool party and barbeque, & end of Festival party – all in N. Miami-Dade.

Visiting dance troupes will perform in the Festival & stay at the Ramada, Sunny Isles Beach; some dance family members will travel here for the Festival; and residents from Broward & Palm Beach Countries will be part of the Festival audience.

The JCC will reach out to a broad-based audience through press releases, paid advertising in the printed media, fliers, posters in stores & houses of worship, & through PSAs. Through email broadcasts using lists from area synagogues, the Consulate of Israel, the JCC, & Jewish Federation, the Jewish/Israeli communities will be targeted. In addition, with this program having established a long-standing reputation, word-of-mouth, has also proven to be an effective marketing tool.

Currently, there are no media sponsors. However, the Community Post of the Greater Miami Jewish Federation will provide advance publicity of Festival Yachad to its constituents.

Accommodations for visiting dancers will continue to be at the Ramada, Sunny Isles Beach – at least 168 rooms will be used. However, there is no hotel sponsor.

TDC funding will provide resources for promotional advertising, theater rental, & enhancing the overall production (costuming, scenery, etc.), thus allowing PR to extend to the tri-county area.

Time line for project is:

Committee begins Festival planning - June, 2012

Invitations extended to outside groups - October, 2012

Fundraising strategies discussed with committee - October, 2012

Choreographies finalized - December, 2012

Dancers begin learning choreographies - January, 2013

Promotional efforts underway - February, 2013

Tickets on sale - March, 2013

All aspects of Festival finalized - April, 2013

N. Miami Dade performances - May 24 & June 2

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		$ 10,876	$ 10,876	$ 5,843
Personnel: Artistic		$ 5,250	$ 5,250	$ 7,920
Personnel: Technical / Production		$ 2,750	$ 2,750	
Outside Artistic Fees / Services		$ 3,500	$ 3,500	
Outside Other Fees / Services		$ 1,500	$ 1,500	
Marketing: ADV / PR / Printing / Publication	3000	$ 17,000	$ 20,000	$ 2,000
Marketing: Postage / Distribution		$ 1,800	$ 1,800	
Marketing: Web Design / Support / Maintenance		0		
Travel: In County		$ 3,080	$ 3,080	
Travel: Out of County		0		
Equipment Rental		$ 6,000	$ 6,000	
Equipment Purchase		0		
Space Rental	1000	$ 2,200	$ 3,200	
Mortgage / Loan Payments		0		
Insurance		0		
Utilities		0		
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials	7000	$ 5,000	$ 12,000	$ 2,000
Other Expenses: [Itemize below]	-	-	-	-
Sound/Lighting		$ 1,500	$ 1,500	
Refreshment Dancers		$ 2,200	$ 2,200	
Security		$ 1,250	$ 1,250	

Video Production		$ 1,000	$ 1,000	
		0		
SUBTOTALS	$ 11,000	$ 64,906	$ 75,906	$ 17,763
TOTAL PROJECT EXPENSES			$ 93,669	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	$ 23,750	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	$ 32,626	$ 6,881
Foundation Support		-
Private / Individual Support	$ 3,530	$ 10,882
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.	-	-
Hannibal%20Cox%2C%20Jr.%20Cultural%20Grants	$ 5,000	-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	$ 64,906	$ 17,763
GRANT AMOUNT REQUESTED	$ 11,000	-
TOTAL PROJECT REVENUES	$ 93,669	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-11

ORGANIZATION: New Theatre, Inc.

GRANT REQUEST: $10,000

PROJECT TITLE: Road Through Heaven

RECOMMENDATION: $7,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-01-2013 - 05-05-2013

EVENT LOCATION: New Theatre at The Roxy Performing Arts Center

PROJECT SYNOPSIS:

Grant funds are requested to support New Theatre's 27th Anniversary World Premiere of ROAD THROUGH HEAVEN by New Theatre's Artistic Director Ricky J. Martinez running April 19 - May 5, 2013 at our temporary home at The Roxy Performing Arts Center. The play fulfills our mission of "new-voices-new works", and since the play has is set on a Caribbean Island and explores the universal themes of love, hope & the fulfillment of dreams, the play will attract local and tourists alike

HOTEL CONFIRMATION:

Pending	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	10	1000
Out of County	5	200

Out of State	0	100
Foreign	0	0
TOTAL	15	1300

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	
Actual number of hotel room nights used last year:	n/a	

MARKETING DETAILS: New Theatre will market the production through postcard distribution, trade advertising, free events and calendar listings in both print media, web-based sites media and newsletter, among them TheatreMania, MiamiARTzine, Greater Miami Convention & Visitors Bureau, Cultural Connection/WLRN Radio, and , Miami Monthly, etc. New Theatre will send out its e-blasts announcement and seek trade e-blast with other local arts organizations. With the increased use of social media in everyday life, New Theatre is continually promoting its shows through Facebook, Twitter and through texting trees. New Theatre will also participate in the County's Cultural Shock program free student tickets. New Theatre is working on securing in-kind advertising in hotel rooms through Welcome USA, paid and in-kind trade radio spots on WLRN, trade with Around Town Magazine and Goldstar.

PREVIOUS TDC FUNDING: $8,000 (10-11); $9,000 (09-10); $10,000 (07-08)

OTHER GOVERNMENT FUNDING: Cultural Advancement Grants - $10,000

PROJECT NARRATIVE:

New Theatre, in its 27th Anniversary Season will produce the World Premiere production

of ROAD THROUGH HEAVEN by New Theatre's Artistic Director Ricky J. Martinez running April 19 - May 5, 2013, with rehearsals commencing April 1, 2013. The play will be presented at New Theatre's temporary home at The Roxy Performing Arts Center and run for a total of 13 performances with additional performance in the case of an extension. Ticket prices range from $35-$40, with discounts for students ($15), senior ($25-$35) and groups. After New Theatre's commission and World Premiere of ANNA IN THE TROPICS by Nilo Cruz won the 2003 Pulitzer Prize for Drama, New Theatre's contribution to the American Theatre landscape through its new works, has had increased its visibility. The project will contribute not only to tri-county patrons, but to visitors coming to South Florida and seeking culture and arts.

Ricky J. Martinez's Road Through Heaven is part of "InGod's Land: an Island Trilogy", which also includes Sin Full Heaven (World Premiered at New Theatre in 2007) and Heavenly Hands. It has received readings as part of Cuban Culture Week presented by The Cuban Artist's Fund in NYC, Teatro Paraguas in Santa Fe, Repertorio Español and Shotgun Productions in NYC, and most recently at the Performance Network Theatre in Ann Arbor. This poetic and evocative work is set on a Caribbean island and reveals a complicated and sexually-charged relationship among its four inhabitants. The play engages the audience with questions of unconditional love and our "will" to turn dreams into new heights of reality and achievement. Due to its universal themes of love, hope & the fulfillment of dreams, the play has a wide range of attracting local and tourists alike. Since the play is set on a Caribbean Island with Hispanic sensibilities it has a potential of attracting hispanic audiences of all nationalities.

In order to attract local and of town audiences,New Theatre will market the production through postcard distribution, trade advertising, free events and calendar listings in both print media, web-based sites media and newsletter, among them TheatreMania, MiamiARTzine, Greater Miami Convention & Visitors Bureau, Cultural Connection/WLRN Radio, and , Miami Monthly, etc. New Theatre will send out its e-blasts announcement and seek trade e-blast with other local arts organizations. With the increased use of social media in everyday life, New Theatre is continually promoting its shows through Facebook, Twitter and through texting trees. New Theatre will also participate in the County's Cultural Shock program free student tickets. New Theatre is working on securing in-kind advertising in hotel rooms through Welcome USA, paid and in-kind trade radio spots on WLRN, trade with Around Town Magazine and Goldstar. We

will also be contacting WLRN's Ed Bell to secure either an interview with the playwright and/or mention in his radio show. The project does not have a specific participating hotel. However, New Theatre is working with Hotel St. Michel and Comfort Suites to secure a discounted rate for any patron traveling to Miami who inquires about lodging with the box office.

The timeline of the project is already under-way. The director has cast the show and designers have been confirmed. The staff and the marketing committee of the board of directors have met to plan and implement the marketing of the shows. TDC funding will assist in the marketing of the plays so that we can attract tourist traveling to Miami and who get a chance to see it first in Miami-Dade County.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		$ 9,000	$ 9,000	$ 2,000
Personnel: Artistic	$ 6,000	$ 11,555	$ 17,555	
Personnel: Technical / Production		$ 2,000	$ 2,000	$ 1,000
Outside Artistic Fees / Services		$ 1,500	$ 1,500	
Outside Other Fees / Services		0		
Marketing: ADV / PR / Printing / Publication	3000	0	$ 3,000	$ 2,000
Marketing: Postage / Distribution		0		
Marketing: Web Design / Support / Maintenance		$ 300	$ 300	
Travel: In County		0	$ 0	
Travel: Out of County		0	$ 0	
Equipment Rental		0	$ 0	
Equipment Purchase		0	$ 0	
Space Rental	1000	$ 1,000	$ 2,000	
Mortgage / Loan Payments		0	$ 0	
Insurance		$ 5,000	$ 5,000	
Utilities		$ 700	$ 700	
Fundraising / Development (Non-Personnel)		0	$ 0	
Merchandise / Concessions / Gift Shops		0	$ 0	
Supplies / Materials		$ 1,200	$ 1,200	
Other Expenses: [Itemize below]	-	-	-	-
Other Production Costs		$ 2,000	$ 2,000	$ 1,000
		0		

		0		
		0		
		0		
SUBTOTALS	$ 10,000	$ 34,255	$ 44,255	$ 6,000
TOTAL PROJECT EXPENSES			$ 50,255	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	$ 10,000	-
Memberships	$ 3,000	-
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	$ 3,000
Foundation Support	$ 5,500	-
Private / Individual Support	$ 5,755	$ 3,000
Other Private Support: Auxiliary Activities	$ 0	-
Other Private Support: Special Event Proceeds	$ 0	-
Gov't Grants: Federal (Itemize Below)	-	-
	$ 0	-
		-
		-
Gov't Grants: State (Itemize Below)	-	-
	$ 0	-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
	$ 0	-
		-
		-
		-
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		-
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	$ 10,000	-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	$ 34,255	$ 6,000
GRANT AMOUNT REQUESTED	$ 10,000	-
TOTAL PROJECT REVENUES	$ 50,255	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-12

ORGANIZATION: South Florida Autism Charter Schools, Inc.

PROJECT TITLE: 6th Annual Miami International Agriculture Horse & Cattle Show

PROJECT TYPE/CATEGORY: Special Events/Promotions

GRANT REQUEST: $10,000

RECOMMENDATION: $9,000.00

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-12-2013 - 04-14-2013

EVENT LOCATION: Tropical Park - Ronald Reagan Equestrian Center

PROJECT SYNOPSIS:

Grant funds are requested to support the 6th Annual Miami International Agriculture Horse & Cattle Show, which is sponsored by Commissioner Javier D. Souto and the Miami Horse Council. This free event is open to the public and will take place on April 12-14, 2013 at the Ronald Reagan Equestrian Center of Tropical Park. This event attracts tourists from the USA and South America, and also provides farmers, ranches, and local businesses with the oportunity to promote their industries.

HOTEL CONFIRMATION:

Hampton Inn Dadeland	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	200	62300

Out of County		2500
Out of State		1200
Foreign		
TOTAL	200	66000

HOTEL ROOM NIGHTS PROJECTION:

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

MARKETING DETAILS: MIAHCS is advertised in several foreign and domestic business publications through local newspapers (Miami Herald and El Nuevo Herald), English/Spanish radio (Univision Radio, KISS Radio0, and advertising time on Comcast TV, WSVN-7, and Univision. Additional marketing strategies include: outdoor advertising, internet marketing, street banners & posters, signs in government buildings, and event website.

PREVIOUS TDC FUNDING: $10,500 (11-12); $12,500 (10-11); $2,000 (09-10); $15,000 (08-09)

OTHER GOVERNMENT FUNDING:

PROJECT NARRATIVE:

The proposed project is the 6th annual Miami International Agriculture Horse & Cattle Show (MIAHCS), to be held in the Ronald Reagan Equestrian Center at Tropical Park on April 12, 13 & 14, 2013. Admission & parking are free. MIAHCS celebrates international culture with 40 live music acts & 20 horse exhibitions of Paso Fino, P.R.E. Andalusian, and Paso Peruano horses, paired with international folklore performances. Medieval Times, an entertainment establishment in Orlando, Florida, provides 3 free shows with live performances of jousting knights, horsemanship skills and falconry. MIAHCS celebrates international food and beverages in the food court area, and also includes a family-friendly Kid Zone with rides and entertainment. The Commercial Vendor Area features local businesses, local artists, and farmers/ranchers promoting their industries. South Florida Autism Charter School hosts an Autism Information Booth, and provides information regarding community resources. MIAHCS attracts tourists to Miami-Dade County from all over the USA and South America, and promotes Miami as the international gateway to domestic markets in the agriculture and livestock industries, both of which have a considerable presence in South Florida. The horse and cattle exhibitions and events appeal to both international and local visitors, with an average 60,000 in attendance for the duration of the three-day event.

MIAHCS is advertised in several foreign and domestic business publications to attract individuals from the international cattle industry. The event is marketed locally through multi-lingual advertising in local newspapers, including El Nuevo Herald, The Miami Herald, and Community Newspapers; through English and Spanish radio, including Univision Radio and KISS Radio; and through advertising time on local television productions on Comcast TV, WSVN-TV and Univision. Additional marketing strategies include outdoor advertising, internet marketing, street banners and posters in government buildings and transit systems, libraries and government centers, MDC Parks & Recreation website, and the MIAHCS website. Media sponsors include Clear Channel and Univision Radio. Hotel Sponsors include The Biltmore Hotel in Coral Gables, FL. A total of 50 rooms will be blocked for this event.

MIAHCS is a great opportunity for tourists to visit South Florida and learn about the cattle and agriculture industries while enjoying international music and culture, and horse/folklore exhibitions. TDC funding will assist in expenses related to equipment rental and event insurance. MIAHCS is produced by Miami-Dade County, Commissioner Javier D. Souto, MDC Parks & Recreation, South Florida Horse Council, and South Florida Autism Charter School. The Planning Committee meets on a weekly basis beginning in January of each year.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		$ 30,000	$ 30,000	
Personnel: Artistic		0		
Personnel: Technical / Production		0		
Outside Artistic Fees / Services		0		
Outside Other Fees / Services		$ 132,000	$ 132,000	
Marketing: ADV / PR / Printing / Publication		$ 64,000	$ 64,000	
Marketing: Postage / Distribution		0		
Marketing: Web Design / Support / Maintenance		0		
Travel: In County		0		
Travel: Out of County		0		
Equipment Rental	9550	$ 15,450	$ 25,000	
Equipment Purchase		0		
Space Rental		$ 3,040	$ 3,040	$ 7,538
Mortgage / Loan Payments		0		
Insurance	450	$ 50	$ 500	
Utilities		0		
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials		$ 500	$ 500	
Other Expenses: [Itemize below]	-	-	-	-
		0		
		0		

		0		
		0		
		0		
SUBTOTALS	$ 10,000	$ 245,040	$ 255,040	$ 7,538
TOTAL PROJECT EXPENSES			$ 262,578	-

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	$ 12,000	
Foundation Support		-
Private / Individual Support	$ 5,040	
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	-	-
Commissioner Javier D. Souto - District 10	$ 75,500	-
Miami-Dade County (included in FY2012-13 county budget)	$ 150,000	-
		-
		-
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)	-	-
Cash donations to SFACS at event	$ 2,500	
Space rental in kind donation from Parks & Recreation		$ 7,538
Other Dept of Cultural Affairs Grants (select from drop-downs below) - Do NOT list grant amount requested here.	-	-
		-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	$ 245,040	$ 7,538
GRANT AMOUNT REQUESTED	$ 10,000	-
TOTAL PROJECT REVENUES	$ 262,578	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: D-4

ORGANIZATION: The Miami Foundation, Inc.

GRANT REQUEST: $15,000

PROJECT TITLE: PhilanthroFest 2013

RECOMMENDATION: $12,500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-06-2013 - 04-06-2013

EVENT LOCATION: Miami Dade College - Wolfson Campus

PROJECT SYNOPSIS:

Funds are requested to support a large-scale free outdoor family-festival showcasing South Florida's philanthropic organizations, community resources and cultural arts and encouraging community engagement and volunteerism to take place on April 6, 2013 at Miami Dade College Wolfson campus where South Florida residents of all ages will learn about more than 200 philanthropic organizations and resources in a family-friendly atmosphere, while enjoying live entertainment and art.

HOTEL CONFIRMATION:

Pending	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	450	4000
Out of County	50	800

Out of State	10	200
Foreign		
TOTAL	510	5000

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:	50	50
Actual number of hotel room nights used last year:	0	0

MARKETING DETAILS: PhilanthroFest has retained a JLPR, a South Florida based PR agency to assist in securing media partners and media coverage for PhilanthroFest 2013. JLPR will also lead the publicity steering committee who will be tasked with getting the word out to both English and Spanish media and general public. By way of traditional medial, digital marketing, e-blasts, social media networking, grassroots street team promotions and word of mouth, everyone in Miami will know about PhilanthroFest 2013. Attached please find our PR timeline.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING: Community Grants - $7,500

PROJECT NARRATIVE:

PhilanthroFest's primary mission is to enable South Florida non-profits to better engage with their community. The big event is a major festival which includes family entertainment, food, vendors, lifestyle, music, art and more to bring out the crowds. Non-profit organizations are provided free space to promote their mission, recruit volunteers, sell merchandise, and connect with potential clients.

In addition, provide an outlet for not only local artists, with a large art show, but also to performing groups with a stage dedicated to community and school groups.

PhilanthroFest, the first-of-its-kind, is a free outdoor festival showcasing South Florida's philanthropic organizations, community resources and cultural arts. The festival will take place on Saturday, April 6 at Miami Dade College Wolfson Campus. During this free and first large-scale community event, South Florida residents of all ages will learn about more than 200 philanthropic organizations and resources in a family-friendly atmosphere, while enjoying live musical performances and entertainment, local artwork and delicious food.

The main goal of PhilanthroFest is to increase volunteerism, community engagement and donor investment throughout South Florida. PhilanthroFest brings together, educates, and engages local non-profits, community partners, artists, entertainers, and residents, thereby facilitating new relationships and strategic partnerships, while connecting South Florida residents with South Florida non-profits, and community organizations. This monumental event will strengthen the organizations while giving residents the opportunity to become more involved and "give back" to their community.

There will be two entertainment stages. One of the stages will host well-known, paid local live bands and other entertainment performances to entice the public. The other stage will be for cultural and educational organizations to showcase their performance works, such as youth bands, community theatre companies, local dance companies, and other performing arts groups, giving them an excellent opportunity at exposure.

The art show will host dozens of Miami-Dade based visual artists. Each artist will receive space to promote and sell their artwork. An open call will go out for any locally based artist to apply. The art will be juried by an experience panel of jurist to ensure excellent quality.

This project is built entirely on culture and community. The entire purpose of the event is to promote the community and the culture. Last year we had over 90 non-profit organizations participate, including over a dozen cultural organizations. The goal is to create more community interaction through the festival. This year our target is to host 200 organizations.

The public benefit of this is through strengthening the non-profit sector, which brings benefit to everyone. Many non-profits are struggling. Some have gone away due to lack of funding.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		0	$ 0	
Personnel: Artistic		0	$ 0	
Personnel: Technical / Production		0	$ 0	
Outside Artistic Fees / Services	$ 3,000	$ 4,500	$ 7,500	
Outside Other Fees / Services		$ 12,500	$ 12,500	
Marketing: ADV / PR / Printing / Publication		$ 10,000	$ 10,000	
Marketing: Postage / Distribution		$ 100	$ 100	
Marketing: Web Design / Support / Maintenance		0	$ 0	$ 0
Travel: In County		0	$ 0	
Travel: Out of County		0		
Equipment Rental	$ 12,000	$ 9,100	$ 21,100	
Equipment Purchase		$ 2,500	$ 2,500	
Space Rental		$ 15,000	$ 15,000	
Mortgage / Loan Payments		0		
Insurance		$ 2,000	$ 2,000	
Utilities		0	$ 0	
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		$ 400	$ 400	
Supplies / Materials		$ 1,000	$ 1,000	
Other Expenses: [Itemize below]	-	-	-	-
Miami Foundation Fiscal Sponsor Fee		$ 2,500	$ 2,500	
Permitting		$ 4,500	$ 4,500	
Police/Security		$ 2,200	$ 2,200	

		0		
		0		
SUBTOTALS	$ 15,000	$ 66,300	$ 81,300	0
TOTAL PROJECT EXPENSES			$ 81,300	-

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	$ 2,500	-
Corporate Support	$ 35,000	
Foundation Support	$ 15,000	-
Private / Individual Support	$ 1,000	
Other Private Support: Auxiliary Activities	$ 4,000	-
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	$ 1,300	-
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	$ 7,500	-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	$ 66,300	0
GRANT AMOUNT REQUESTED	$ 15,000	-
TOTAL PROJECT REVENUES	$ 81,300	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-13

ORGANIZATION: THE RHYTHM FOUNDATION, INC.
PROJECT TITLE: TransAtlantic Festival 2013
PROJECT TYPE/CATEGORY: Special Events/Promotions

GRANT REQUEST: $15,000
RECOMMENDATION: $5,000.00

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

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

EVENT LOCATION: North Beach Bandshell

PROJECT SYNOPSIS:

Grant funds are requested to support the 11th annual TransAtlantic Festival, a series of modern world music concerts and events in April at the North Beach Bandshell. TDC funds will help the further the Festival's growth into a signature annual event with a significant tourism component. The festival is a unique showcase of innovative and exciting young artists creating music from the beautiful colli-sion between traditional sounds and modern influences.

HOTEL CONFIRMATION:

Best Western on the Bay	50 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	10	1500
Out of County		500

Out of State	20	250
Foreign	20	250
TOTAL	50	2500

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	50	
# of hotel room nights anticipated to be booked:	70	
Actual number of hotel room nights used last year:	61	

MARKETING DETAILS: Grassroots marketing, using flyers and posters and targeted radio and print outlets such as Portuguese-language newspapers, Colombian radio, Latin media, is a key to reaching into cultural communities. Through postcard and brochure mailing, and bi-weekly email blasts. The website, www.rhythmfoundation.com is widely linked and receives more than 8000 hits per week during the busy season. Additional email marketing is done with specialized services like Remezcla, Acontece and Fabrika. We also work extensively with viral marketing (Facebook, Twitter, etc). Ads are placed in mainstream media such as Miami Herald, El Herald, New Times, and radio underwriting on WDNA-FM and WVUM-FM. TV psa spots air on Atlantic Broadband cable network. An outdoor-advertising campaign is included this year, using signage on bus shelters and lightpole banners.

PREVIOUS TDC FUNDING: $5,000 (11-12); $5,000 (10-11); $5,000 (09-10); $5,000 (08-09); $5,000 (02-03) End of Cycle;

OTHER GOVERNMENT FUNDING: Miami Beach CAC - $5,000

Cultural Advancement - $5,000

PROJECT NARRATIVE:

The TransAtlantic Festival is a series of Modern World Music concerts and events in April 2013 at the North Beach Bandshell in Miami Beach, with related special events. This is the eleventh edition of the annual festival showcasing modern world music. The series focuses on artists from the cultural capitals of the Atlantic region, making modern world music by fusion traditional rhythms with electronica and new sounds, from places like London, France, Spain, North – West –South Africa, Brazil, Argentina, the Caribbean, Miami and New York.

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

April 5: North Beach Bandshell: The Florida debut of stunning new West African chanteuse Fatoumata Diawara who has created her own unique contemporary Afro-folk sound and Argentine singer songwriter Diego Garcia (formerly with the popular group Elefant. After show events will include a concert by Puerto Ricardo dance club artist Timothy Brownie.

April 6: North Beach Bandshell: Colombian breakout cumbia-dub band Bomba Estereo in concert, plus Brazilian soul-samba artist Lucas Santanna. After show events will include a selection of new Latin DJs.

Media and hotel sponsors are addressed elsewhere in this proposal with more detail. The hotel partner, as it has been successfully used for the previous 4 years, is the Best Western on the Bay in North Bay Village. This waterfront property offers a great rate for visiting artists and audience referrals, and is close to the venue. Media partners include Remezcla.com, Flavorpill and WDNA FM.

The target audience is Miami-Dade's internationally-minded residents and visitors, with an anticipated attendance of 1,000+ per night. This audience is estimated at 60% Miami-Dade Residents, 40% tri-county area residents and tourists. The festival was originally created to open up the Rhythm

Foundation's core audience of "world music" fans, to be able to make links to new and current citizens working in the new media, arts and international professions.

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

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		$ 5,000	$ 5,000	$ 2,500
Personnel: Artistic		0		
Personnel: Technical / Production		0		
Outside Artistic Fees / Services	$ 10,000	$ 25,000	$ 35,000	
Outside Other Fees / Services		0		
Marketing: ADV / PR / Printing / Publication	5000	$ 15,000	$ 20,000	$ 5,000
Marketing: Postage / Distribution		$ 1,000	$ 1,000	
Marketing: Web Design / Support / Maintenance		$ 1,000	$ 1,000	
Travel: In County		$ 7,000	$ 7,000	
Travel: Out of County		0		$ 10,000
Equipment Rental		$ 10,000	$ 10,000	
Equipment Purchase		0		
Space Rental		$ 7,000	$ 7,000	
Mortgage / Loan Payments		0		
Insurance		$ 1,000	$ 1,000	
Utilities		0		
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials		$ 1,000	$ 1,000	
Other Expenses: [Itemize below]	-	-	-	-
		0		
		0		

		0		
		0		
		0		
SUBTOTALS	$ 15,000	$ 73,000	$ 88,000	$ 17,500
TOTAL PROJECT EXPENSES			$ 105,500	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	$ 25,000	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support	$ 40,000	$ 15,000
Foundation Support		-
Private / Individual Support		$ 2,500
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 CAC	$ 5,000	-
		-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues	$ 3,000	-
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.	-	-
Cultural%20Advancement%20Grants	$ 5,000	-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	$ 78,000	$ 17,500
GRANT AMOUNT REQUESTED	$ 15,000	-
TOTAL PROJECT REVENUES	$ 110,500	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: D-5

ORGANIZATION: The Sunshine Jazz Organization, Inc.

GRANT REQUEST: $5,000

PROJECT TITLE: Music in the Park

RECOMMENDATION: $5,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

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

EVENT LOCATION: Ives Estates Park

PROJECT SYNOPSIS:

Grant funds are requested to support the semi-annual Music in the Park Community Concert Family Entertainment Series on May 3, 2013 at Ives Estates Park located at 20600 NE 15th Avenue, Miami, Florida 33179. Entertainment includes Melton Mustafa 17 piece Orchestra, the Elements Band and a spoken word artist. This event is a partnership between Sunshine Jazz Organization, Miami Dade County Department of Cultural Affairs and the office of Commissioner Barbara Jordan, District. 1.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	25	1875
Out of County	0	100

Out of State	0	25
Foreign	0	0
TOTAL	25	2000

HOTEL ROOM NIGHTS PROJECTION:

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

MARKETING DETAILS: Advertisement buys in print media in targeted area - Miami Times News, Miami Herald Neighbors and the South Florida Times. Advertisement in the the local event calendars for each of these print mediums will also be made. Radio use includes WDNA, WEDR, and Hot105. Social Media options including facebook and twitter will also be used: ongoing postings. Printed promotional cards will be distributed through business, hotels, restaurants, and night clubs in and around the targeted area. Robocalls will be made to residents in the targeted zip-codes. E-mail blast and evites will be distributed by the partner organizations. The event will also be listed with the local area business and convention bureaus and chambers of commerce.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING: Community Grants - $7,500

PROJECT NARRATIVE:

Music in the Park Community Concert Family Entertainment Series was established in partnership with Miami Dade County Commissioner Barbara Jordan, District 1 and Sunshine Jazz Organization. The Series is designed to promote art and culture through music, and brings high quality family entertainment to targeted communities. The semi-annual event presents performers ranging in age from youth through senior citizens. While national artist may be used from time to time, the series is planned to showcase talent from the local and southern Florida area in an effort to promote local talent while working to ensure that we maintain a healthy cultural connection through the promotion of music by providing jobs for local artist.

The Music in the Park community concert event will take place at the Country Village located at 6550 NW 188 Terrace in Miami Florida 33015, 6:00 - 10:00 P.M. The event will be staffed by local volunteer coordinated by Sunshine Jazz Organization and staff from Miami Dade Commission District 1. The principal performance participants are local music artist who are not only offered an opportunity to perform and share their craft, they are also paid for their services. The event will be staffed with between 25 – 30 volunteers and 18 to 25 performers.

Each hosted event is planned to feature artist from local high school, college/university and the community at large. Performer selection for the May 3, 2013 event are the Melton Mustafa 17 Piece Orchestra and the Elements Band.

The event will be marketed as follows: Advertisement buys in print media in targeted area - Miami Times News, Miami Herald Neighbors and the South Florida Times. Radio use includes WDNA, WEDR, and Hot105. Social Media options including facebook and twitter will also be used. Printed promotional cards will be distributed through business in the targeted area. Robocalls will be made to residents in the targeted zip-codes. E-mail blast and e-vites will be distributed by the partner organizations. The event will also be listed with the local area business and convention bureaus and chambers of commerce as a place to go for good entertainment and identified identified as a must see, cost effective (free) event for travelers. We will also list the event with local travel organizations and cruise lines to be included in travel packages that will target the same time period.

Funding from the TDC will help provide for expanded marketing and advertisement reach and add value that enhances branding of the project as a tourist attraction for travel agencies, tour guides and, business and convention bureaus. We are expecting between 1,500 to 2,000 concert attendees.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration	$ 500	$ 250	$ 750	
Personnel: Artistic		$ 5,000	$ 5,000	
Personnel: Technical / Production		$ 2,500	$ 2,500	
Outside Artistic Fees / Services		0		
Outside Other Fees / Services	$ 500	$ 1,000	$ 1,500	
Marketing: ADV / PR / Printing / Publication	3500	0	$ 3,500	
Marketing: Postage / Distribution	$ 500	$ 500	$ 1,000	
Marketing: Web Design / Support / Maintenance		0		
Travel: In County		0		
Travel: Out of County		0		
Equipment Rental		0		
Equipment Purchase		0		
Space Rental		$ 600	$ 600	
Mortgage / Loan Payments		0		
Insurance		$ 300	$ 300	
Utilities		0		
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials		$ 200	$ 200	
Other Expenses: [Itemize below]	-	-	-	-
		0		
		0		
		0		
		0		

		0		
SUBTOTALS	$ 5,000	$ 10,350	$ 15,350	0
TOTAL PROJECT EXPENSES			$ 15,350	-

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	$ 2,850	
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.	-	-
Community%20Grants	$ 7,500	-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	$ 10,350	0
GRANT AMOUNT REQUESTED	$ 5,000	-
TOTAL PROJECT REVENUES	$ 15,350	-

Miami-Dade County Department of Cultural Affairs

FY 2012-2013 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-15

ORGANIZATION: University of Wynwood. Inc.

GRANT REQUEST: $15,000

PROJECT TITLE: O, Miami Poetry Festival

RECOMMENDATION: $15,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

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

EVENT LOCATION: New World Center

PROJECT SYNOPSIS:

Grant funds are requested to support visiting artist fees for the 2013 O, Miami Poetry Festival. Created by University of Wynwood and the John S. and James L. Knight Foundation, O, Miami is a biennial, international poetry festival with the goal of delivering a poem to every single person in Miami-Dade County during the month of April 2013.

HOTEL CONFIRMATION:

The Betsey Hotel	55 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	28	1000
Out of County	2	500
Out of State	22	100

Foreign	3	0
TOTAL	55	1600

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	55	
# of hotel room nights anticipated to be booked:	100	
Actual number of hotel room nights used last year:	15	

MARKETING DETAILS: Our marketing strategy for this program includes radio advertising and interviews on WLRN; a community partnership with WLRN/Herald News; physical banners on 100 lampposts around Miami-Dade County for the month of April; flown behind airplanes; partnerships with a number of different local culture organizations who will reach out their followers; and our own email listserv and social media. University of Wynwood retains a staff member who works on our Twitter and Facebook presences five days a week, and we'll only increase this activity in the lead-up to the month of April.

We are partnering with WLRN/Herald News to create a 45 day poetry contest that will update daily online via WLRN/Herald News's Twitter and Facebook accounts and weekly on 91.3 FM. This campaign will also involve physical events and a "get out the poem" drive that will reach into underserved areas. In addition, we expect 1-2 appearances on CBS Miami Channel 4, who is a partner of WLRN.nnWe are also partnering with WLRN to create 30 radio spots advertising the festival during the month of April. WLRN will underwrite 15 of these spots, while the festival will cover the other 15.

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

OTHER GOVERNMENT FUNDING: MB Cultural Presenters: $15,755.92

PROJECT NARRATIVE:

O, Miami Poetry Festival begins April 1, 2013 and runs until April 30, 2013. The goal is for every single person in Miami-Dade County to encounter a poem. O, Miami Poetry Festival, created with a grant from the John S. and James L. Knight Foundation, has been recognized local, nationally, and internationally as one of the leading poetry festivals in the world. Our programming combines poetry with other art forms such as music, dance, and art to create unique audience experiences that transcend traditional social, cultural, and demographic divisions. The vast majority of our events (which will total around 20) are free because our main goal is participation. However, our closing night event, which will take place at the New World Center on Miami Beach, will have a ticket price of around $15 to help off-set unusually high venue and production costs. Other locations for our events include: the Wolfsonian Museum, Locust Projects, the new Bas Fisher Invitational gallery in downtown Miami, Centro Cultural Espanol, Miami Art Museum, The Betsy Hotel, Lester's Miami, Books & Books (multiple locations), and Everglades National Park.

We market the festival locally through Palley Promotes and nationally through Wunderkind P.R. out of New York City, in addition to placing advertisements on 100 lamppost banners around the county, producing radio ads, creating social media campaigns, flying ads behind airplanes, and creating media partnerships with WLRN and WLRN/Herald News. Our hotel sponsor, The Betsy South Beach, and our book-selling sponsor, Books & Books, will also market the festival through their media channels. The Betsy Hotel will serve as the "hub" of the festival, and they've blocked 55 rooms for us.

TDC funding helps O, Miami bring recognized guests like rock star Thurston Moore, 2013 United States inaugural poet Richard Blanco, local rap star Trick Daddy and comedian Megan Amram to the festival. By advertising our final weekend events around South Florida and the rest of the nation, we will encourage visitor to come to Miami in Apri, and our success will continue to help establish Miami as a world-class cultural hub.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		$ 37,500	$ 37,500	$ 10,000
Personnel: Artistic		0	$ 0	
Personnel: Technical / Production		$ 39,000	$ 39,000	
Outside Artistic Fees / Services	$ 8,000	$ 18,500	$ 26,500	
Outside Other Fees / Services		$ 20,000	$ 20,000	
Marketing: ADV / PR / Printing / Publication	7000	$ 35,056	$ 42,056	$ 10,000
Marketing: Postage / Distribution		0		
Marketing: Web Design / Support / Maintenance		$ 6,000	$ 6,000	
Travel: In County		$ 3,000	$ 3,000	$ 15,000
Travel: Out of County		$ 7,000	$ 7,000	
Equipment Rental		$ 3,000	$ 3,000	
Equipment Purchase		0		
Space Rental		$ 15,000	$ 15,000	
Mortgage / Loan Payments		0		
Insurance		$ 1,000	$ 1,000	
Utilities		0		
Fundraising / Development (Non-Personnel)		0		
Merchandise / Concessions / Gift Shops		0		
Supplies / Materials		$ 8,000	$ 8,000	
Other Expenses: [Itemize below]	-	-	-	-
		0		
		0		

		0		
		0		
		0		
SUBTOTALS	$ 15,000	$ 193,056	$ 208,056	$ 35,000
TOTAL PROJECT EXPENSES			$ 243,056	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	$ 7,000	-
Memberships		-
Tuitions / Enrollment Fees		-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support		$ 25,000
Foundation Support	$ 186,056	-
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)		-
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		-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	$ 193,056	$ 35,000
GRANT AMOUNT REQUESTED	$ 15,000	-
TOTAL PROJECT REVENUES	$ 243,056	-