



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

September 23, 2013
As Advertised

Harvey Ruvin, Clerk
Board of County Commissioners

Christopher Agrippa, Director
Clerk of the Board Division

Tawana Parker, Commission Reporter
(305) 375-5146



**CLERK'S SUMMARY AND OFFICIAL MINUTES
TOURIST DEVELOPMENT COUNCIL
SEPTEMBER 23, 2013**

The Tourist Development Council (TDC) convened in the 6th floor Conference Room at the Stephen P. Clark Government Center, 111 Northwest First Street, Miami, Florida, at 1:00 p.m. on September 23, 2013. The members present were Chairman Esteban Bovo, Jr., Mr. William Perry III, Ms. Olga Ramudo, Mr. Hemant Patel, Ms. Danielle Torres, and Mr. Gene Prescott (City of Miami Beach Mayor Mattie Herrera Bower, City of Miami Commissioner Michelle Spence-Jones and Mr. Stuart Blumberg were absent).

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

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

Chairman Bovo called the meeting to order at 1:04 p.m. He asked the Council members to state their names for the record.

I. Additions, Deletions, Withdrawals

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

II. Conflict of Interest

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

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

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

III. Items for Approval

A. Minutes of the July 09, 2013 Meeting

It was moved by Mr. Gene Prescott that the minutes of the July 9, 2013 Tourist Development Council (TDC) Meeting be approved. This motion was seconded by Mr. William Perry III, and upon being put to a vote, passed 5-0 (City of Miami Beach Mayor Mattie Herrera Bower, City of

Miami Commissioner Michelle Spence-Jones, and Mr. Stuart Blumberg were absent). There are nine TDC members.

B. FY2012-2013 Deferred Applicants

- | | |
|---|---|
| 1. Coral Gables Congregational Church.
(United Church of Christ), Inc.
2013 Summer Concert Series & Young Musicians'
Summer Master Classes | Final Recommendation
\$5,000 |
| 2. Junior Orange Bowl Committee, Inc.
Junior Orange Bowl International Tennis,
Golf, Chess, Sports Ability Games & National Basketball | Final Recommendation
\$6,000 |

Director Michael Spring advised these applicants were carried over for approval from the last fiscal year, due to the absence of a quorum of members without a conflict of interest.

It was moved by Mr. William Perry that the Coral Gables Congregational Church be awarded \$5,000.00 for their 2013 Summer Concert Series. This motion was seconded by Mr. Hemant Patel, and upon being put to a vote, passed by a vote of 5-0 (City of Miami Beach Mayor Mattie Herrera Bower, City of Miami Commissioner Michelle Spence-Jones and Mr. Stuart Blumberg were absent). Mr. Gene Prescott declared conflicts of interests, and abstained from voting.

Chairman Bovo announced that the Junior Orange Bowl Committee item would be deferred to the next meeting.

IV. Reports and Discussion Items

A. Welcome new TDC Member: Danielle Torres and Hemant Patel

Mr. Michael Spring welcomed the two new members to the Tourist and Development Council; they fill the seats on the council that are required by Florida State statute to be held by an owner or operator of hotel or motel that pays the bed tax. Ms. Danielle Torres, Director of Sales and Marketing at the Courtyard by Marriott and Hampton Inn and Suites in Homestead, FL, and Mr. Hemant Patel, the owner of the King Motel and Midtown Inn in Miami. Mr. Patel is the Florida Regional Director for the Asian -American hotel owners association and President of the Greater Biscayne Boulevard Chamber.

**B. Updated budget/Financial Position and Funding Recommendations for
FY 2013-14 First Funding Period**

Mr. Michael Spring advised this was the first funding period of the new fiscal year and he stated the TDC was beginning the year in a very strong financial position. He noted the budget for the FY 2013-2014 was \$1,333,627.00; of which \$183,000.00 was carried over from the FY 2012-2013, this also included the funds from the ongoing agreement with Greater Miami Convention and Visitors Bureau. Mr. Spring stated that the funds for the fiscal year were allocated over the four quarters based on the historical analysis to allow each of the applicants the opportunity to

receive similar funding based on the magnitude of their event, and additional funds have been put aside in the TDC reserve to address additional issues and unanticipated activities.

Mr. Spring noted twenty eight (28) applications were received for the first funding quarter requesting a total of a little more than \$486,000.00 in funding. He stated twenty six (26) out of the twenty eight (28) applicants were non-profit organizations and two (2) applicants were for-profit organizations. He advised four (4) applicants were new or first time projects, nineteen (19) were continuing projects, and five (5) applicants were eligible for an ongoing project that had completed a five year cycle.

Mr. Spring announced that the TDC Subcommittee recommended a total of \$313,000 in funding on behalf of the 28 applicants and as this was the first funding period, there were also the targeted and set aside recommendations that included seven (7) organizations for a total of \$124,400, these recommendations were before the Council for review.

V. Citizen's Presentations

Mr. Michael Spring explained the procedures regarding today's (9/23) citizen's presentations, and he requested the representatives of those organizations to make a brief statement on new information. He noted that representatives who had not registered would have the opportunity to make a short presentation following the order listed in the agenda.

VI. Grant Applications and Recommendations – First Funding Period

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

VI. A-2. Community Arts and Culture, Inc. a/f/a Moksha Family Arts Collective	Final Recommendation \$4,000
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Mr. C.D. Flash appeared before the Council representing the foregoing applicant and stated this was the first time that the Moksha Family Arts would be conducting the 2013 art fair and they were working to generate funding for hotel accommodations and artist fees. Mr. Flash noted artists would be coming in from all over the world, he commented that this was a unique event and requested that the Council consider increasing the awarded amount for this affair.

It was moved by Mr. William Perry III that the TDC Subcommittee recommended amount be increased from \$2,000 to \$4,000. This motion was seconded by Ms. Olga Ramudo and upon being put to a vote, the vote passed 6-0. (City of Miami Beach Mayor Mattie Herrera Bower, City of Miami Commissioner Michelle Spence-Jones and Mr. Stuart Blumberg were absent).

VI. A-4. Florida Grand Opera, Inc. Mourning Becomes Electra	Final Recommendation \$15,000
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Ms. Amy Funk and Mr. Brendan Glynn appeared before the Council representing the foregoing applicant, they noted this was a part of a strategic initiation for local opera lovers and were recently named one of Opera's news hottest tickets. Mr. Glynn stated that they were doing more outreach and advertising to hone in on those targeted audiences and he also stated that tickets have been sold in forty seven cities in Florida, twenty six other states and seven other countries.

Mr. Glynn commented that the interest for this performance was building, because it was a unique event and they were only the fifth opera company to produce this show. In response to Ms. Olga Ramudo's inquiry regarding whether hotel rooms have been booked, the applicants stated they have specials with five partner hotels and usually the patrons book their own rooms, but they were trying to actively get patrons from other markets to book their stay through some of the partner hotels. Mr. Glynn also advised that the majority of staff was from other markets and their accommodations were handled through the company's music department.

It was moved by Chairman Esteban Bovo that the TDC Subcommittee recommended amount be increased from \$13,500 to \$15,000. This motion was seconded by Mr. William Perry III and upon being put to a vote, the vote passed 6-0. (City of Miami Beach Mayor Mattie Herrera Bower, City of Miami Commissioner Michelle Spence-Jones and Mr. Stuart Blumberg were absent).

VI. A-11. Parks Foundation of Miami-Dade Inc.	Final Recommendation
Ribfest 2013	\$13,500

Ms. Victoria Mallette representing the foregoing applicant appeared before the Council and asked for continued funding for their 2nd year bringing back the Ribfest. Ms. Mallette noted this was a foodie event, with national ribbers on a circuit that came to Miami to display their barbeque. This would be a three day event with 10 local bands performing and she also stated they have significantly increased their sponsorship along with tripling their marketing efforts to include; television, print, radio and social media.

VI. A-3. Exponica International, Inc.	Final Recommendation
Exponica International –La Feria de Las Americas	\$20,000

It was moved by Chairman Esteban Bovo that the TDC Subcommittee recommended amount be increased from \$18,000 to \$20,000. This motion was seconded by Mr. William Perry III and upon being put to a vote, the vote passed 6-0. (City of Miami Beach Mayor Mattie Herrera Bower, City of Miami Commissioner Michelle Spence-Jones and Mr. Stuart Blumberg were absent).

VI. A-7. Miami Book Fair International, Inc.	Final Recommendation
Miami Book Fair International	\$20,000

It was moved by Ms. Olga Ramudo that the TDC Subcommittee recommended amount be increased from \$15,000 to \$20,000. This motion was seconded by Mr. William Perry III and upon being put to a vote, the vote passed 6-0. (City of Miami Beach Mayor Mattie Herrera Bower, City of Miami Commissioner Michelle Spence-Jones and Mr. Stuart Blumberg were absent).

It was moved by Mr. Hemant Patel that the FY 2013-2014 TDC first funding period award recommendations by the Subcommittee for the remaining applications in VI-A Section of Special Events/Promotions (Non-Profit) – Continuing including those who did not make a presentation in today's (9/23) TDC meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
September 23, 2013	Clerk's Summary and Official Minutes Tourist Development Council	Page 4 of 11

VI.	A-1.	Classical South Florida, Inc.	\$13,500
VI.	A-5.	Greater South Dade/South Miami/Kendall Chamber of Commerce d/b/a Chamber South 42 nd Annual South Miami Art Festival	\$5,000
VI.	A-6.	Italian Film Festival, Inc. 2013 Italian Film Festival	\$6,000
VI.	A-8.	Miami Shot Film Festival, Inc. The 12 th Edition of the Miami Short Film Festival	\$9,000
VI.	A-9.	Museum of Contemporary Art, Inc. Tracey Emin: Angel Without You	\$18,000
VI.	A-10.	Olympia Center Inc. 2013 Recent Cinema From Spain	\$9,000
VI.	A-11.	Parks Foundation of Miami-Dade Inc. Ribfest 2013	\$13,500
VI.	A-12.	Seraphic Fire, Inc. Seraphic Fire's 12 th Miami-Dade Fall Season	\$5,250
VI.	A-13.	Teatro en Miami Corp. TEMfest 2013 (Teatro en Miami Festival)	\$8,000
VI.	A-14.	The Dance Now! Ensemble, Inc. Fall For Dance NOW!	\$5,000
VI.	A-15.	The Dave and Mary Alper Jewish Community Center, Inc. 2013-14 Cultural Arts Season Quarter 1	\$13,500
VI.	A-16.	University of Miami, Frost School of Music Festival Miami 2013	\$18,000

This motion was seconded by Mr. William Perry III and upon being put to a vote, the vote passed 6-0. (City of Miami Beach Mayor Mattie Herrera Bower, City of Miami Commissioner Michelle Spence-Jones and Mr. Stuart Blumberg were absent).

B. Special Events/Promotions (For-Profit) – Continuing

VI.	B-1.	Miami Nice Jazz Festival, Inc. Miami Nice Jazz Festival	Final Recommendation \$10,050
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Mr. Philippe Pautesta representing the Miami Nice Jazz Festival, Inc. appeared before the Council and thanked them for their support and generosity for the first edition of the Miami Nice Jazz Festival. He noted they have invested heavily on marketing and on building the brand. Mr. Pautesta advised the reach of the festival has expanded and their mission was to revive Jazz in our great city and he stated that the festival was being promoted internationally via radio giveaways on radio channels such as TSM Jazz and Radio Nova in Europe to lure the people from South of France to travel to the Miami Nice Jazz Festival. Mr. Pautesta commented they were here to stay for years to come and requested the Council's continued support.

It was moved by Mr. William Perry III that the FY 2013-2014 TDC first funding period award recommendations by the TDC Subcommittee for the applications in VI-B Section of Special Events/Promotions (For-Profit) – Continuing including those who did not make a presentation in today's (9/23) meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. B-1.	Miami Nice Jazz Festival, Inc. Miami Nice Jazz Festival	\$10,050
VI. B-2.	Ocean Promotions & Events, LLC Grovetoberfest	\$6,700

This motion was seconded by Mr. Hemant Patel and upon being put to a vote, the vote passed 6-0. (City of Miami Beach Mayor Mattie Herrera Bower, City of Miami Commissioner Michelle Spence-Jones and Mr. Stuart Blumberg were absent).

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

VI. C-1	American Society of Travel Agents ASTA Global Convention	Final Recommendation \$10,000
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Ms. Nikenna Benjamin advised there was a conflict of interest concerning the foregoing applicant with Ms. Olga Ramudo and Ms. Ramudo would not be able to vote on this item.

It was moved by Mr. Gene Prescott that the TDC Subcommittee recommended amount of \$10,000 for the American Society of Travel Agents be approved. This motion was seconded by Mr. William Perry III and upon being put to a vote, the vote passed 5-0. (City of Miami Beach Mayor Mattie Herrera Bower, City of Miami Commissioner Michelle Spence-Jones, and Mr. Stuart Blumberg were absent and Ms. Olga Ramudo abstained from voting).

VI. C-3	Irreversible An International Art Project, Inc. GIANTS IN THE CITY, Childhood Arts Education Initiative	Final Recommendation \$5,000
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Ms. Norelykys Blazekovitz representing GIANTS IN THE CITY appeared before the Council and asked for permission to show a slide show on the their exhibit. She stated that they were a monumental, traveling, inflatable exhibit and Downtown Miami has become their home. They have forty-eight pieces from artist all over the world and she advised that the exhibition has also

proven to be educational for the kids. Ms. Blazekovitz noted they do free tours for the public and asked the Council to reconsider the recommended amount and she also thanked them for the opportunity.

It was moved by Mr. Gene Prescott that the FY 2013-2014 TDC first funding period award recommendations by the Subcommittee for the applications in VI-C Section of Special Events/Promotions (Non-Profit) –First-Time including those who did not make a presentation in today’s (9/23) meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. C-2	Florida International University Board of Trustees for the benefit of the Patricia & Phillip Frost Art Museum – Philippe Dodard’s Exhibition at the Patricia & Phillip Frost Art Museum - FIU	\$15,000
VI. C-3	Irreversible An International Art Project, Inc. GIANTS IN THE CITY, Childhood Arts Education Initiative	\$5,000
VI. C-4	Miami Center for Architecture & Design, Inc. Downtown Visitor Center at Miami Center for Architecture & Design	\$15,000

This motion was seconded by Mr. Hemant Patel and upon being put to a vote, the vote passed 6-0. (City of Miami Beach Mayor Mattie Herrera Bower, City of Miami Commissioner Michelle Spence-Jones and Mr. Stuart Blumberg were absent).

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

VI. D-1	Actors’ Playhouse Productions, Inc. The Miracle 2013-2014 Mainstage Season	Final Recommendation \$20,000
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Ms. Barbara Stein representing the Actor’s Playhouse appeared before the Council and thanked them for their generous recommendation. Ms. Stein stated this was their 26th season and announced that they had cast Julia Dale, the young lady who sung the national anthem for the Miami Heat as the star in “Ruthless the Musical”; which generated a lot of interest from patrons. Ms. Stein also noted that the free film festival has proven to be very successful and has drawn many people to the Miracle Theatre Historical site.

VI. D-2.	Florida International University Board of Trustees for the benefit of Jewish Museum of Florida	Final Recommendation \$10,000
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Ms. Irene Warner representing the Jewish Museum of Florida appeared before the Council, noting that FIU recently had a film viewing with a projected number of 50 attendees, but actually had over 200 people to appear. In addition they have a very high level panel coming in for Art September 23, 2013

Basel week, which includes speakers from Germany and the Washington D.C. area. Ms. Warner advised they were also working with Miami Book Fair to showcase a new exhibit that would bring in several artists and speakers in connection with the exhibit and panel.

It was moved by Mr. Gene Prescott that the FY 2013-2014 TDC first funding period award recommendations by the Subcommittee for the applications in VI-D Section of Special Events/Promotions (Non-Profit) – Ongoing including those who did not make a presentation in today’s (9/23) meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. D-1	Actors’ Playhouse Productions, Inc. The Miracle 2013-2014 Mainstage Season	\$20,000
VI. D-2	Florida International University Board of Trustees for the benefit of Jewish Museum of Florida	\$10,000
VI. D-3	Tigertail Productions, Inc. Tigertail International & Special Events	\$15,000

This motion was seconded by Mr. Hemant Patel and upon being put to a vote, the vote passed 6-0. (City of Miami Beach Mayor Mattie Herrera Bower, City of Miami Commissioner Michelle Spence-Jones and Mr. Stuart Blumberg were absent).

E. Sports (Non-Profit) – Continuing

It was moved by Mr. Gene Prescott that the FY 2013-2014 TDC first funding period award Recommendations by the Subcommittee for the application in VI-E Section of Sports (Non-Profit) – Continuing who did not make a presentation in today’s (9/23) meeting is approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. E-1.	Florida International University Board of Trustees, for the benefit of Women basketball FIU Thanksgiving Tournament and FIU Sun & Fun Classic	\$4,000

This motion was seconded by Ms. Olga Ramudo and upon being put to a vote, the vote passed 6-0. (City of Miami Beach Mayor Mattie Herrera Bower, City of Miami Commissioner Michelle Spence-Jones and Mr. Stuart Blumberg were absent).

F. Government/Municipal (Non-Profit) – Ongoing

It was moved by Ms. Olga Ramudo that the FY 2013-2014 TDC first funding period award

Recommendations by the Subcommittee for the applications in VI-F Section of Government/Municipal (Non-Profit) – Ongoing who did not make a presentation in today’s (9/23) meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. F-1.	Bayfront Park Management Trust Downtown Miami’s 2013 New Year’s Eve Celebration	\$10,000
VI. F-2.	City of Sunny Isles Beach Sunny Isles Beach Jazz Fest 2013	\$15,000

This motion was seconded by Mr. William Perry III and upon being put to a vote, the vote passed 6-0. (City of Miami Beach Mayor Mattie Herrera Bower, City of Miami Commissioner Michelle Spence-Jones and Mr. Stuart Blumberg were absent).

G. Targeted/Set-Asides

VI. G-4.	Miami Beach Latin Chamber of Commerce Tourist Hospitality Center/Centro Hospitalidad Turistico	Final Recommendation \$20,000
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Ms. Grace Calvani representing the Miami Beach Latin Chamber of Commerce appeared before the Council and thanked them for the recommendation. Ms. Calvani noted the visitor center located on Lincoln Road, has grown in the past 15 years and they address on average 8,000 thousand visitors annually. Ms. Calvani expressed her appreciation for the Council’s support and pledged to continue to work hard.

VI. G-1.	Florida International University Board of Trustees For the benefit of Institute for Public Management Inter-American Conference of Mayors	Final Recommendation \$14,400
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Ms. Christina Rodriguez Acosta representing Florida International University Inter-American Conference of Mayors appeared before the Council and advised that two things have changed from the original application; the date was changed from June 9th to June 12, 2014 and they have added 10,000 emails per database. Ms. Rodriguez Acosta noted that next year would be their 20th year and she thanked the Council for their support.

VI. G-7.	Tropical Everglades Visitor Association, Inc. Tropical Everglades Visitor Center	Final Recommendation \$20,000
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Mr. Michael Spring advised there was a conflict of interest in today’s (9/23) meeting concerning the foregoing applicant, which involved Ms. Danielle Torres and she would abstain from voting on this item.

It was moved by Mr. Gene Prescott that the TDC Subcommittee recommended amount of \$20,000 for the Tropical Everglades Visitor Association, Inc. be approved. This motion was seconded by Mr. William Perry III and upon being put to a vote, the vote passed 5-0. (City of

Miami Beach Mayor Mattie Herrera Bower, City of Miami Commissioner Michelle Spence-Jones, and Mr. Stuart Blumberg were absent and Ms. Danielle Torres abstained from voting).

It was moved by Ms. Olga Ramudo that the FY 2013-2014 TDC first funding period award Recommendations by the Subcommittee for the remaining applications in VI-G Section of Targeted Set-Asides including those who did not make a presentation in today's (9/23) meeting are approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. G-1.	Florida International University Board of Trustees For the benefit of Institute for Public Management Inter-American Conference of Mayors	\$14,400
VI. G-2.	MDGLCC Foundation, Inc. LGBT Visitor Center	\$20,000
VI. G-3.	Miami Beach Chamber of Commerce Miami Beach Visitor Information Center	\$20,000
VI. G-4.	Miami Beach Latin Chamber of Commerce Tourist Hospitality Center/Centro Hospitalidad Turistico	\$20,000
VI. G-5.	Miami-Dade County Dade Days in Tallahassee	\$15,000
VI. G-6.	The Key Biscayne Chamber of Commerce	\$15,000

This motion was seconded by Mr. William Perry III and upon being put to a vote, the vote passed 6-0. (City of Miami Beach Mayor Mattie Herrera Bower, City of Miami Commissioner Michelle Spence-Jones and Mr. Stuart Blumberg were absent).

Chairman Bovo asked the members of the Council if they would like to reconsider any items previously approved; hearing no response, no further action was taken.

Mr. Michael Spring stated for the record there was extensive discussion at the TDC Subcommittee meeting regarding the lack of representation from the City of Miami appointed commissioner. He noted an election would be held in November and a new commissioner would be appointed to the TDC which would serve for the balance of the year. Mr. Spring also advised that Chairman Bovo and staff would contact the City of Miami to express the importance of having representation at the meetings, especially in regard to the City of Miami applicants to the TDC. He commented that it was a statutory requirement that the city commission of the most populous city in the county make an appointment to the Tourist Development Council.

Adjournment

Hearing no further questions or comments, the TDC meeting adjourned at 1:43 p.m.

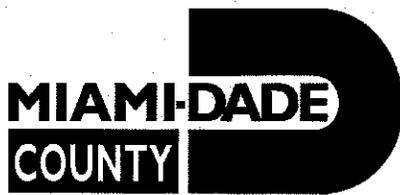


Chairman Esteban Bovo Jr.
Tourist Development Council



TOURIST DEVELOPMENT COUNCIL
September 23, 2013

NO.	DATE	ITEM #	DESCRIPTION
1	09/23/2013	-	Memorandum to the TDC Members Re: Scheduled Meeting
2	09/23/2013	-	Agenda
3	09/23/2013	-	Roll Call
4	09/23/2013	-	Application Summary Worksheet
5	09/23/2013	-	Memorandum Re: Budget Recommendations for FY 2013-2014 First Funding Period
6	09/23/2013		FY 2012-2013 Deferred Applications
7	09/23/2013		Applications for First Funding Period
8	09/23/2013	A-4	Florida Grand Opera, Inc. – HOT TICKETS flyer Re: Opera events scheduled for the 2013-2014 season
9	09/23/2013	C-3	Irreversible An International Art Project, Inc. GIANTS IN THE CITY- Brochure
10	09/23/2013	D-2	Florida International University Board of Trustees-Jewish Museum of Florida – GROWERS, GROCERS & GEFILTE FISH: A Gastronomic Look at Florida Jews & Food - Flyer
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MEMORANDUM

TO: Tourist Development Council Members DATE: September 23, 2013

FROM: Honorable Esteban L. Bovo, Jr. SUBJECT: Tourist Development
Chairperson Council FY 2013-2014
Tourist Development Council First Quarter Funding
Meeting

The Tourist Development Council's FY 2013-2014 First Quarter Funding Meeting has been scheduled for **Monday, September 23, 2013 at 1:00 pm**. Please note that the hearing is scheduled to take place at the **Stephen P. Clark Center, located at 111 NW First Street**. **The meeting will be held on the 6th floor in the Department of Cultural Affairs' front conference room.** To this effect, I am enclosing the agenda package for this meeting.

TDC Members: Stuart L. Blumberg
 Mayor Matti Herrera Bower
 Hemant Patel
 William Perry, III
 Gene Prescott
 Olga Ramudo
 Commissioner Michelle Spence-Jones
 Danielle Torres

c: Honorable Carlos A. Gimenez, Mayor
 Lisa A. Martinez, Senior Advisor, Office of the Mayor
 Wayman Bannerman, Chief of Staff, Office of the Chairperson
 Daniel Frastai, Assistant County Attorney
 Michael Spring, Director, Department of Cultural Affairs
 Christopher Agrippa, Director, Clerk of the Board Division
 Madelin Rizzo, Finance Department
 Anita Gibboney, Budget Analyst, Office of Management and Budget
 Henry Sori, Director, Community Information and Outreach
 William Talbert, President and Chief Executive Officer, Greater Miami Convention and
 Visitors Bureau
 Al West, Vice President, Finance, Greater Miami Convention and Visitors Bureau



Panel Meeting
Monday, September 23, 2013 1 PM
Stephen P. Clark Center
111 NW First Street
6th Floor, Front Conference Room
Miami, Florida

AGENDA

I. Additions, Deletions, Withdrawals

II. Conflict of Interest

III. Items for Approval

A. Minutes of the July 9, 2013 Meeting

B. FY 2012-2013 Deferred Applicants

1. Coral Gables Congregational Church (United Church of Christ), Inc. **\$5,000**
2013 Summer Concert Series & Young Musicians' Summer Master Classes

2. 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. Welcome New TDC Members

1. Danielle Torres

2. Hemant Patel

B. Updated Budget / Financial Position and Funding Recommendations for FY 2013-14 First Funding Period

V. Citizens' Presentations

VI. Grant Applications and Recommendations - First Funding Period

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

	Request	Panel Recommendation
✓ 1. Classical South Florida, Inc. <i>Afternoons of Great Opera</i>	13,500	13,500
✓ 2. Community Arts and Culture, Inc. a/f/a Moksha Family Arts Collective <i>2013 Moksha Art Fair</i>	5,000	2,000
✓ 3. Exponica International, Inc. <i>Exponica International - La Feria de Las Americas</i>	25,000	18,000

	Request	Panel Recommendation
✓ 4. Florida Grand Opera, Inc. <i>Mourning Becomes Electra</i>	25,000	13,500
✓ 5. Greater South Dade/South Miami/Kendall Chamber of Commerce d/b/a Chamber South <i>42nd Annual South Miami Art Festival</i>	15,000	5,000
✓ 6. Italian Film Festival, Inc. <i>2013 Italian Film Festival</i>	15,000	6,000
✓ 7. Miami Book Fair International, Inc. <i>Miami Book Fair International</i>	25,000	15,000
✓ 8. Miami Short Film Festival, Inc. <i>The 12th Edition of the Miami Short Film Festival</i>	25,000	9,000
✓ 9. Museum of Contemporary Art, Inc. <i>Tracey Emin: Angel Without You</i>	25,000	18,000
✓ 10. Olympia Center, Inc. <i>2013 Recent Cinema From Spain</i>	15,000	9,000
✓ 11. Parks Foundation of Miami-Dade Inc. <i>Ribfest 2013</i>	15,000	13,500
12. Seraphic Fire, Inc. <i>Seraphic Fire's 12th Miami-Dade Fall Season</i>	7,875	5,250
✓ 13. Teatro en Miami Corp. <i>TEMfest 2013 (Teatro en Miami Festival)</i>	15,000	8,000
✓ 14. The Dance Now! Ensemble, Inc. <i>Fall For Dance NOW!</i>	5,000	5,000
✓ 15. The Dave and Mary Alper Jewish Community Center, Inc. <i>2013-14 Cultural Arts Season Quarter I</i>	15,000	13,500
✓ 16. University of Miami, Frost School of Music <i>Festival Miami 2013</i>	25,000	18,000
B. Special Events/Promotions (For-Profit) -- Continuing		
1. Miami Nice Jazz Festival, Inc. <i>Miami Nice Jazz Festival</i>	20,000	10,050
2. Ocean Promotions & Events, LLC <i>Grovetoberfest</i>	15,000	6,700
C. Special Events/Promotions (Non-Profit) -- First-Time		
1. American Society of Travel Agents <i>ASTA Global Convention</i>	25,000	10,000
2. Florida International University Board of Trustees for the benefit of The Patricia & Phillip Frost Art Museum <i>Philippe Dodard's Exhibition at the Patricia & Phillip Frost Art Museum - FIU</i>	25,000	15,000
3. Irreversible An International Art Project, Inc. <i>GIANTS IN THE CITY, Childhood Arts Education Initiative.</i>	10,000	5,000
4. Miami Center for Architecture & Design, Inc. <i>Downtown Visitor Center at Miami Center for Architecture & Design</i>	15,000	15,000

	Request	Panel Recommendation
D. Special Events/Promotions (Non-Profit) – Ongoing		
1. Actors' Playhouse Productions, Inc. <i>The Miracle 2013-2014 Mainstage Season</i>	25,000	20,000
2. Florida International University Board of Trustees, for the benefit of Jewish Museum of Florida <i>Marketing for 2013-14 Exhibit Season</i>	15,000	10,000
3. Tigertail Productions, Inc. <i>Tigertail International & Special Events</i>	25,000	15,000
E. Sports (Non-Profit) – Continuing		
1. Florida International University Board of Trustees, for the benefit of Women Basketball <i>FIU Thanksgiving Tournament and FIU Sun & Fun Classic</i>	10,000	4,000
F. Government/Municipal (Non-Profit) - Ongoing		
1. Bayfront Park Management Trust <i>Downtown Miami's 2013 New Year's Eve Celebration</i>	15,000	10,000
2. City of Sunny Isles Beach <i>Sunny Isles Beach Jazz Fest 2013</i>	15,000	15,000
G. Targeted/Set-asides		
1. Florida International University Board of Trustees, for the benefit of Institute for Public Management <i>Inter-American Conference of Mayors</i>	14,400	14,400
2. MDGLCC Foundation, Inc. <i>LGBT Visitor Center</i>	20,000	20,000
3. Miami Beach Chamber of Commerce <i>Miami Beach Visitor Information Center</i>	20,000	20,000
4. Miami Beach Latin Chamber of Commerce <i>Tourist Hospitality Center/ Centro Hospitalidad Turistico</i>	20,000	20,000
5. Miami-Dade County Days, Inc. <i>Miami-Dade County Dade Days in Tallahassee</i>	15,000	15,000
6. The Key Biscayne Chamber of Commerce <i>The Key Biscayne Chamber of Commerce, Inc.</i>	15,000	15,000
7. Tropical Everglades Visitor Association, Inc. <i>Tropical Everglades Visitor Center</i>	20,000	20,000

Adjournment



Panel Meeting
Monday, September 23, 2013 1 PM
Stephen P. Clark Center
111 NW First Street
6th Floor, Front Conference Room
Miami, Florida

Citizens' Presentations

	Request	Panel Recommendation
III. B-1 Coral Gables Congregational Church (United Church of Christ), Inc. <i>Mark Hart</i>	15,000	5,000
A. Special Events/Promotions (Non-Profit) -- Continuing		
2. Community Arts and Culture, Inc. a/f/a Moksha Family Arts Collective <i>C.D. Flash</i>	5,000	2,000
4. Florida Grand Opera, Inc. <i>Amy Funk & Brendan Glynn</i>	25,000	13,500
11. Parks Foundation of Miami-Dade Inc. <i>Victoria Mallette</i>	15,000	13,500
D. Special Events/Promotions (Non-Profit) – Ongoing		
1. Actors' Playhouse Productions, Inc. <i>Barbara Stein</i>	25,000	20,000
2. Florida International University Board of Trustees, for the benefit of Jewish Museum of Florida <i>Irene Warner</i>	15,000	10,000
G. Targeted/Set-asides		
4. Miami Beach Latin Chamber of Commerce <i>Grace Calvani</i>	20,000	20,000

TOURIST DEVELOPMENT COUNCIL

Roll Call Sheet for 09/23/2013

	COUNCIL MEMBERS	PRESENT	LATE	ABSENT
1	Blumberg, Stuart <i>Tourism Industry Representative</i>			X
2	Bower, Mattie Herrera <i>Elected Official, Miami Beach Mayor</i>			X
3	Patel, Hemant <i>Hotel Industry Representative</i>	X		
4	Perry, William III <i>Tourism Industry Representative</i>	X		
5	Prescott, Gene <i>Hotel Industry Representative</i>	X		
6	Ramudo, Olga <i>Tourism Industry Representative</i>	X		
7	Spence-Jones, Michelle <i>Elected Official, City of Miami Comr.</i>			X
8	Torres, Danielle <i>Hotel Industry Representative</i>	X		
9	Bovo, Esteban, Jr. Chairman <i>Elected Official, Commissioner</i>	X		
10	Talbert, William <i>Non-Voting Member</i>	X		
	Staff:			
	Frastai, Daniel <i>Assistant County Attorney</i>			X
	Spring, Michael <i>Deputy Director of Cultural Affairs</i>	X		
	Benjamin, Nikenna D. <i>Grants Program Administrator</i>	X		
	Cardenas, Dorianny <i>Program Assistant</i>	X		

NOTE: Five (5) members constitute a quorum

FY 2013-2014 Tourist Development Council
 Application Summary Worksheet
 Panel Meeting -- September 23, 2012 1:00 pm
 First Funding Period

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
III, B.1	Organization Name: Coral Gables Congregational Church (United Church of Christ), Inc.	5,000	Event Name: 2013 Summer Concert Series & Young Musicians	Event Date: 06/13/12 to 08/22/13	15,000	Continuing / 5th	5,000	5,000	0.6	10,000	R	
III, B.2	Junior Orange Bowl Committee, Inc.	6,000	Event Name: Junior Orange Bowl International Tennis, Golf, Chess, Sports Ability Games & National Basketball	Event Date: 10/01/12 to 04/30/13	10,000	Continuing / 5th	8,750	12,500	0.6	4,000	R	
Subtotals:		11,000			25,000					14,000		0
*D = Direct R = Reimbursement												

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI, A.1	Organization Name: Classical South Florida, Inc.	13,500	Event Name: Afternoons of Great Opera	Event Date: 10/01/13 to 12/26/13	13,500	Continuing / 2nd	15,000	15,000	0.9	0	R	
VI, A.2	Community Arts and Culture, Inc. d/b/a Moksha Family Arts Collective	2,000	Event Name: 2013 Moksha Art Fair	Event Date: 12/04/13 to 12/26/13	5,000	Continuing / 3rd	2,000	2,000	N/A	3,000	R	
VI, A.3	Expocopa International, Inc.	18,000	Event Name: Expocopa International - La Feria de las Artes	Event Date: 11/27/13 to 12/07/13	25,000	Continuing / 2nd	20,000	20,000	0.9	7,000	R	
VI, A.4	Ferida Grand Opera, Inc.	13,500	Event Name: Mourning Becomes Electra	Event Date: 11/16/13 to 12/01/13	25,000	Continuing / 2nd	15,000	15,000	0.9	11,500	R	
VI, A.5	Greater South Dade/South Miami/Kendall Chamber of Commerce d/b/a Chamber South	5,000	Event Name: 42nd Annual South Miami Art Festival	Event Date: 11/02/13 to 11/03/13	15,000	Continuing / 5th	5,000	6,000	N/A	10,000	R	
VI, A.6	Italian Film Festival, Inc.	8,000	Event Name: 2013 Italian Film Festival	Event Date: 10/09/13 to 07/15/13	15,000	Continuing / 3rd	6,750	7,500	0.8	9,000	R	
VI, A.7	Miami Book Fair International, Inc.	15,000	Event Name: Miami Book Fair International	Event Date: 11/17/13 to 11/24/13	25,000	Continuing / 5th	25,000	25,000	0.6	10,000	R	
VI, A.8	Miami Short Film Festival, Inc.	9,000	Event Name: The 12th Edition of the Miami Short Film Festival	Event Date: 11/09/13 to 11/15/13	25,000	Continuing / 2nd	10,000	10,000	0.9	16,000	R	
VI, A.9	Museum of Contemporary Art, Inc.	18,000	Event Name: Tracey Emin: Angel Without You	Event Date: 12/04/13 to 03/09/14	25,000	Continuing / 2nd	18,000	20,000	0.9	7,000	R	
VI, A.10	Omega Center, Inc.	9,000	Event Name: 2013 Recent Cinema from Spain	Event Date: 11/21/13 to 11/24/13	15,000	Continuing / 2nd	10,000	10,000	0.9	6,000	R	
VI, A.11	Parks Foundation of Miami-Dade Inc.	13,500	Event Name: RdFest 2013	Event Date: 11/01/13 to 11/03/13	15,000	Continuing / 2nd	15,000	15,000	0.9	1,500	R	
VI, A.12	Seraphic Fire, Inc.	5,250	Event Name: Seraphic Fire's 12th Miami-Dade Fall Season	Event Date: 10/16/13 to 12/27/13	7,875	Continuing / 5th	8,750	12,500	0.6	2,625	R	
VI, A.13	Teatro en Miami Corp.	8,000	Event Name: TEMFest 2013 (Teatro en Miami Festival)	Event Date: 10/07/13 to 10/27/13	15,000	Continuing / 3rd	9,000	10,000	0.8	7,000	R	
VI, A.14	The Dance Now! Ensemble, Inc.	5,000	Event Name: Fall For Dance NOW!	Event Date: 10/01/13 to 12/08/13	5,000	Continuing / 5th	5,000	5,000	N/A	0	R	
VI, A.15	The Dave and Mary Alper Jewish Community Center, Inc.	13,500	Event Name: 2013-14 Cultural Arts Season Quarter 1	Event Date: 10/01/13 to 12/31/13	15,000	Continuing / 2nd	15,000	15,000	0.9	1,500	R	
VI, A.16	University of Miami, Frost School of Music	18,000	Event Name: Festival Miami 2013	Event Date: 10/01/13 to 11/01/13	25,000	Continuing / 2nd	20,000	20,000	0.9	7,000	R	
Subtotals:		172,250			271,375					89,125		0
*D = Direct R = Reimbursement												

Special Events/Promotions
For-Profit Organizations (Continuing - Formula Reduction)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle / Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action	
VI B-1	Miami Nice Jazz Festival, Inc.	10,000	Miami Nice Jazz Festival	10/26/13 to 11/15/13	20,000	Continuing / 2nd	15,000	15,000	0.33	9,500	R		
VI B-2	Ocean Promotions & Events, LLC	6,700	Groveclubfest	10/19/13 to 10/19/13	15,000	Continuing / 2nd	10,000	10,000	0.33	8,300	R		
Subtotals:											18,250	R = Reimbursement	0

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle / Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action	
VI C-1	American Society of Travel Agents	15,000	ASTA Global Convention	09/16/13 to 09/19/13	25,000	First Time / 1st	N/A	N/A	N/A	10,000	R		
VI C-2	Florida International University Board of Trustees for the benefit of The Patricia & Phillip Frost Art Museum	15,000	Phillips Dodani's Exhibition at the Patricia & Phillip Frost Art Museum - FIU	10/01/13 to 11/23/13	25,000	First Time / 1st	N/A	N/A	N/A	10,000	R		
VI C-3	Irreversible An International Art Project, Inc.	5,000	GIANTS IN THE CITY, Childhood Arts Education Initiative	12/04/13 to 12/09/13	10,000	First Time / 1st	N/A	N/A	N/A	5,000	R		
VI C-4	Miami Center for Architecture & Design, Inc.	15,000	Downtown Visitor Center at Miami Center for Architecture & Design	10/01/13 to 09/01/14	15,000	First Time / 1st	N/A	N/A	N/A	0	R		
Subtotals:											75,000	R = Reimbursement	0

Special Events/Promotions
Non-Profit Organizations (Ongoing - Beginning a New Cycle)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle / Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action	
VI D-1	Adora's Playhouse Productions, Inc.	20,000	The Miracle 2013-2014 Mainstage Season	10/01/13 to 09/30/14	25,000	First Time / 1st	15,000	20,000	N/A	5,000	R		
VI D-2	Florida International University Board of Trustees, for the benefit of Jewish Museum of Florida	10,000	Marketing for 2013-14 Exhibit Season	10/01/13 to 09/30/14	15,000	First Time / 1st	5,000	7,000	N/A	5,000	R		
VI D-3	Ticketall Productions, Inc.	15,000	Ticketall International & Special Events	10/01/13 to 04/30/14	25,000	First Time / 1st	7,500	12,500	N/A	10,000	R		
Subtotals:											65,000	R = Reimbursement	0

Sports
Non-Profit Organizations (Continuing - Formula Reduction)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle / Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action	
VI E-1	Florida International University Board of Trustees, for the benefit of Women Basketball	4,000	FIU Thanksgiving Tournament and FIU Sun & Fun Classic	11/29/13 to 12/29/13	10,000	Continuing / 4th	4,000	4,000	N/A	6,000	R		
Subtotals:											4,000	R = Reimbursement	0

Special Events/Promotions
Government (Ongoing - Beginning a New Cycle)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D/R*	Final Panel Action
VI. F-1	Bayfront Park Management Trust	10,000	Downtown Miami's 2013 New Year's Eve Celebration	12/31/13 to 01/01/14	15,000	First Time	5,000	7,500	N/A	5,000	R	
VI. F-2	City of Sunny Isles Beach	15,000	Sunny Isles Beach Jazz Fest 2012	11/15/13 to 11/17/13	15,000	First Time	12,000	15,000	N/A	0	R	
Subtotals:		25,000			30,000					5,000		0

Targeted / Set-Aside

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D/R*	Final Panel Action
VI. G-1	Florida International University Board of Trustees, for the Benefit of Institute for Public Management	14,400	Annual Inter-American Conference of Mayors and Local Authorities	08/09/14 to 08/12/14	14,400	Set-aside	14,400	N/A	N/A	0	D	
VI. G-2	MDG/CC Foundation, Inc.	20,000	Miami Beach Visitor Information Center	10/01/13 to 09/30/14	20,000	Set-aside	15,000	N/A	N/A	0	D	
VI. G-3	Miami Beach Chamber of Commerce	20,000	Tourist Hospitality Center/Centro Hospitalidad Turistico	10/01/13 to 09/30/14	20,000	Set-aside	20,000	N/A	N/A	0	D	
VI. G-4	Miami Beach Latin Chamber of Commerce	20,000	Dade Days in Tallahassee	04/02/14 to 04/03/14	15,000	Set-aside	15,000	N/A	N/A	0	D	
VI. G-5	Miami-Dade County Days, Inc.	15,000	The Key Biscayne Chamber of Commerce, Inc.	10/01/13 to 09/30/14	15,000	Set-aside	15,000	N/A	N/A	0	D	
VI. G-6	The Key Biscayne Chamber of Commerce, Inc.	15,000	Tropical Everglades Visitor Center	10/01/13 to 09/30/14	20,000	Set-aside	20,000	N/A	N/A	0	D	
VI. G-7	Tropical Everglades Visitor Association, Inc.	20,000			20,000	Set-aside	20,000	N/A	N/A	0	D	
Subtotals:		124,400			124,400					0		0

*D = Direct R = Reimbursement

Beginning Balance for FY 2013-2014: 1,150,000
 Carry-over/Recaptured Funds: 183,627
 Total Available for FY 2013-2014: 1,333,627

Beginning Balance for 1st Funding Quarter: 324,000
 Total in the Reserve Fund: 165,000
 Remaining Balance for the Program: 885,227

Total number of Applications: 37
 Grant request grand total: 486,375
 Request to recommendation grand total: 168,375
 Subcommittee Recommendation Grand Total: 448,400
 Final Panel Recommendation Grand Total: 0



MEMORANDUM

Date: September 23, 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 2013-2014 First Funding Period

FY 2013-2014 Available Budget

The allocation of funds to the Tourist Development Council's budget for fiscal year 2013-2014 is \$1,333,627. The 2% Tourist Development Room Tax Revenue will provide the Council with \$1,000,000, which continues to reflect an increase of \$25,000 annually, pursuant to the ongoing agreement with the Greater Miami Convention and Visitors Bureau. The 2% Hotel/Motel Food and Beverage Surtax revenues will provide \$100,000 of funding. In addition, \$183,627 was carried over from FY 2012-2013.

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

Table with 2 columns: Funding Period/Category and Budgeted Allocations. Rows include First Funding Period (\$324,000), Second Funding Period (282,477), Third Funding Period (227,750), Fourth Funding Period (210,000), Reserve (165,000), Set-Aside Grants (124,400), and TOTAL (\$1,333,627).

1st Funding Period Overview

There are twenty-eight (28) applications requesting a total of \$486,375 for the first funding period. Of these 28 applications, twenty-six (26) are from non-profit organizations requesting a total of \$451,375; and two (2) applications are from for-profit organizations requesting \$35,000.

Four (4) of these 28 organizations represent New and/or First-time projects to the Tourist Development Council; nineteen (19) are Continuing projects; and five (5) are eligible under the Ongoing projects category (i.e., nonprofit organizations that have completed a five year TDC funding cycle). The appropriate formulas have been applied in determining funding recommendations for applicant organizations that fall into the

Continuing projects categories subject to the organizations' satisfying eligibility requirements and meeting program criteria.

The Tourist Development Council Subcommittee met to review applicants' requests. Per TDC policy, Subcommittee recommendations did not exceed \$25,000 for any of the projects considered. The recommendations included in this TDC Panel agenda package reflect the consensus achieved at this Subcommittee meeting.

Recommended Allocation for this Funding Period

A total of \$313,000 has been recommended for 28 organizations by the TDC Subcommittee for this first funding period and a total of \$124,400 has been recommended for seven (7) targeted/set-asides. In addition, \$11,000 is recommended for two (2) applications that were carried over from the FY 2012-2013 funding period as a result of lack of quorum for the necessary voting approval. The remaining balance for the program as appropriated at the beginning of the year is \$885,227. The current balance in the Reserve Fund is \$165,000. Reserve funds are available to address unforeseen or needed adjustments and/or unanticipated major project requests.

<u>Funding Period/Category</u>	<u>Budgeted + Allocations</u>	<u>Set-Aside +</u>	<u>Shoulder Season Fund / Reserve</u>	<u>Actual Recommended = /Expended # of grants</u>	<u>Remaining Balance</u>
First Funding Period	\$ 324,000	\$ 124,400	\$	\$ 448,400 ³⁷	\$
Second Funding Period	282,477				282,477
Third Funding Period	227,750				227,750
Fourth Funding Period	210,000				210,000
Reserve	165,000				165,000
Set-Aside Grants	124,400				
TOTAL	\$1,333,627	\$ 124,400	\$	\$ 448,400³⁷	\$ 885,227

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

Supplements

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

**FISCAL YEAR 2013-2014
TOURIST DEVELOPMENT COUNCIL
First Funding Period**

BUDGET UPDATE CHART

	Special Events / Promotions	Sports Events	Television	Government	Total
Total TDC Funding Available in FY 2012-2013					\$1,333,627
Continuing (Reduction Formula) Projects - Funding Formula Amounts (# of requests)	\$ 200,000 (20)	\$ 4,000 (1)	N/A	N/A	\$ 204,000 (21)
Ongoing Projects (Beginning New Cycle) - Recommended Amounts (# of requests)	\$ 45,000 (3)	N/A	N/A	\$ 25,000 (2)	\$ 70,000 (5)
New and/or First- time Projects - Recommended Amounts (# of requests)	\$ 50,000 (4)	N/A	N/A	N/A	\$ 50,000 (4)
Total Recommended for First Funding Period (# of requests)	\$ 295,000 (27)	\$ 4,000 (1)	N/A	\$ 25,000 (2)	\$ 324,000 (30)
Proposed Set-aside Grants (#of grants)	\$ 124,400 (7)	N/A	N/A	N/A	\$ 124,400 (7)
Total Recommended for TDC Agenda (# of grants)					\$ 448,400 (37)
Balance Remaining (2nd +3rd + 4th + Reserve Fund)					\$ 885,227

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 - 4th Quarter (Jul 1 - Sep 30)

Agenda Item No.: III-B.1

ORGANIZATION: Coral Gables Congregational Church (United Church of Christ), Inc.

GRANT

REQUEST: \$15,000

PROJECT TITLE: 2013 Summer Concert Series & Young Musicians' Summer Master Classes

RECOMMENDATION:

\$5,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 06-13-2013 - 08-22-2013

EVENT LOCATION: Coral Gables Congregational United Church of Christ

PROJECT SYNOPSIS:

Grant funds are requested to support marketing expenses and artists' fees for the Coral Gables Congregational United Church of Christ Community Arts Program 2013 Summer Concert Series (28th Season) and Young Musicians' Summer Master Classes. The Series presents six exceptional concerts, June through Aug, to Miami-Dade County visitors and residents. The Series' roster of world-renowned classical and jazz artists also provides four Young Musicians' Summer Master Classes to children (ages 8-18).

HOTEL CONFIRMATION:

The Biltmore Hotel	50 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending

Miami-Dade County Residents	6	2493
Out of County	0	510
Out of State	26	560
Foreign	0	87
TOTAL	32	3650

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:	100	
Actual number of hotel room nights used last year:	121	

MARKETING DETAILS: Strategies include the following: (1) Cross Promoting with Miami-Dade County cultural organizations; (2) Cyber-based listings that include CommunityArtsProgram.org, CoralGables.com (Cultural Calendar of Events), GablesHomePage.com, MiamiandBeaches.com, SocialMiami.com, Organiste.net, Jazziste.net, JazzBluesFlorida.com, SouthFloridaClassicalReview.com, and MiamiArtZine.com. Social media cyber marketing includes Facebook (facebook.com/cgcc.cap), Twitter and YouTube; (3) Direct Electronic Mail announcements through e-mail partnerships with WLRN 91.3 FM, WDNA 88.9 FM, Adrienne Arsht Center for the Performing Arts, New World Symphony, University of Miami Frost School of Music and blasts launched from the Community Arts Program e-database (3,500 email addresses); (4) Direct Postal Mail brochures addressed to 8,300 households listed in our concert data base;(5) Press Releases through the PR Newswire service that includes 5,000 cyber sources; (6) Print, Online Ads & Feature Stories that appear in Coral Gables Cultural Calendar, In the Gables Magazine, El Nuevo Herald, Diario Las Americas, Miami Herald and Neighbors, El Nuevo Herald, Miami New Times, South Florida Sun-Sentinel, El Sentinel, South Florida Classical Review and What's Happening in Greater Miami and the Beaches Calendar of Events; (7) Radio - WDNA 88.9 FM and WLRN 91.3 FM; (8) Television (i.e., Coral Gables TV and local PBS affiliates WLRN-TV 17 and WPBT (9) Strategic Placement of Flyers (10) Consultations with M-D County music educators, MDCPS Division of Academic Support, MDCPS Home Education Office and private music teachers.

PREVIOUS TDC FUNDING: \$5,000 (11-12); \$5,000 (10-11); \$5,000 (09-10); \$5,000 (07-08)

OTHER GOVERNMENT FUNDING: N/A

PROJECT NARRATIVE:

(1) The project is the 2013 Summer Concert Series and Young Musicians' Summer Master Classes of the Coral Gables Congregational United Church of Christ Community Arts Program. An entire summer concert and educational schedule, with the finest in the world of classical and jazz music artists guarantees a successful target response from local arts enthusiasts, families, and the many visitors to Miami-Dade County. The tourist attraction is further enhanced by the Church's listing in the "National Register of Historic Places". The Church is a routed stopping point of up to ten tour buses daily bringing, in itself, up to 2,500 tourists to the venue each year.

(2) The project will take place at Coral Gables Congregational United Church of Christ. Six concerts will take place every other Thursday evening (8pm-10pm) throughout the summer: June 13-Aug 22, 2013. Four Friday (10am-12pm) Master Classes will take place June 28-Aug 9. The TDC grant time frame covers four concerts and three master classes: July 11-Aug 22. The entire project's concert (C) and master classes (MC) schedule is: June 13 (C) Branford Marsalis Trio / June 27 (C) & 28 (MC) Orli Shaham, classical pianist / July 11 (C) & July 12 (MC) The Catherine Russell Jazz Trio / July 25 (C) & 26 (MC) Joshua Roman, cellist / Aug 8 (C) & 9 (MC) Alan Baylock Big Band / Aug 21 (C) John Pizzarelli. Concerts tickets are \$30 advance, \$35 at the door for concerts, with up to 300 free tickets for children (ages 8-18). Young Musicians' Summer Master Classes are \$15 each, scholarships are available.

(3 & 4) Entering its 28th season, the solid reputation of the Summer Concert Series is the largest attraction for tourists who seek superb artists and educational experiences at reasonable prices. Firm and effective marketing strategies include targeted radio, print, cyber sites, social media (Facebook, Twitter and YouTube), electronic viral and postal direct mail. The Church is a stopping point of up to ten tour buses daily, 2,500 tourists per year (a tremendous year-round marketing tool for this project).

(5) Media sponsors include NPR station WLRN 91.3FM and WDNA 88.9FM.

(6) The Biltmore Hotel is the project's hotel sponsor. Up to 50 rooms are currently held. The Hotel's location with its fine dining, directly across the street from the project's venue, offers concert goers (wherever their prime resting place) great added value.

(7) N/A

(8) TDC dollars enhance this project by funding (a) marketing and (b) a roster of renowned artists. The result is touting a high-quality cultural & educational resource that also focuses on youth and, therefore, long-term cultural development. The project is produced with one full-time paid staff, one part-time technical staff and 40 part-time volunteers. Implementation is composed of year-round fundraising, Nov

through March artist contracting, and Feb through Aug on-going marketing and advertising. (See detailed marketing plan and timeline on the Uploads page.)

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration		\$ 59,281	\$ 59,281	
Personnel: Artistic		0		
Personnel: Technical / Production		\$ 2,500	\$ 2,500	
Outside Artistic Fees / Services	\$ 7,000	\$ 19,500	\$ 26,500	
Outside Other Fees / Services		0		\$ 9,000
Marketing: ADV / PR / Printing / Publication	8000	\$ 22,375	\$ 30,375	\$ 16,353
Marketing: Postage / Distribution		\$ 1,500	\$ 1,500	
Marketing: Web Design / Support / Maintenance		\$ 1,500	\$ 1,500	
Travel: In County		0		
Travel: Out of County		0		
Equipment Rental		0		
Equipment Purchase		0		
Space Rental		0		
Mortgage / Loan Payments		0		
Insurance		0		
Utilities		0		
Fundraising / Development (Non- Personnel)		0		
Merchandise / Concessions / Gift Shops		\$ 1,300	\$ 1,300	
Supplies / Materials		\$ 1,673	\$ 1,673	
Other Expenses: [Itemize below]	-	-	-	-
Hospitality		\$ 4,500	\$ 4,500	\$ 2,877
ASCAP		\$ 350	\$ 350	

Piano Tuning & Moving		\$ 1,500	\$ 1,500	
CC Processing Fees		\$ 1,530	\$ 1,530	
Artists' Hotel		0		\$ 4,361
SUBTOTALS	\$ 15,000	\$ 117,509	\$ 132,509	\$ 32,591
TOTAL PROJECT EXPENSES			\$ 165,100	-

PROJECT REVENUE BUDGET FY 2011-2012

REVENUES	CASH MATCH	IN-KIND REVENUES
Admissions	\$ 52,000	-
Memberships		-
Tuitions / Enrollment Fees	\$ 650	-
Contracted Services: Outside Programs / Performances		-
Contracted Services: Special Exhibition Fees		-
Contracted Services: Other		-
Rental Income		-
Corporate Support		\$ 23,591
Foundation Support		-
Private / Individual Support	\$ 40,091	\$ 9,000
Other Private Support: Auxiliary Activities		-
Other Private Support: Special Event Proceeds		-
Gov't Grants: Federal (Itemize Below)	-	-
City of Coral Gables	\$ 5,000	-
		-
Gov't Grants: State (Itemize Below)	-	-
		-
		-
Gov't Grants: Local (Not Dept of Cultural Affairs Grants) Itemize Below	-	-
		-
		-
		-
Gov't Grants: The Children's Trust (direct funding) Specify Program Names Below.	-	-
		-

Merchandise / Concession / Gift Shop Revenues	\$ 4,300	-
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.	-	-
Cultural%20Advancement%20Grants	\$ 15,468	-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 117,509	\$ 32,591
GRANT AMOUNT REQUESTED	\$ 15,000	-
TOTAL PROJECT REVENUES	\$ 165,100	-

Miami-Dade County Department of Cultural Affairs

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

Agenda Item No.: III.B-2

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

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

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	\$ 46,600	
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	\$ 2,300	
Equipment Purchase		\$ 5,500	\$ 5,500	
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	
Officials/Referees	10000	\$ 15,200	25200	2200

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-1

ORGANIZATION: Classical South Florida, Inc.

GRANT REQUEST: \$13,500

PROJECT TITLE: Afternoons of Great Opera

RECOMMENDATION: \$13,500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY:

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2013 - 12-26-2013

EVENT LOCATION: Classical South Florida, Inc - Office Transmission Facility

PROJECT SYNOPSIS:

Grant funds are requested to support Afternoons of Great Opera: the broadcast of two selected performances from Miami's Florida Grand Opera (FGO) 2012-2013 season on Classical South Florida 89.7 FM. The broadcasts in November and December of the recorded performances will encourage ticket purchases and highlight the new FGO season and the beginning of the The Metropolitan Opera Radio Broadcasts.

HOTEL CONFIRMATION:

Betsy Hotel	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	98	210,000
Out of County		90,000
Out of State		
Foreign		

TOTAL	98	300000
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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:	4	
Actual number of hotel room nights used last year:	4	

MARKETING DETAILS: Radio: Classical South Florida 89.7 FM in the Miami/Fort Lauderdale area; 90.7 FM in West Palm Beach and the Treasure Coast; 101.9 FM in West Palm Beach and 88.9 FM in the Naples, Fort Myers and Marco Island area.

PREVIOUS TDC FUNDING:

\$15,000 (12-13); (\$9,000 (11-12) - End of cycle); \$10,000 (10-11); \$12,000 (09-10); \$13,500 (08-09); \$15,000 (07-08)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

Classical South Florida (CSF) 89.7 FM will present Afternoons of Great Opera: two broadcasts of performances from the recent Florida Grand Opera season on Saturday, November 9, and Saturday, November 30, 2013.

The first broadcast will be FGO's *La bohème* by Giacomo Puccini. The first performance of *La bohème* was in Turin, Italy in 1896; the first time FGO performed it was in 1947 at Miami Senior High School. The magic of the famous Latin Quarter and Puccini's unmatched ability to capture love's passion, hope, and sorrow have made *La bohème* one of the world's best loved opera.

The second broadcast, *Die Zauberflöte* (*The Magic Flute*) by Wolfgang Amadeus Mozart. It premiered in Vienna in 1791; and the first FGO performance was in 1993. Mozart's operatic masterpiece, reveals some of opera's most beloved characters and continues to be one of the world's most frequently-performed operas.

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

The broadcasts will take place on November 9 and 30, 2013. The reach of these broadcasts to 300,000 + listeners will extend not only to audiences throughout Miami-Dade, Broward, Palm Beach, Monroe and Martin County and Southwest Florida, but also nationally through promotion of the CSF websites allowing potential visitors to receive an 'aural taste' of South Florida's electric, thriving arts scene.

The project will leverage the reach of CSF listeners from Stuart, Florida south to the Keys and over to Southwest Florida, as well as internationally through information and program promotion on website.

The project will be part of a comprehensive marketing campaign to increase awareness of and establish CSF as part of the South Florida community, including print, outdoor (billboards) newsletters, postcards, letters and the Internet. Marketing efforts include an outdoor bill board campaign and mass marketing and the Internet and through mailings via the USPS as well as CSF signage in malls and sponsorship at over 40+ events in the community. Approximately 650,000 targeted mailings will be sent in 2013-2014. There will be on-air announcements. CSF will work with Miami-Dade County hotels for marketing strategies and currently has a relationship with the Betsy on the Beach.

Our media sponsors include:, Classical South Florida 89.7 FM in Miami-Dade/ Monroe and Broward Counties, 88.7 FM in Southwest Florida and 90.7 FM in Palm Beach County and the Treasure Coast.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 1,000	\$ 1,386	\$ 2,386	
Personnel: Artistic	\$ 1,779	\$ 1,423	\$ 3,202	
Personnel: Technical/Production	\$ 221		\$ 221	
Outside Artistic Fees/Services	\$ 0	\$ 0	0	
Outside Other Fees/Services	\$ 0	\$ 0	0	
Marketing ADV/ PV/ Printing/ Publication	\$ 900	\$ 201,100	\$ 202,000	
Marketing: Postage/Distribution	\$ 1,200	\$ 0	\$ 1,200	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Space Rental	\$ 2,900	\$ 18,553	\$ 21,453	
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses				
Tower Rental	\$ 3,000	\$ 13,170	\$ 16,170	
Transmitter Power		\$ 10,068	\$ 10,068	
T1 lines (telecom)	\$ 2,500	\$ 996	\$ 3,496	
			0	
			0	
Subtotal	\$ 13,500	\$ 246,696	\$ 260,196	0
TOTAL EXPENSES	\$ 260,196			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income			0
Corporate Support			0
Foundation Support			0
Private/ Individual Support			0
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop			0
Revenues			0

Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 246,696		95%
Other Revenues			0
			0
			0
Department of Cultural Affairs Grants			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 246,696	0	5%
Grant Amount	\$ 13,500		
Cash Revenues + Grant Amount	\$ 260,196		
Total Revenues	\$ 260,196	Total In- Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-2

ORGANIZATION: Community Arts And Culture Inc
PROJECT TITLE: 2013 Moksha Art Fair
PROJECT TYPE/CATEGORY: Special Events/Promotions

GRANT REQUEST: \$5,000
RECOMMENDATION: \$2,000.00

FUNDING CATEGORY: First Time

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 12-04-2013 - 12-07-2013

EVENT LOCATION: 7th Circuit Studio

PROJECT SYNOPSIS:

Grant funds are requested to supplement artist fees, marketing materials and production support associated with the production of the 2013 Moksha Art Fair Dec. 4 - 7 at 7th Circuit Productions' studio at 228 N.E. 59th Street in Little Haiti. This multi-day event will feature gallery exhibitions, educational presentations, visionary artwork, music and performances from local and international artists including Alex Grey, Mark Henson, the Moksha All-Stars and many other artists.

HOTEL CONFIRMATION:

Pending	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	150	3400
Out of County	100	300
Out of State	40	200
Foreign	10	100

TOTAL	300	4000
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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:	35	

MARKETING DETAILS: Over the years, the Moksha Family Arts Collective has built up its following and participation through word-of-mouth, flyers and internet promotions. There has been limited access to television broadcast - with the exception of Miccosukee Magazine TV. The Moksha Art Fair was featured in an editorial for an episode that highlighted the different artists involved in the event as well as discussing the Moksha Family Arts Collective. We plan to approach a selection of radio stations to establish a business relationship that would include commercial spots and possible air time for the artists. In order to facilitate this arrangement, we will purchase some advertising in order to reach an audience beyond our base of supporters. Some of the radio stations we would approach include WDNA, WLRN, WVUM and other selected stations. Since we provide a platform for established and emerging talents, we do have a strong musical base that their audiences would appreciate.

PREVIOUS TDC FUNDING:

\$2,000 (11-12); \$2,000 (10-11)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The Moksha Art Fair (MAF) is a multi-day event including gallery exhibitions, a lecture presentation, an artist panel discussion and a multi-media showcase with music, dance, live art, performances, video installations, fire dancers & other creative features. Coinciding with Art Basel Miami Beach, the 2013 MAF happens Dec 4-7 at 7th Circuit Productions' (7CP) studio - 228 NE 59th St. in Miami.

On Dec 4, the Moksha Gallery will debut international & local visionary art. The exhibition will include paintings, photography, mixed media & sculpture. We are currently confirming internationally acclaimed, visionary painter Alex Grey. The Gallery Opening is free & open to all ages. Last year over 300 people attended. Starting Dec 4-7, the Moksha Gallery would host exhibition hours - 12-6pm. The Moksha Gallery will be open during all of the MAF showcases & presentations. Last year over 300 people attended the gallery exhibitions after the opening. On Dec 5, a Lecture Presentation & Artist Panel Discussion features Dr. Manolo Torres, retired FIU professor, who informs about ethnobotany rituals & the effects on culture. A Panel Discussion provides a unique opportunity to hear Alex Grey, Allyson Grey, Mark Henson & featured artists discuss their artwork. The Lecture Presentation is from 8pm-12am. Admission is \$15. Last year over 200 people attended. On Dec 7, the MAF Main Event showcases music, dance, live painting, performance, fire dancing, video installations & lots of creative interaction. Vendors showcase their handcrafted artwork, jewelry, clothes & other items. The MAF Main Event is 8pm-3am. Admission is \$50. Last year over 1,300 people attended. Pre-sale & student discount tickets are sold through Brown Paper Tickets.

Marketing for the MAF includes a mixture of word-of-mouth, flyer distribution, internet promotions, publication listing & some broadcast support through radio & tv. We are discussing the event with Miccosukee Magazine TV. We plan to have The New Yorker Hotel handle accommodations for our traveling artists & performers. A series of rooms will be confirmed soon. Previously, Community Arts & Culture has partnered with the Moksha Family for the MAF & secured a series of grants. Currently, CAC is working as an incubator & consultant for the granting process. CAC is the fiscal agent for this grant & has served the community for 12 years. We plan to have Chapel of Sacred Mirrors (CoSM) involved in the production. CoSM is an internationally recognized arts organization that features visionary artists. This will help with sponsorship, marketing & artist selection. 7CP is a mainstay partner for all our events. During the MAF, 7CP studio is transformed from a gallery, to a lecture hall & to a performance space. For this production, we recruit support people. The MAF has a solid 4 year track record & an expansive list of local and international artists & performers who have participated in the cultural showcase. It's a truly unique event.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	=	Cash Match	Total Cash	In-Kind
Personnel: Administration			\$ 8,800	\$ 8,800	\$ 1,425
Personnel: Artistic				0	
Personnel: Technical/Production	\$ 2,000		\$ 2,250	\$ 4,250	\$ 1,060
Outside Artistic Fees/Services	\$ 2,000		\$ 4,800	\$ 6,800	\$ 10,015
Outside Other Fees/Services			\$ 4,500	\$ 4,500	
Marketing ADV/ PV/ Printing/ Publication	\$ 1,000		\$ 1,500	\$ 2,500	
Marketing: Postage/Distribution				0	
Marketing: Web Design/ Support/ Maintenance				0	
Travel: In County			\$ 300	\$ 300	
Travel: Out of County			\$ 4,000	\$ 4,000	
Equipment Rental			\$ 2,500	\$ 2,500	
Space Rental			\$ 2,000	\$ 2,000	
Mortgage/ Loan Payments				0	
Insurance			\$ 500	\$ 500	
Utilities				0	
Fundraising/ Development (Non-Personnel)				0	
Merchandise/ Concessions/ Gift Shops				0	
Supplies/Materials			\$ 7,000	\$ 7,000	
Other Expenses					
Security			\$ 1,500	\$ 1,500	
Hotel for Artists			\$ 2,000	\$ 2,000	
staff food			\$ 850	\$ 850	
maintenance			\$ 500	\$ 500	
art work shipping/handling			\$ 2,000	\$ 2,000	
Subtotal	\$ 5,000	=	\$ 45,000	\$ 50,000	\$

SUBTOTAL	\$ 3,000	\$ 45,000	\$ 50,000	12,500
TOTAL EXPENSES	\$ 62,500			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 16,000		26%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 17,500		28%
Foundation Support			0
Private/ Individual Support	\$ 500	\$ 12,500	1%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0

Merchandise/ Concessions/ Gift Shop Revenues	\$ 11,000		18%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
			0
			0
			0
Department of Cultural Affairs Grants			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 45,000	\$ 12,500	10%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 50,000		
Total Revenues	\$ 62,500	Total In-Kind %	20%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-3

ORGANIZATION: EXPONICA INTERNATIONAL, INC.

GRANT REQUEST: \$25,000

PROJECT TITLE: Exponica Internationa - La Feria de Las Americas

RECOMMENDATION: \$18,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 11-27-2013 - 12-01-2013

EVENT LOCATION: Sunlife Stadium

PROJECT SYNOPSIS:

Grant funds are requested to support an international festival, presented by Exponica International, that embraces the cultures of the North America, Central America, Latin America and the Caribbean in a five-day cultural extravaganza featuring artists, crafts, music and food. The festival is a cultural exchange that expects to attract more than 27,000 residents and visitors to the Sunlife Stadium.

HOTEL CONFIRMATION:

El Palacio	100 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	500	17000
Out of County	100	4000
Out of State		3000

Foreign	400	3000
TOTAL	1000	27000

HOTEL ROOM NIGHTS PROJECTION:

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

MARKETING DETAILS: The radio and television stations committed as media sponsors: RADIO: El Zol 95.7FM; Romance 106.7FM; The Coast 97.3FM; and Clasica 92.3FM; TELEVISION: Telemundo 51 WSCV; WPLG Channel 10; and Comcast TV Network.

PREVIOUS TDC FUNDING:

\$20,000 (12-13); {\$9,000 (11-12) - End of cycle}; \$10,500 (10-11); \$12,000 (09-10); \$13,500 (08-09); \$15,000 (07-08); {\$5,000 (06-07)End of Cycle}; \$5,250 (05-06); \$6,000 (04-05); \$6,750 (03-04); \$7,500 (02-03)

OTHER GOVERNMENT FUNDING:

Community Grants (CG) - \$15,000 (requested)

PROJECT NARRATIVE:

WHAT

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

The festival provides a venue for 300 artists and artisans to showcase their art. The outdoor stage offers over 23 hours of non-stop music, folkloric dance and a variety performances and features several anticipated headline acts of 30 international artists who return to the festival under multi-year contracts, as well as local musicians and dance troupes who strive to preserve the traditions of distinct Latin cultures. This year we are expanding to include amusement rides and games to attract families and teens to the event.

WHEN AND WHERE

The 23rd annual "La Feria de las Americas" has newly extended it's dates and will run from Wednesday, November 27 to Sunday, December 1 at it's new venue, Sunlife Stadium located in North Miami-Dade.

Event admission is \$12 for adults at the gate and is free for children 8 years and under and for seniors over 65 years.

WHO

Thirty performing artists and at least six folkloric dance companies will be performing this year. A Over 200 artisans from more than 17 countries travel at their own expense (average \$2,000 per individual in travel, booth rental, shipping of craft goods, hotels) to participate. Performers like Paquita la del Barrio, Eddy Herrera, Tono Rosario, Aniceto Molina, Algodon, Gustav Leyton, Banda Santa Fe, Los Silver Star, Dimension Costena, Kazzabe, La Nueva Compania, Klave Latina, The artists come from countries such as Nicaragua, Peru, Honduras, Bolivia, Mexico, Chile, El Salvador, Guatemala, Dominican Republic and Panama. More than will be participating in this year festival.

SPONSORS

El Palacio Hotel is our hotel sponsor providing 100 rooms to host contracted artists and artisans. We expect to utilize 100 rooms for 4 nights each. Telemundo and WPLG Channel 10 will be our media sponsor.

HOW

"La Feria de las Americas" has an international appeal and this year we are expecting more than 27,000 visitors most of them tourists according to our surveys. The Festivals is a cultural extravaganza that celebrates the unique cultural tapestry of Miami-Dade County. In addition the Festival hosts presentations and performances in other cities throughout the year to promote and attract new audiences. The festival is promoted by using traditional and new forms of media. It is promoted with TV spots air two weeks prior to the event. A website provides details of participating artists; concerts and ballet performances; list of participating artisans; artisans demonstration schedule.

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

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 99,000	\$ 99,000	
Personnel: Artistic		\$ 48,030	\$ 48,030	
Personnel: Technical/Production		\$ 17,580	\$ 17,580	
Outside Artistic Fees/Services		\$ 36,800	\$ 36,800	
Outside Other Fees/Services		\$ 12,150	\$ 12,150	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 38,600	\$ 63,600	\$ 15,000
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County			0	\$ 15,000
Equipment Rental		\$ 39,477	\$ 39,477	
Space Rental		\$ 35,600	\$ 35,600	
Mortgage/ Loan Payments			0	
Insurance		\$ 3,800	\$ 3,800	
Utilities		\$ 27,090	\$ 27,090	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 1,800	\$ 1,800	
Supplies/Materials		\$ 1,000	\$ 1,000	
Other Expenses				
TAXES/PERMITS		\$ 1,600	\$ 1,600	
HOTEL ROOM BLOCK		\$ 12,500	\$ 12,500	
VIP CATERING & ACCESSORIES		\$ 3,000	\$ 3,000	
			0	
MISC EXP		\$ 8,500	\$ 8,500	
Subtotal	\$ 25,000	\$ 386,527	\$ 411,527	\$ 30,000
TOTAL EXPENSES	\$ 441,527			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 240,000		54%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 20,000		5%
Contracted Services: Special Exhibition Fees	\$ 70,000		16%
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 33,027	\$ 30,000	7%
Foundation Support			0
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0

Merchandise/ Concessions/ Gift Shop Revenues	\$ 8,500		2%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
			0
			0
			0
			0
Department of Cultural Affairs Grants			
COMMUNITY GRANT 2013	\$ 15,000		3%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 386,527	\$ 30,000	6%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 411,527		
Total Revenues	\$ 441,527	Total In-Kind %	7%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-4

ORGANIZATION: Florida Grand Opera, Inc.

GRANT REQUEST: \$25,000

PROJECT TITLE: Mourning Becomes Electra

RECOMMENDATION: \$13,500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY:

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 11-16-2013 - 11-23-2013

EVENT LOCATION: Florida Grand Opera, Inc. Adrienne Arsht Center for Performing Arts of Miami-Dade County

PROJECT SYNOPSIS:

Grant funds are requested to assist FGO with attracting an international audience to the Florida premiere of Marvin David Levy's Mourning Becomes Electra. All four performances will be held at the Adrienne Arsht Center for the Performing Arts of Miami-Dade County. Although FGO's mainstage performances regularly attract a significant number of tourists, this unique and rarely performed opera provides an opportunity to reach a worldwide opera audience.

HOTEL CONFIRMATION:

The Betsy	Pending
Casa Moderna	Pending
Hotel Intercontinental	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	104	5730
Out of County	11	1250
Out of State	13	680
Foreign	2	340

TOTAL	130	8000
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HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0	tbd
# of hotel room nights anticipated to be booked:	360	tbd
Actual number of hotel room nights used last year:	343	tbd

MARKETING DETAILS: At this time FGO will receive TV spots as an in-kind donation from WPBT. Media channels, selected to reach FGO's target demographic, may include local morning and evening network news, HGTV, Food Network, CNN, Fox News, Discovery and A&E Channels. Radio promotions will target adult contemporary radio stations such as The Coast 97.3 FM, Lite 101.5, WLRN public radio and the classical radio station WKCP.

PREVIOUS TDC FUNDING:

\$15,000 (11-12); (\$5,000 (10-11) - End of cycle); \$5,000 (09-10); \$5,000 (08-09); \$5,000 (07-08) ;\$5,000 (05-06)

OTHER GOVERNMENT FUNDING:

- NEA Arts Works - \$50,000
- FI Department of State Cultural Program - \$28,000
- Miami Beach CAC - \$15,000
- Broward Cultural Division - \$125,000
- Broward Cultural Tourism - \$65,000
- Major Cultural Institute (MCI)- \$300,000
- Youth enrichment Program (YEP) - \$20,000

PROJECT NARRATIVE:

FGO's 73rd season opens at the Adrienne Arsht Center for the Performing Arts in Miami-Dade County on November 16, 2013 with an American masterpiece: the Florida premiere of Marvin Levy's opera MOURNING BECOMES ELECTRA. It is a tribute to the octogenarian composer who lives in Fort Lauderdale and whose opera. Over the production run, there will be a total of 4 performances held on November 16th, 17th, 19th, and 23rd. Ticket prices range from \$11 to \$250.

Although FGO's mainstage performances regularly attract a significant number of tourists, this unique and rarely performed opera combined with FGO's aggressive marketing efforts will assure that MOURNING BECOMES ELECTRA will attract an international audience. With only 4 previous productions in the United States - the most recent in 2004, FGO is confident that MOURNING BECOMES ELECTRA will generate an audience of more than 8,000 with tourist attendance at more than 1,800.

FGO's marketing strategy, budgeted at \$56,8040, is a multi-channel approach that includes local, national and international radio, television, print and digital media. Electronic and social media will extend the reach of FGO's marketing efforts to include a younger audience and advertising in publications including Departures Magazine, Los Angeles Times, New York Times, United Kingdom's Opera Now, Washington Post, Variety Magazine, Selecta Magazine, Miami Herald, Nuevo Herald, Opera News and Opera America will garner interest from the international community.

To further MOURNING BECOMES ELECTRA's notoriety, FGO's PR department will reach out to national and international critics to review the performance. Targeted media include Associated Press, New York Observer, Revista Pro-Opera (Mexico) The Guardian (UK), Toronto Star (Canada) Wall Street Journal, and more.

To accommodate the many tourists, artists, designers and production staff, FGO is currently working with area hotels and corporate lodging such as The Betsy, Hotel Intercontinental, and Casa Moderna to sponsor rooms for our artists, creative staff and guests. VIP packages are being designed to attract a broader visitor base and encourage extended stays in Miami-Dade before and after the performance. An exciting after opera event at Barton G's Prelude restaurant will add a touch of glamour to Opening Night.

MOURNING BECOMES ELECTRA has been cast, performance dates have been secured, media and hotel sponsorship as well as marketing is ongoing. Digital and print advertising began 3/28 and extend through 11/23. Direct mail began 3/25 and will run through 11/10. Radio and TV begins 10/28 and ends 11/23. FGO will continue to work with media partners until the end of the performance run and will then compile data regarding the success of media used to market and promote this performance.

TDC funding will allow FGO to add targeted direct mail and media placements in additional markets such as Chicago, New York City and Minneapolis.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	= Cash Match	Total Cash	In-Kind
Personnel: Administration		\$ 258,453	\$ 258,453	
Personnel: Artistic		\$ 258,101	\$ 258,101	
Personnel: Technical/Production		\$ 412,846	\$ 412,846	
Outside Artistic Fees/Services		\$ 0	0	
Outside Other Fees/Services		\$ 15,328	\$ 15,328	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 5,000	\$ 30,000	\$ 12,900
Marketing: Postage/Distribution		\$ 390	\$ 390	
Marketing: Web Design/ Support/ Maintenance		\$ 0	0	
Travel: In County		\$ 0	0	
Travel: Out of County			0	
Equipment Rental		\$ 19,000	\$ 19,000	
Space Rental		\$ 92,810	\$ 92,810	
Mortgage/ Loan Payments			0	
Insurance		\$ 5,587	\$ 5,587	
Utilities		\$ 0	0	
Fundraising/ Development (Non-Personnel)		\$ 0	0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses				
Theatre surcharge & CC		\$ 0	0	
Equipment Purchase		\$ 8,006	\$ 8,006	\$ 0
Interest		\$ 0	0	
IT Outside Service		\$ 0	0	
			0	
Subtotal	\$ 25,000	\$	\$	\$

Subtotal	\$ 25,000	1,075,521	1,100,521	12,900
TOTAL EXPENSES	\$ 1,113,421			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 411,040		37%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 38,571		3%
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 23,000	\$ 12,900	2%
Foundation Support	\$ 34,464		3%
Private/ Individual Support	\$ 463,600		42%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds	\$ 1,846		0%
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			
FL Dept of St Cultural Program	\$ 5,000		0%
			0
			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0

Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)	\$ 18,000		2%
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
In Kind Donations			0
			0
			0
			0
Department of Cultural Affairs Grants			
MD MCI	\$ 80,000		7%
MD YEP			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 1,075,521	\$ 12,900	2%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 1,100,521		
Total Revenues	\$ 1,113,421	Total In-Kind %	1%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-5

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

GRANT REQUEST:

\$15,000

PROJECT TITLE: 42nd Annual South Miami Art Festival

RECOMMENDATION:

\$5,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY:

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 11-02-2013 - 11-03-2013

EVENT LOCATION: First National Bank of South Miami

PROJECT SYNOPSIS:

Grant funds are requested to support the 42nd Annual South Miami Art Festival, a fine arts show produced by Chamber South featuring juried artists from across the world. Held the weekend of November 2nd and 3rd, the show kicks off the festival season in Miami-Dade County and attracts over 50,000 people (police estimates). The festival will be held in the heart of South Miami on Sunset Drive and is free and open to the public, providing an outstanding multicultural experience in a family setting.

HOTEL CONFIRMATION:

Miami Marriott Dadeland	40 room nights
Courtyard Marriott	40 room nights
Hotel Indigo	40 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	100	32000
Out of County	75	15000

Out of State	50	2000
Foreign	25	1000
TOTAL	250	50000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	200	
# of hotel room nights anticipated to be booked:	100	
Actual number of hotel room nights used last year:	40	

MARKETING DETAILS: Salem Communications 880 AM ;The Biz; Radio Luz, ClearChannel (Total Traffic Network, 101.5 Lite FM, 97.3 The Coast), 93.1 WLRN Radio, Comcast Cable (The Food Network, Travel Channel, ABC Family, TLC, Style Network, Lifetime Movie Network)

PREVIOUS TDC FUNDING:

\$5,000 (12-13); \$5,000 (11-12); \$5,400 (10-11); \$6,000 (08-09); {\$4,000 (07-08) End of Cycle} \$4, 000 (06-07); \$4,000 (05-06); \$4,000 (04-05); \$4,000 (03-04)

OTHER GOVERNMENT FUNDING:

Community Grants (CG) - \$10,000 (requested)

PROJECT NARRATIVE:

The 42nd Annual South Miami Art Festival is a fine arts show produced solely by Chamber South featuring juried artists from across the world representing ceramics/clay; digital art; textiles; glass; jewelry and metalwork; two-dimensional mixed media; three-dimensional mixed media; painting (oil and acrylic); painting (watercolor); photography; printmaking and drawing; sculpture; and wood. International food vendors featuring a wide array of cuisine will be available in addition to musical entertainment, including performances from the following: Area Stage Company, Miami Children's Chorus, Van Gogh Listens, and others. We will have consistently programmed live entertainment for 8 hours on both days of the art festival. We will have a children's section with interactive activities and an emerging artists section for area students. Neighboring restaurants and shops support the show by offering special pricing and extended hours for the weekend.

This premiere festival attracts over 120 artists from around the world as well as over 50,000 visitors (police estimates). The visitors are a collection of tourists from around the world as well as locals from Miami-Dade and the surrounding counties. We have 200 rooms nights at the local Hotel Indigo, Holiday Inn, Hampton Inn, Marriott, and Courtyard at a special rate for out-of-town artists and visitors.

This year's festival will take place on Saturday and Sunday, November 2nd and 3rd, from 10:00 am to 6:00 pm, kicking off the festival season in Miami-Dade County. It will be held in the heart of South Miami on historic Sunset Drive (SW 72nd Street), between SW 59th Avenue and SW 57th Avenue (Red Road), providing an outstanding multicultural experience in a family setting. The festival is open to the general public free of charge. Its proximity to ample parking and public transit make it easily accessible to all, including the nearby underserved communities.

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

Chamber South is reaching out to the Cultural Affairs Department of Miami-Dade County in hopes of receiving this grant to allow us to continue to provide this important community event. In receiving the TDC grant, Chamber South will be able to produce a high quality event and effectively promote and attract both artists and guests to the 42nd Annual South Miami Art Festival. Chamber South set the bar 42 years ago with a quality fine art show and is proud to be part of the art scene that brings so many visitors to Miami-Dade County.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	=	Cash Match	Total Cash	In-Kind
Personnel: Administration			\$ 17,000	\$ 17,000	
Personnel: Artistic				0	
Personnel: Technical/Production			\$ 2,000	\$ 2,000	\$ 10,000
Outside Artistic Fees/Services			\$ 3,000	\$ 3,000	
Outside Other Fees/Services			\$ 1,000	\$ 1,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 11,000		\$ 32,500	\$ 43,500	\$ 1,500
Marketing: Postage/Distribution			\$ 2,500	\$ 2,500	
Marketing: Web Design/ Support/ Maintenance			\$ 3,000	\$ 3,000	
Travel: In County				0	
Travel: Out of County				0	
Equipment Rental			\$ 15,000	\$ 15,000	
Space Rental				0	
Mortgage/ Loan Payments				0	
Insurance				0	
Utilities				0	
Fundraising/ Development (Non-Personnel)				0	
Merchandise/ Concessions/ Gift Shops			\$ 5,000	\$ 5,000	\$ 1,000
Supplies/Materials			\$ 500	\$ 500	
Other Expenses					
City of South Miami Police	\$ 4,000		\$ 4,000	\$ 8,000	
City of South Miami Public Works			\$ 6,750	\$ 6,750	
Licenses and Permits			\$ 1,500	\$ 1,500	
Awards and Amenities			\$ 1,000	\$ 1,000	
Artist Cash Prizes			\$ 11,000	\$ 11,000	
Subtotal	\$ 15,000		\$ 105,750	\$ 120,750	\$ 12,500

TOTAL EXPENSES

\$ 133,250

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships			0
Tuitions/Enrollment Fees	\$ 44,000		33%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 32,500	\$ 2,500	24%
Foundation Support			0
Private/ Individual Support		\$ 10,000	0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds	\$ 7,000		5%
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0

Merchandise/ Concessions/ Gift Shop Revenues	\$ 6,000		5%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 6,250		5%
Other Revenues			0
			0
			0
			0
Department of Cultural Affairs Grants			
Community Grants (CG)	\$ 10,000		8%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 105,750	\$ 12,500	12%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 120,750		
Total Revenues	\$ 133,250	Total In-Kind %	9%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-6

ORGANIZATION: Italian Film Festival, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: 2013 Italian Film Festival

RECOMMENDATION: \$6,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY:

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-09-2013 - 10-14-2013

EVENT LOCATION: Regal Cinemas South Beach

PROJECT SYNOPSIS:

Grant funds are requested to support the 11th Annual Italian Film Festival to be held October 9-14, 2013 at the Regal Cinemas South Beach on Lincoln Road. This year's festival will include 10 of the top Italian films produced in 2012-2013 that have not yet been screened for South Florida audiences. The festival will also include a tribute to Italian cinema at Tower Theatre in Miami, a Short Film Competition and various Documentary screenings.

HOTEL CONFIRMATION:

Delano Hotel	Pending
Ritz Carlton	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	16	3900
Out of County	4	450
Out of State	2	1700
Foreign	10	750

TOTAL	32	6800
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HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	18	
# of hotel room nights anticipated to be booked:	34	
Actual number of hotel room nights used last year:	21	

MARKETING DETAILS: The Italian Film Festival will one again partner with Univision Radio to provide media sponsorship through advertisements, interviews and co-branded events. The contract is currently being negotiated and is expected to be signed by mid-August.

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PREVIOUS TDC FUNDING:

\$6,750 (12-13); \$7,500 (11-12)

OTHER GOVERNMENT FUNDING:

City of Miami Beach - \$7,575
 Community Grants (CG) - \$5,000

PROJECT NARRATIVE:

The 2013 Italian Film Festival, 11th edition event, will include 10 of the top Italian films produced in 2012-2013, some of them are US premieres and others are East Coast premieres but none of them have been screened for South Florida audiences. The festival will also include an anniversary dinner in coordination with the Italy-American Chamber of Commerce (open to the public), and a cocktail at the private residence of the Consul General to Italy.

The festival will take place October 9-14, 2013 at the Regal South Beach Cinemas. 12 screenings of 10 films are planned. Pre- and post screening lectures, receptions and dinners are also planned. Tickets range in price from \$5 to \$15, with a Festival Passport sold for \$50 (this includes all 10 screenings, after parties and the closing awards dinner).

Various industry professionals travel to Miami Beach to attend our festival annually. Festival features the best cinema that has been produced in Italy during the previous year as determined by Italian Box Office figures and a panel of experts who screen the films in Italy. In an effort to continue to ensure sold out screenings, producers, directors, actors and actresses from the films being presented are invited to Miami to participate in Festival events. One director is already confirmed to attend. We are projecting attendance at the 2013 Italian Film Festival to reach 6,200.

Marketing efforts include local and out of town media placements, electronic communications and a fledgling partnership with Univision Radio begun in 2011 and continuing through 2014, and beyond. The Italian General Consul, the Minister of Culture from Italy and the Mayor and Commissioners of Miami Beach and Miami-Dade County are among those invited to attend the Festival each year.

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

The Italian Film Festival is now in negotiations with the Delano Hotel and the Ritz Carlton, both on Miami Beach, to arrange rooms for the artists who will be attending the festival. We will book 8 rooms for a total of 4 nights each for the artists. Out-of-town film festival attendees currently make their own hotel reservations.

TDC funding for the 2013 festival will ensure that proper marketing effort continue to attract out of town attendees to the festival. No other organizations work to produce the festival.

The Italian Film Festival features the best cinema that has been produced in Italy during the previous year as determined by Italian Box Office figures and a panel of experts who screen the films in Italy. As a result of our expanding artistic quality, the 2012 festival was marked by larger attendance (largest audience in five most recent years), including many sold out screenings, and more sophisticated and entertaining after-film events.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	=	Cash Match	Total Cash	In- Kind
Personnel: Administration	\$ 3,750		\$ 6,750	\$ 10,500	
Personnel: Artistic				0	\$ 1,400
Personnel: Technical/Production			\$ 1,200	\$ 1,200	
Outside Artistic Fees/Services			\$ 2,500	\$ 2,500	
Outside Other Fees/Services	\$ 3,750		\$ 750	\$ 4,500	
Marketing ADV/ PV/ Printing/ Publication			\$ 8,000	\$ 8,000	
Marketing: Postage/Distribution			\$ 500	\$ 500	
Marketing: Web Design/ Support/ Maintenance			\$ 3,500	\$ 3,500	
Travel: In County				0	
Travel: Out of County			\$ 3,000	\$ 3,000	
Equipment Rental				0	
Space Rental	\$ 7,500		\$ 2,000	\$ 9,500	
Mortgage/ Loan Payments				0	
Insurance			\$ 2,400	\$ 2,400	
Utilities				0	
Fundraising/ Development (Non-Personnel)				0	
Merchandise/ Concessions/ Gift Shops				0	
Supplies/Materials			\$ 1,500	\$ 1,500	
Other Expenses					
Film Rental			\$ 1,200	\$ 1,200	
Receptions/Meals/Hospitality			\$ 6,500	\$ 6,500	\$ 2,600
Fees (Credit processing/Corporate filings)			\$ 3,700	\$ 3,700	
				0	
				0	
Subtotal	\$ 15,000		\$ 42,500	\$ 57,500	\$

Subtotal	\$ 15,000	\$ 43,500	\$ 58,500	4,000
TOTAL EXPENSES	\$ 62,500			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 15,500		25%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 10,000	\$ 2,600	16%
Foundation Support	\$ 3,000		5%
Private/ Individual Support	\$ 2,425	\$ 1,400	4%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			
City of Miami Beach	\$ 7,575		12%
			0
			0

Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Community Grants	\$ 5,000		8%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 43,500	\$ 4,000	26%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 58,500		
Total Revenues	\$ 62,500	Total In- Kind %	6%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-7

ORGANIZATION: Miami Book Fair International, Inc.

GRANT REQUEST: \$25,000

PROJECT TITLE: 30th Anniversary of Miami Book Fair International

RECOMMENDATION: \$15,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY:

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 11-17-2013 - 11-24-2013

EVENT LOCATION: Miami Dade College, Wolfson Campus

PROJECT SYNOPSIS:

Grant funds are requested to support the 30th edition of Miami Book Fair International, a literary festival that attracts several hundred authors and exhibitors, as well as hundreds of thousands of tourists to the Wolfson Campus of Miami Dade College and its surrounding streets. This year's Fair will be held November 17-24, 2013. Grant funds will offset marketing and publicity fees for the national marketing campaign, marketing to tourists, banners and contractual services for promotion.

HOTEL CONFIRMATION:

Hilton Miami Downtown	400 room nights
Hyatt Regency Miami	400 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	200	139600
Out of County	75	44600
Out of State	225	10600

Foreign	50	5200
TOTAL	550	200000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	800	
# of hotel room nights anticipated to be booked:	900	
Actual number of hotel room nights used last year:	800	

MARKETING DETAILS: Every year, the Book Fair receives wonderful coverage from national and international radio and television stations, not only through PSAs, but with numerous author interviews during the week, conversations with Fair organizers and volunteers, on-the-spot coverage from the Fair grounds, reports on specific events and personalities, as well as general coverage. C-SPAN has expanded coverage during the past years to include two full days on BookTV, and the Book Fair receives additional exposure through the BookTV segments that continue to air throughout the year. In 2012, Comcast provided as many as 1,500 PSAs, and we plan to work with them again to maintain the same level of exposure. WQBA-AM conducted live broadcasts during the Street Fair. In addition, we anticipate local radio. Once again this year, we plan to negotiate partnership contracts with local TV stations to provide our television coverage, air PSAs, cover author sessions, Street Fair happenings and carry interviews with authors which could be viewed by millions of people. We will also seek additional support from other sources including Internet sites such as Univision.com, Herald.com and ElNuevoHerald.com, as well as other major network affiliates in Miami catering to English- and Spanish-speaking audiences; independent television stations; cable network providers; national public radio; public television; and AM and FM radio stations broadcasting in English, Spanish and Creole.

PREVIOUS TDC FUNDING:

\$25,000 (12-13); \$25,000 (11-12); \$22,500 (10-11); \$25,000 (09-10); (\$22,500 (08-09)- End of Cycle); \$17,500 (07-08); \$20,000 (06-07); \$22,500 (05-06); \$25,000 (04-05)

OTHER GOVERNMENT FUNDING:

MDCPS - \$15,000
 Miami Downtown Development Authority - \$20,000
 City of Miami Parking Authority - \$3,000
 The Children's Trust - \$10,000
 Festivals and Special Events - \$100,000

PROJECT NARRATIVE:

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

WHEN & WHERE: November 17-24, 2013; at the downtown campus of Miami Dade College. Admission to the Street Fair is \$8; those 13-18 and over 62 pay \$5; Children 12 and under are free. Evenings With...series is \$10 for all.

HOW WE WILL ATTRACT TOURISTS: The 2013 Fair will again treat book lovers to more than a week of cultural and educational activities, including: Evenings With... series; the IberoAmerican Authors program; Generation Genius Authors (formerly Student Literary Encounters); Festival of Authors; the popular Street Fair November 22-24; Pavilion featuring Spain; an expanded Children's Alley; The Kitchen, a gastro-literary component; and a Pop-Up Park, or green space featuring family friendly activities on a street adjacent to the Wolfson Campus of Miami Dade College, alongside Children's Alley.

Book Fair works with local hotels, travel agencies, and airline companies to develop travel packages to attract more tourists to the Fair. This year we have partnered with American Airlines, Avis, Hilton Miami Downtown, and Harris Travel to provide travel discounts for Fairgoers.

MARKETING EFFORTS: Key to the Fair's continued success is our aggressive marketing campaign. Miami Book Fair International focuses on regional, national and international media exposure.

MEDIA SPONSORS: Key local broadcast media sponsors include CBS 4, MY33, Univision 23, and Telefutera 69, WLRN 17, and WPBT2. We receive extensive national coverage through Comcast, C-SPAN2 and BookTV. Radio partners include WQBA-AM, WAQI-AM, WAMR-FM, WRTO-FM, Classical South Florida 89.7 FM, and WDNA 88.9FM.

HOTEL SPONSORS: Miami Book Fair International has contracted with the Hilton Miami Downtown for 400 room nights and the Hyatt Regency Miami for 400 room nights.

WHO: The 2013 Fair will feature more than 400 authors and some 100 performers. Authors who have been invited include: Pat Conroy, Congressman John Lewis, Angelica Huston, Chris Matthews, Edwidge Danticat, Junot Diaz, Andre Dubus III, Paul Farmer, Amy Tan, Richard Russo, Robert Pinsky, Scott Turow, Nilo Cruz, Wally Lamb, Walter Mosley, Ayana Mathis, Ann Hood, among many others. In addition, the Fair maintains a strong commitment to literary voices of the international community, and always welcomes writers from Africa, Latin America, Europe, and the Caribbean.

The 30th Anniversary Celebration will highlight our accomplishments over the years, particularly our efforts to advance literacy and encourage reading and writing by all members of the South Florida community. We will host a blockbuster event with renowned authors from the past three decades – such as Elie Weisel, Toni Morrison, and other Nobel-Prize winner authors – to mark this significant milestone. Plans call to hold this ticketed event at the Gusman Theater on the Sunday immediately following the traditional Fair kickoff.

HOW WILL TDC FUNDING ENHANCE ATTRACTIVENESS OF FAIR: TDC funding will support our marketing efforts which focus on regional, national and international media exposure.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration	\$ 0	\$ 288,275	\$ 288,275	
Personnel: Artistic	\$ 0		0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 0	\$ 70,500	\$ 70,500	
Outside Other Fees/Services	\$ 0	\$ 504,250	\$ 504,250	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 202,000	\$ 227,000	\$ 350,000
Marketing: Postage/Distribution	\$ 0	\$ 500	\$ 500	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County	\$ 0	\$ 10,000	\$ 10,000	
Travel: Out of County	\$ 0	\$ 85,500	\$ 85,500	
Equipment Rental	\$ 0	\$ 157,720	\$ 157,720	
Space Rental	\$ 0	\$ 30,700	\$ 30,700	\$ 50,000
Mortgage/ Loan Payments	\$ 0		0	
Insurance	\$ 0	\$ 0	0	
Utilities	\$ 0	\$ 1,000	\$ 1,000	
Fundraising/ Development (Non-Personnel)	\$ 0		0	
Merchandise/ Concessions/ Gift Shops	\$ 0	\$ 7,500	\$ 7,500	
Supplies/Materials	\$ 0	\$ 88,500	\$ 88,500	
Other Expenses				
Accounting/Bank Fees and Taxes	\$ 0	\$ 24,300	\$ 24,300	
Subscriptions/ Postage/Deliveries/ Freight	\$ 0	\$ 5,600	\$ 5,600	
Catering	\$ 0	\$ 35,000	\$ 35,000	
Lodging (hotel)	\$ 0	\$ 112,500	\$ 112,500	
Software/Online Ticketing/Equipment				

Software/Online Ticketing/Equipment Purchase		\$ 10,500	\$ 10,500	
Subtotal	\$ 25,000	\$ 1,634,345	\$ 1,659,345	\$ 400,000
TOTAL EXPENSES	\$ 2,059,345			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 156,000		8%
Memberships	\$ 90,000		4%
Tuitions/Enrollment Fees	\$ 0		0
Contracted Services: Outside Programs/ Performances	\$ 0		0
Contracted Services: Special Exhibition Fees	\$ 125,000		6%
Contracted Services: Other	\$ 40,000		2%
Rental Income	\$ 0		0
Corporate Support	\$ 195,000	\$ 300,000	9%
Foundation Support	\$ 150,000		7%
Private/ Individual Support	\$ 45,000		2%
Other Private Support: Auxiliary Activities	\$ 0		0
Other Private Support: Special Event Proceeds	\$ 0		0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State General Support Program	\$ 40,000		2%
			0
			0
Gov't Grants: Local Miami-Dade County Public Schools	\$ 15,000		1%
Miami Downtown Development Authority	\$ 20,000		1%
City of miami Parking Authority	\$ 3,000		0%

Gov't Grants: The Children's Trust (Direct Funding)	\$ 10,000		0%
Merchandise/ Concessions/ Gift Shop Revenues	\$ 8,000		0%
Investment Income (Endowment)	\$ 0		0
Interest and Dividends	\$ 4,000		0%
Cash on Hand			0
Other Revenues			
Miami Dade College	\$ 630,845	\$ 100,000	31%
FGG/Online Advertising	\$ 2,500		0%
			0
			0
Department of Cultural Affairs Grants			
Festival and Special Events Grant	\$ 100,000		5%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 1,634,345	\$ 400,000	2%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 1,659,345		
Total Revenues	\$ 2,059,345	Total In- Kind %	19%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-8

ORGANIZATION: MIAMI SHORT FILM FESTIVAL, INC.

GRANT REQUEST: \$25,000

PROJECT TITLE: The 12th Edition of the Miami short Film Festival

RECOMMENDATION: \$9,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY:

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 11-03-2013 - 11-15-2013

EVENT LOCATION: Paragon Grove 13 Miami Beach Cinematheque

PROJECT SYNOPSIS:

Grant funds are requested to support the 12th edition of the Miami short Film Festival (MsFF) taking place Nov. 3-15, 2013 at various venues throughout Miami-Dade County. MsFF highlights the best of short films, attracting film professionals, tourists and enthusiasts to Miami-Dade County for a week of cinematic excellence. MsFF also invites directors and actors to attend the festival from around the world to be present during screenings, participate in Q&As and to receive their awards.

HOTEL CONFIRMATION:

Hyatt at Miami Convention Center	20 rooms blocked
Mutiny in the Grove	20 rooms blocked
Courtyard Marriott Downtown	30 rooms blocked

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	20	8680
Out of County	15	130
Out of State	65	450
Foreign	75	320

TOTAL	175	9580
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HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	182	
# of hotel room nights anticipated to be booked:	300	
Actual number of hotel room nights used last year:	225	

MARKETING DETAILS: Media Sponsors: New Times and WLRN.

PREVIOUS TDC FUNDING:

\$10,000 (12-13); (\$10,000 (11-12) - End of cycle); \$5,250 (10-11); \$6,000 (09-10); \$6,750 (08-09); \$7,500 (07-08)

OTHER GOVERNMENT FUNDING:

Community Grants (CG) - \$10,000 (requested)
Youth Arts Enrichment Program (YEP) - \$10,000

PROJECT NARRATIVE:

The 12th edition of MsFF showcases the most innovative short films of 2012. More than 850 films are received for participation. Our panel of judges selects 150 films to be screened, of those 100 are screened during the festival. These films attract a diverse audience of tourists and film professionals to Miami because of their cultural and artistic importance. The week-long marathon of the best films as well as panel discussions featuring film directors and critics kicks off with a free outdoor event under the stars at the state-of-the-art amphitheater (North Beach Bandshell) followed by simultaneous screenings at the Paragon, Tower Theatre and Miami Beach Cinematheque, including its Awards presentation night.

The 12th Edition of MsFF runs from Nov. 3-15, 2013. All MsFF events are ticketed and range from \$10-12 per event. Each screening focuses on a specific genre of short film catering to the audience and location. MsFF will also feature free events in collaboration with Wynwood Art Walk, Coral Gables Gallery Night, Coconut Grove Arts Festival (Coconut Grove), Miami Food Trucks (various locations) and Miami Critical Mass (Downtown) throughout the year.

MsFF has international appeal and attracts approximately 10,000 locals and tourists by creating a film festival that has something for everyone - from the serious professionals to tourists interested in experiencing a unique Miami cultural institution. The Festival celebrates the art of motion pictures with its year-round schedule of public screenings, panel discussions, tributes, lectures and more. The Festival hosts programs in other cities with film-related institutions throughout the world, attracting new visitors to Miami-Dade County to experience the Festival as well as Miami-Dade County.

MsFF promotes the Festival - with the assistance of Conill, a renowned national advertising and PR firm - using both new and older forms of media, including billboards, posters, advertisement in local newspapers social media. In 2013 MsFF will be working again with the New Times to create an ongoing feature page to advertise the events in their web calendar, highlighting festival events, screenings and provide information on guest speakers and artists attending the Festival.

Media Sponsors: New Times & WLRN. Both sponsors have created comprehensive marketing programs to reach out and provide information to over a million tourists and residents. WLRN previews selected films six weeks prior to the Festival.

Hotel sponsors with block of rooms: Hyatt at Miami Convention Center (20), Mutiny in the Grove (20), Courtyard Marriott Downtown (30), Sonesta Bayfront Hotel (30) in Coconut Grove and the Cavalier Hotel (20) on Miami Beach. The average stay is 3-4 nights.

TDC Funding will enhance the project's tourism appeal by helping to support a six-month marketing campaign that includes broadcast and social media reaching out to national and international audiences.

Subtotal	\$ 25,000	\$ 217,600	\$ 242,600	\$ 56,000
TOTAL EXPENSES	\$ 298,600			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 30,000		10%
Memberships	\$ 17,500		6%
Tuitions/Enrollment Fees	\$ 10,200		3%
Contracted Services: Outside Programs/ Performances	\$ 31,000		10%
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 30,000	\$ 12,000	10%
Foundation Support			0
Private/ Individual Support		\$ 33,000	0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds	\$ 18,500		6%
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
City of Miami Beach Cultural Affairs	\$ 15,000		5%
			0
			0

Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 6,500		2%
Other Revenues			
Without A Box	\$ 38,900	\$ 11,000	13%
			0
			0
			0
Department of Cultural Affairs Grants			
Community Grants	\$ 10,000		3%
Youth Arts Enr. Prog. (YEP)	\$ 10,000		3%
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 217,600	\$ 56,000	10%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 242,600		
Total Revenues	\$ 298,600	Total In- Kind %	19%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-9

ORGANIZATION: Museum of Contemporary Art, Inc.

GRANT REQUEST: \$25,000

PROJECT TITLE: Tracey Emin: Angel Without You

RECOMMENDATION: \$18,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY:

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 12-04-2013 - 03-09-2014

EVENT LOCATION: Museum of Contemporary Art

PROJECT SYNOPSIS:

Grant funds are requested to support the Museum of Contemporary Art's Tracey Emin: Angel Without You, the first U.S. solo museum exhibition dedicated to this acclaimed British artist. The exhibition will run from December 4, 2013 through March 9, 2014, and comprise more than 50 works spanning the past two decades focusing on Emin's use of neon. The exhibition is organized by MOCA and curated by Executive Director and Chief Curator Bonnie Clearwater.

HOTEL CONFIRMATION:

Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	6	20000
Out of County		1000
Out of State	3	5000
Foreign	1	4000

TOTAL	10	30000
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HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	20	
# of hotel room nights anticipated to be booked:	100	
Actual number of hotel room nights used last year:	250	

MARKETING DETAILS: For 12 years, MOCA has presented a dynamic exhibition and opening reception during Art Basel Miami Beach held each year beginning in early December. Based on MOCA's strategic and successful history of marketing, we anticipate excellent media coverage of the Viola exhibit and Art Basel Kick-Off event. At this time, media coverage will include but not be limited to the following sponsors: Ocean Drive, the Miami Herald, and WLRN.

MOCA will contract New York's Resnicow & Schroeder Associates (RSA), a leading firm in arts marketing and communications. RSA will promote the program to electronic and print media including travel, lifestyle, culture, and entertainment. The global dispersion campaign uses a mix of TV, radio, newspaper, and internet coverage to reach an estimated 25% of audiences through social media and 30% through printed media to reach more than a 50% goal. The global campaign is designed to promote the exhibition and Miami as a cultural destination to leading print, broadcast and online media.

PREVIOUS TDC FUNDING:

\$20,000 (12-13); (\$9,000 (11-12) - End of 3rd cycle); \$10,500 (10-11); \$12,000 (09-10); \$13,500 (08-09); \$15,000 (07-08); (\$9,000 (06-07) - End of 2nd Cycle)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

MOCA will present Tracey Emin: Angel Without You, the first the first U.S. solo museum exhibition dedicated to this acclaimed British artist from December 4, 2013 - March 9, 2014. The exhibition comprises more than 50 works spanning the past two decades focusing on Emin's use of neon. The exhibition is organized by MOCA and curated by Executive Director and Chief Curator Bonnie Clearwater.

MOCA has planned approximately 150 events including art classes, lectures, and tours for children, teens, and adults. Children and North Miami residents receive free admission to all programs while others pay a \$5 exhibition entrance fee. Admission for the Tracey Emin/Art Basel opening event will be through a MOCA membership donation in the amount of \$30.00 or above which provides all membership privileges to the museum. All North Miami residents receive a complimentary admission to the event as they are automatically museum members.

MOCA contracted with the NY public relations firm of RSA to promote Emin's exhibition and the museum's 12-year participation with Art Basel. RSA is a leading firm dedicated to arts marketing, communications, and consulting. RSA's global marketing campaign began in June 2013 promoting Emin's exhibition and Miami to tourism markets through all print, broadcast and online media. It is estimated ads on the Internet and social media will reach 25% of the target audience and print media will reach an additional 30%, ensuring that 50% of the target audience is reached. Alerts have been sent to print publications, major broadcast outlets, and bloggers across a range of interest areas including news dailies and wires, travel, lifestyle, culture, and entertainment.

Early results include the selection of Tracey Emin as the cover of Ocean Drive's Art Basel Magazine and inclusion of the exhibition in The Art Newspaper, Harper's Bazaar, New York Observer, Vanity fair, the U.S. edition of The Financial Times, ArtInfo, and 1stDibs. RSA is also working on story development for the New York Times, ARTnews, T Magazine. Artforum, Art in America, Wall Street Journal, Art + Auction, Departures, Town & Country and Travel + Leisure.

Additional coverage is expected from Art Forum, Ocean Drive, The Miami Herald, and NY Times. RSA estimates that approximately 5,000,000 people will be reached through our marketing efforts as determined by data collected from previous campaigns. (3,790)

Tracey Emin is a major figure in the world of contemporary art and serves as an example of MOCA's support of emerging and established artists while solidifying Miami-Dade as a vibrant cultural destination. TDC support of this program will allow MOCA to further Miami-Dade County's role as an economic arts engine and its role in cutting-edge cultural development.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	= Cash Match	Total Cash	In-Kind
Personnel: Administration		\$ 0	0	
Personnel: Artistic		\$ 25,000	\$ 25,000	
Personnel: Technical/Production	\$ 6,000	\$ 34,000	\$ 40,000	
Outside Artistic Fees/Services	\$ 6,000	\$ 14,000	\$ 20,000	
Outside Other Fees/Services		\$ 25,000	\$ 25,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 10,000	\$ 24,000	\$ 34,000	
Marketing: Postage/Distribution		\$ 2,000	\$ 2,000	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County		\$ 50,000	\$ 50,000	
Equipment Rental			0	
Space Rental			0	\$ 45,000
Mortgage/ Loan Payments			0	
Insurance		\$ 10,000	\$ 10,000	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials	\$ 3,000	\$ 87,000	\$ 90,000	
Other Expenses				
Shipping/Crating		\$ 70,000	\$ 70,000	
Photography		\$ 1,000	\$ 1,000	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 342,000	\$ 367,000	\$ 45,000
TOTAL EXPENSES	\$ 412,000			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 30,000		7%
Memberships	\$ 30,000		7%
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	\$ 75,000		18%
Foundation Support	\$ 42,000		10%
Private/ Individual Support	\$ 65,000		16%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0
			0

Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)	\$ 100,000		24%
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
In Kind Rent, City of North Miami		\$ 45,000	0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 342,000	\$ 45,000	7%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 367,000		
Total Revenues	\$ 412,000	Total In- Kind %	11%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-10

ORGANIZATION: Olympia Center, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: 2013 Recent Cinema From Spain

RECOMMENDATION: \$9,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 11-21-2013 - 11-24-2013

EVENT LOCATION: Olympia Theater at Gusman Center

PROJECT SYNOPSIS:

Grant funds are requested to support the 3rd annual Recent Cinema from Spain, a film series co-produced in partnership between EGEDA (the Spanish "Audiovisual Producers' Rights Management Association"), Olympia Center, Inc./Gusman Center and the Miami International Film Festival. This year's series will take place November 21-24, 2013. In addition to the special Opening Night screening, six of the best of the crop of Spanish films of the year will delight Miami film audiences.

HOTEL CONFIRMATION:

The Epic Hotel	30 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	10	1500
Out of County		900
Out of State	6	350
Foreign	14	750

TOTAL	30	3500
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HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	30	
# of hotel room nights anticipated to be booked:	30	
Actual number of hotel room nights used last year:	27	

MARKETING DETAILS: Recent Cinema from Spain has excellent local, national and international media coverage. We expect to once again have special coverage by Venevision and Univision. Additionally, Telemundo, CNN in Spanish, Ateve, El nuevo Herald, the Sun Sentine;, The Miami Herald, the Miami New Times and Associated Press. 2011 marked the first edition of this film series. Over the past two years, partner organizations have placed a great deal of emphasis on generating broad media coverage. It is expected that we will continue this trend for the 2013 series.

It is anticipated that Telemundo will once again participate as a media sponsor again this year.

PREVIOUS TDC FUNDING:

\$10,000 (12-13)

OTHER GOVERNMENT FUNDING:

Government of Spain - \$15,000

PROJECT NARRATIVE:

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

This year's series will take place November 21-24, 2013. In addition to the special Opening Night screening, six of the best of the crop of Spanish films of the year will delight Miami film audiences. Seven screenings total.

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

Recent Cinema from Spain has proven to be an event of great interest for the Miami area viewing public, well-received by the city and with high attendance to the film screenings, with more than 3,800 people attending the 2nd edition. Tickets will once again range in price from \$5 to \$15 with a festival pass including opening and closing events for \$60 (open to public).

Local, national and international media coverage continues to grow each year. We expect to once again have special coverage by Venevision and Univision. Additionally, Telemundo, CNN in Spanish, Ateve, El nuevo Herald, the Sun Sentine;, The Miami Herald, the Miami New Times and Associated Press have all agreed to provide feature coverage.

Last year, we had the honor of acclaimed artist Javier Mariscal participate as the poster artist for the series. Javier Mariscal is internationally-known and has made a significant impact in the news media through communicating directly to the public-at-large in the same way that his works themselves do. His work was featured in the animation film "Chico & Rita", nominated for the 2012 Oscar for Best Animated Film. We anticipate having a similar caliber visual artist produce the artwork for the 2013 poster.

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

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration	\$ 3,750	\$ 13,750	\$ 17,500	
Personnel: Artistic			0	
Personnel: Technical/Production	\$ 2,500	\$ 6,000	\$ 8,500	
Outside Artistic Fees/Services		\$ 8,500	\$ 8,500	
Outside Other Fees/Services	\$ 5,000	\$ 6,000	\$ 11,000	\$ 1,500
Marketing ADV/ PV/ Printing/ Publication	\$ 3,750	\$ 11,750	\$ 15,500	\$ 7,500
Marketing: Postage/Distribution		\$ 750	\$ 750	
Marketing: Web Design/ Support/ Maintenance		\$ 500	\$ 500	
Travel: In County		\$ 2,000	\$ 2,000	
Travel: Out of County			0	\$ 15,000
Equipment Rental		\$ 8,500	\$ 8,500	
Space Rental			0	
Mortgage/ Loan Payments			0	
Insurance		\$ 1,000	\$ 1,000	
Utilities		\$ 2,000	\$ 2,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 2,500	\$ 2,500	
Other Expenses				
Police		\$ 2,200	\$ 2,200	
Red Carpet/Hospitality/Events		\$ 25,000	\$ 25,000	
Film Rental/Transport		\$ 6,500	\$ 6,500	
Photography		\$ 2,300	\$ 2,300	
			0	
Subtotal	\$ 15,000	\$ 99,250	\$ 114,250	\$ 24,000

TOTAL EXPENSES

\$ 138,250

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 35,000		25%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 3,250		2%
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 46,000	\$ 24,000	33%
Foundation Support			0
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0

Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Govt. of Spain	\$ 15,000		11%
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 99,250	\$ 24,000	13%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 114,250		
Total Revenues	\$ 138,250	Total In-Kind %	17%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-11

ORGANIZATION: Parks Foundation of Miami-Dade Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: Ribfest 2013

RECOMMENDATION: \$13,500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY:

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 11-01-2013 - 11-03-2013

EVENT LOCATION: Zoo Miami

PROJECT SYNOPSIS:

Grant funds are requested to support a portion of the marketing costs for Ribfest 2013, a family barbeque style annual festival scheduled for November 1st through 3rd at Zoo Miami. Activities include a rib cooking contest, live music by nationally known groups and a host of fun activities for adults and children to participate in and watch. Eating and enjoyment are central to the festivities with a rib cooking contest, while the public enjoy ribs, sauce and side dishes sold by contestants.

HOTEL CONFIRMATION:

Holiday Inn Express - Kendall near Zoo Miami	6 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	68	3000
Out of County	40	1500
Out of State	30	500
Foreign	0	0

TOTAL	138	5000
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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:	20	

MARKETING DETAILS: Comcast is committed as media sponsors and the number of spots will be known in the coming few weeks. Discussions on specifics are ongoing with two stations, Kiss Country and Thunder Country. We have received their estimates and are in the process of analyzing them. Final determinations are anticipated shortly.

Banners: We will have 30 total street banners placed along several key transit locations, including: 8 banners on Kendall Drive from 87th Avenue to 127 Avenue; 8 banners on US1 between 17th Avenue to Bird Rd, 8 banners in Downtown Homestead – the intersection of Campbell Drive and Krome Avenue (all four sides); 4 banners on US1 and SW 104 Street; 2 banners on Rickenbacker between US1 and Brickell Ave.

Press releases: English and Spanish press releases will be sent to all print and broadcast English and Spanish media. Local participating “ribbers” will be pitched to all TV stations for possible on-air cooking demonstration and promotion of the event. Event will also be uploaded to event calendars on media sites including Miami.com; Miamiherald.com and several others that allow uploads.

Email blasts: Parks eBuzz sent to 17,000 subscribers; Parks Foundation of Miami-Dade emails sent to over 18,000 subscribers; What’s New for County Employees sent to over 37,000 Miami-Dade County employees; Bargain Hunter email sent to over 37,000; Zoological Society of Florida’s one email blast to members would cover approximately 15,000 addresses reaching just under 60,000 individuals.

PREVIOUS TDC FUNDING:

\$15,000 (12-13) - Start New Cycle; \$12,000 (08-09); \$15,000 (07-08); \$13,500 (06-07); 15,000 (05-06)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

1) The annual Ribfest event is coming back to Zoo Miami and is expected to attract between 4000-5000 spectators. Spectators largely come from Miami-Dade, Broward and Monroe, including from South Florida generally, as well as visitors from other parts of Florida and out-of-state. This year's musical entertainment consists of Southern Rock for Saturday and Country Day for Sunday. There will be a total of 10 local bands.

2 a) This is one event and will run for three consecutive days, Nov 1st - 3rd, 2013 at 1 Zoo Boulevard, 12400 SW 152 Street, Miami, FL 33177. The last Ribfest festival was also held at Zoo Miami in 2012.

2 b) Regular Admission

Fri 11:00am – 5:00pm (Free entry w/zoo ticket)

Sat 10:00am – 5:00pm (Zoo + Ribfest 13+ yrs \$15, child \$11)

Sat 5:00pm – 11:00pm (after hours) – Southern Rock live bands

Sun 10:00am – 6:00pm (Zoo + Ribfest 13+ yrs \$15, children \$11) – Country Day live bands

Parking free all days

VIP \$45 (\$50 at door) – 21+

After Hours Adult Admission 13+ yrs \$20 or \$25 at door

After Hours Child Admission \$10 (\$15 at door) – 12 yrs and under

3) Award winning barbeque is the main feature with 6 ribbers competing for the best ribs, chicken, brisket, pork and sauce; while great music performed live in-concert by popular artists provides the sound track that attracted more than 4,000 last year. Six local ribbers will participate. Local vendors will provide ice cream, curly fries, etc. The Parks Foundation will provide popcorn, drinks and candy in Kids Zone. Additional entertainment - classic car display. Motorcyclists are also welcome.

4) Ribfest website is live at www.miamiribfest.com for ticket sales. Ticket sales will be on the Zoo website and we will do a Living Social deal. Marketing will include radio, TV, newspapers, internet, email blasts, billboards, posters, banners, flyers, palm cards and county paycheck announcements. Thirty street banners along major transit points on US-1, Homestead Downtown, and other locations.

5) We are negotiating with Kiss Country 99.9 radio on act suggestion and as media partner. For advertizing, we are in contact with Miami Herald, New Times and have Comcast as a confirmed media sponsor.

6) No hotel sponsors. 2 doubles booked for Fri and Sat for the production crew and a single for Sat and Sun.

8) TDC funding is requested for the marketing of this event to enable us to reach the widest audience possible and help draw spectators.

This festival includes something for every one. There will be a Family Fun Zone, including many of the following: bounce houses, zip lines, rock wall climbing, hay rides & face painting, horseshoes, horse and buggy rides, relay races, hayrides, mechanical bull, live bull show, and motorcycle rally, antique car show, NASCAR exhibition, horse arena shows and celebrity chefs. There will also be arts and crafts and other vendors including the Park and Recreation Department selling t-shirts, displaying and selling their wares.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	=	Cash Match	Total Cash	In-Kind
Personnel: Administration				0	
Personnel: Artistic				0	
Personnel: Technical/Production				0	
Outside Artistic Fees/Services			\$ 10,000	\$ 10,000	\$ 2,500
Outside Other Fees/Services			\$ 20,000	\$ 20,000	\$ 5,000
Marketing ADV/ PV/ Printing/ Publication	\$ 15,000		\$ 16,500	\$ 31,500	\$ 10,000
Marketing: Postage/Distribution				0	
Marketing: Web Design/ Support/ Maintenance				0	\$ 1,500
Travel: In County				0	
Travel: Out of County				0	
Equipment Rental			\$ 12,000	\$ 12,000	
Space Rental			\$ 10,000	\$ 10,000	
Mortgage/ Loan Payments				0	
Insurance				0	
Utilities				0	
Fundraising/ Development (Non-Personnel)				0	
Merchandise/ Concessions/ Gift Shops				0	
Supplies/Materials			\$ 3,000	\$ 3,000	
Other Expenses					
Police and Fire			\$ 8,500	\$ 8,500	
Beverage Operations			\$ 15,000	\$ 15,000	
Hospitality			\$ 5,000	\$ 5,000	
				0	
				0	
Subtotal	\$ 15,000		\$ 100,000	\$ 115,000	\$ 19,000

TOTAL EXPENSES

\$ 134,000

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 40,000		29%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 3,900		3%
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 30,000	\$ 14,000	22%
Foundation Support			0
Private/ Individual Support		\$ 5,000	0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0

Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Beverage Re-Sale	\$ 25,000		18%
Ribber Entry Fee	\$ 3,000		2%
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 101,900	\$ 19,000	13%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 116,900		
Total Revenues	\$ 135,900	Total In-Kind %	14%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-12

ORGANIZATION: Seraphic Fire, Inc.

GRANT REQUEST: \$7,875

PROJECT TITLE: Seraphic Fire's 12th Miami-Dade Fall Season

RECOMMENDATION: \$5,250.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-16-2013 - 12-22-2013

EVENT LOCATION: First United Methodist Church of Coral Gables St. Sophia Greek Orthodox Cathedral

PROJECT SYNOPSIS:

Grant funds are requested to support Seraphic Fire's 12th Fall Season: 9 concerts (4 programs) of choral and orchestral music by Seraphic Fire (SF), the internationally-lauded professional chamber choir based in Miami, and the Firebird Chamber Orchestra. Using targeted national marketing, SF will encourage cultural tourists from colder Northern climes to take vacations to South Florida which include both great weather and high-quality music performances.

HOTEL CONFIRMATION:

The New Yorker Hotel	Pending
Hyatt Regency Coral Gables	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	12	3400
Out of County	4	4742
Out of State	79	5563
Foreign	1	4755

TOTAL	96	18460
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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:	370	
Actual number of hotel room nights used last year:	149	

MARKETING DETAILS: Seraphic Fire receives media sponsorship from WLRN Radio, the "Miami Herald" and SouthFloridaClassicalReview.com. Additionally, the "South Florida Classical Review" has guaranteed editorial coverage of Seraphic Fire events. This editorial coverage is often syndicated to the "Miami Herald."

PREVIOUS TDC FUNDING:

\$8,750 (12-13); \$10,000 (11-12); \$11,250 (10-11); \$12,500 (09-10)

OTHER GOVERNMENT FUNDING:

Miami Beach CAC - \$20,000
Coral Gables - \$833

PROJECT NARRATIVE:

Seraphic Fire's (SF) 12th Season Fall performances will present 9 concerts (4 programs) of well-known Classical music by master composers of the Renaissance, Baroque and Classical periods for choir and orchestra. Featured will be SF, Miami's professional chamber choir, and the Firebird Chamber Orchestra (FB). In December 2011, SF was nominated for two GRAMMY awards: Best Choral Performance for Brahms: Ein Deutsches Requiem and Best Small Ensemble Performance for A Seraphic Fire Christmas.

SF proposes marketing its 12th Season Fall performances directly to the 30+ million chorus members in the US (Choral Impact Study), a group 100% more likely to consume cultural tourism activities than the regular consumer.

WHEN/WHERE: Please note venue abbreviations. Program titles, dates and venues are as follows:

South Miami-Dade Cultural Arts Center= SMDCAC

St. Sophia Greek Orthodox Church, Miami = Miami

First United Methodist Church, Coral Gables= CG

All Souls Episcopal Church, Miami Beach= ASMB

Program I: The Renaissance: Glories of the Sistine Chapel

Oct. 16, 18, 20, 2013; Miami, CG, ASMB

Program II: Mozart's Requiem (SF and FB)

In a groundbreaking collaboration, SF and the FB will premiere a new completion of Mozart's masterpiece by dynamic young composer Gregory Spears, whose music has been called "astonishingly beautiful" by The New York Times.

Nov. 16, 2013, CG

Program III: A Seraphic Fire Christmas: Angels We Have Heard on High

Dec. 8, 11, 13, 14, 2013; SMDCAC, Miami, CG, ASMB

Special Presentation: Handel's Messiah

Dec. 21, 2013, CG

TICKET PRICES: Prog. I & II = \$34, \$38, \$49, \$55; Prog. III = \$49,\$55; Prog. IV = \$65

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

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

HOTELS: SF will reserve 370 room nights at the New Yorker Hotel and the Hyatt Regency Coral Gables.

PRINCIPALS: Principal artists are the 96 professional musicians of SF & FB and conductor Patrick Dupré Quigley. Target audiences include U.S. choral music performers and aficionados.

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

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

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 44,135	\$ 44,135	
Personnel: Artistic		\$ 24,810	\$ 24,810	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 41,064	\$ 41,064	
Outside Other Fees/Services		\$ 7,267	\$ 7,267	
Marketing ADV/ PV/ Printing/ Publication	\$ 7,875	\$ 23,038	\$ 30,913	
Marketing: Postage/Distribution		\$ 1,000	\$ 1,000	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 840	\$ 840	
Travel: Out of County		\$ 33,053	\$ 33,053	\$ 13,600
Equipment Rental		\$ 1,558	\$ 1,558	
Space Rental		\$ 7,268	\$ 7,268	
Mortgage/ Loan Payments			0	
Insurance		\$ 950	\$ 950	
Utilities		\$ 1,500	\$ 1,500	
Fundraising/ Development (Non-Personnel)		\$ 3,060	\$ 3,060	
Merchandise/ Concessions/ Gift Shops		\$ 8,270	\$ 8,270	
Supplies/Materials		\$ 6,326	\$ 6,326	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 7,875	\$ 204,139	\$ 212,014	\$ 13,600
TOTAL EXPENSES	\$ 225,614			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 85,283		38%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees	\$ 9,110		4%
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 3,333		1%
Foundation Support	\$ 17,347		8%
Private/ Individual Support	\$ 61,873	\$ 13,600	27%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			
Miami Beach	\$ 2,500		1%
Coral Gables	\$ 833		0%
			0
Gov't Grants: The Children's Trust			0

(Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 7,193		3%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
			0
			0
			0
Department of Cultural Affairs Grants			
Cultural Advancement	\$ 16,667		7%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 204,139	\$ 13,600	4%
Grant Amount	\$ 7,875		
Cash Revenues + Grant Amount	\$ 212,014		
Total Revenues	\$ 225,614	Total In-Kind %	6%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-13

ORGANIZATION: Teatro en Miami Corp.

GRANT REQUEST: \$15,000

PROJECT TITLE: TEMfest 2013 (Teatro en Miami Festival)

RECOMMENDATION: \$8,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY:

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-07-2013 - 10-27-2013

EVENT LOCATION: Miami Dade County Auditorium Centro Cultural Espanol

PROJECT SYNOPSIS:

Grant funds are requested to support, produce, promote, and perform the fourth edition of a unique local theatre festival in Miami (TEMFest). TEMFest 2013 will be presented in five different venues in our County from October 7 to 28. An estimated 15,500 children, adults, family members, tourists, and others will make up the audiences for the 24 performances. TEMFest will host 71 local artists featuring world premieres, street theater, and two children theater productions.

HOTEL CONFIRMATION:

Miami Mansion Hotel	10 rooms blocked

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	50	13850
Out of County	9	
Out of State	12	50
Foreign		1600

TOTAL	71	15500
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HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	10	
# of hotel room nights anticipated to be booked:	27	
Actual number of hotel room nights used last year:	15	

MARKETING DETAILS: MEDIA & PRESS COVERAGE: As in past editions of TEMFest, we have partnered with WLRN, Radio Caracol (1260 A.M.) and MEGA TV, principal sponsors of the Festival. As part of the sponsorship agreement, the Festival artistic and marketing directors will be interviewed on several different programs during the four weeks of the Festival. WLRN will show a thirty second commercial, four times a day that will run from September 16 to October 28 promoting TEMFest 2013. MEGA TV will also air a thirty second commercial between 5:00 and 11:00 pm. The commercial will run from October 3 to October 27 . Radio Caracol will interview the artists each Thursday and Friday in the program Regreso a Casa from 4 to 5 pm. Radio sponsors include: WGBA, Romance 170.4, Salsa 95, and Amor 105.9.

PREVIOUS TDC FUNDING:

\$9,000 (12-13); \$10,000 (11-12)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

TEMFest 2013 will be presented from October 7 to 28 in collaboration with eleven theater companies of Miami Dade County. An estimated 15,500 children, adults, family members, tourists, and others will make up the audiences for the 24 performances. It will host 71 local artists, offering the most representative works of our theater scene featuring world premieres, street theater, and two children productions. It will also present workshops, documentaries, art exhibits, lectures and book presentations led by recognized theater experts and educators. TEMFest will establish a new and meaningful partnership between our corporation and the most important theatre companies in Miami and will provide our audience of students, children, adults and seniors with unique access to the Festival performances, lectures, and exhibitions. Focusing on over eleven years of experience, our corporation will spotlight the Miami artistic community's unique contribution to the development and growth of our city by making theatre accessible to all segments of our community. Among our distinguished partners we will feature the following companies: Cirko Teatro, Maroma Players, Ingenio, Artspoken Theatre, Havanafama, TEMS, SAH, Creation Arts Center, Luyano Band, Miami Guíñol and Silueta Editions.

TEMFest will present twenty four events from October 7 to 28 at Miami Dade County Auditorium, Centro Cultural Español, TEMS, Artspoken, Havanafama and Miami Hispanic Center. Ticket prices will be from \$5 to \$25. Theatre workshops, documentaries, art exhibits, lectures and book presentations will be free of charge.

We plan to gather 1,600 tourists during the Festival's three weeks. Our intention is to attract the tourism that is already in the city to TEMFest as well as prolong their stay in Miami during the Festival. To that effect we will work closely with hotel managers in several areas in Miami Dade County with the objective to attract as many tourists as possible during the Festival four weeks. Also ten artists from Sarasota, Orlando, and Washington, DC will be participating in TEMFest

As in previous editions of the Festival we will use our websites, newsletters, direct mail, printing materials, Facebook, direct contact with hotel managers and we have partnered with WLRN , MEGA TV, Radio Caracol, WQBA, Romance 170.4, Salsa 95, Amor 105.9, Canal 41 --AmericaTV to promote the Festival. Miami Mansion Motel will accommodate the personalities invited to the Festival.

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

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 5,100	\$ 5,100	
Personnel: Artistic	\$ 3,750	\$ 12,200	\$ 15,950	
Personnel: Technical/Production		\$ 1,200	\$ 1,200	\$ 300
Outside Artistic Fees/Services	\$ 6,050	\$ 1,500	\$ 7,550	
Outside Other Fees/Services	\$ 1,900	\$ 400	\$ 2,300	
Marketing ADV/ PV/ Printing/ Publication	\$ 600	\$ 3,250	\$ 3,850	\$ 2,000
Marketing: Postage/Distribution		\$ 350	\$ 350	
Marketing: Web Design/ Support/ Maintenance		\$ 4,500	\$ 4,500	\$ 2,000
Travel: In County		\$ 450	\$ 450	
Travel: Out of County		\$ 500	\$ 500	
Equipment Rental		\$ 1,000	\$ 1,000	
Space Rental	\$ 2,700	\$ 1,660	\$ 4,360	
Mortgage/ Loan Payments			0	
Insurance		\$ 90	\$ 90	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 1,200	\$ 1,200	
Other Expenses				
Stage constructions		\$ 1,000	\$ 1,000	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 34,400	\$ 49,400	\$ 4,300
TOTAL EXPENSES	\$ 53,700			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 26,600		50%
Memberships	\$ 1,300		2%
Tuitions/Enrollment Fees	\$ 1,500		3%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 5,000		9%
Foundation Support			0
Private/ Individual Support		\$ 4,300	0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0
			0

Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
			0
			0
			0
			0
Department of Cultural Affairs Grants			0
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 34,400	\$ 4,300	30%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 49,400		
Total Revenues	\$ 53,700	Total In- Kind %	8%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-14

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

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

FUNDING CATEGORY:

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2013 - 12-08-2013

EVENT LOCATION: Little Haiti Cultural Center

PROJECT SYNOPSIS:

Grant funds are requested to support "Fall for Dance NOW!" November 29/30, 2013 at the Little Haiti Cultural Center (LHCC) featuring "Water's Edge, the Long Walk" a world premiere from Hannah Baumgarten exploring human relationships at the dynamic intersection of Land and Sea through the language of dance. Ancillary activities include Miami Open Stage December 7, 2013 a moderated informal performance at the LHCC featuring local emerging choreographers and open classes for children and adults.

HOTEL CONFIRMATION:

New Yorker Boutique Hotel	Pending
Motel Bianco	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	8	635
Out of County	2	150

Out of State		50
Foreign		40
TOTAL	10	875

HOTEL ROOM NIGHTS PROJECTION:

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

MARKETING DETAILS: The production and distribution of 5,000 postcards per event, posters and brochures; membership to community based organizations providing marketing promotions, including Artburst, Miami-Dade Gay and Lesbian Chamber of Commerce, Socialmiami.com, Miami ArtZine, MetroCitizen.co and Florida Dance Association; print and radio advertising on Miami Art Guide and WDNA; a comprehensive Internet website; e-mail blasts managed by Constant Contact; participation in Miami-Dade County's CultureShockMiami and Golden Tickets Programs; collaboration with educational institutions, arts organizations; municipal marketing support from Miami Beach and Miami Parks and Rec. Department. Global Spectrum marketing support; word-of-mouth promotion through community based performances and educational outreach. Collaboration with the Greater Miami Convention and Visitors Bureau and the Hotel Concierge Liaison Programs are specifically geared toward reaching tourist populations.

DNM's Facebook page and twitter handle reach over 4,000 members through immediate and extended company networks, and for this project DNM will expand its FB advertising to reach 1,000,000 users targeted according to location, interests and tourism trends.

Dance NOW! is currently in negotiations with WDNA to serve as additional Radio Media Sponsors for this project as they have done for past events.

PREVIOUS TDC FUNDING:

\$5,000 (12-13); \$5,000 (11-12); \$5,000 (10-11); \$5,000 (09-10)

OTHER GOVERNMENT FUNDING:

Hannibal Cox, Jr. - \$7,500

PROJECT NARRATIVE:

"Fall for Dance NOW!", is performance by Dance NOW! Miami (DNM) featuring "Water's edge", a world premiere from Artistic Director Hannah Baumgarten exploring human relationships at the dynamic intersection of land and sea. Ancillary activities include Miami Open Stage (MOS) featuring local emerging choreographers, and Open Dance Classes for children and adults at the Center.

The creation of any new artistic work has in itself valuable cultural aspects, in addition "Water's Edge" brings together the talent of underwater photographer Cindy Seip (Splash Photo), fashion designer Heather Lane (Shades of Earth), Architect/Set Designer Elizabeth Camargo and Lighting Designer Bruce F. Brown. The stage will be transformed into a natural seashore capturing the imagination of children and adults with whimsy, poetry and athleticism as well as gently raising awareness of human impact on this important and delicate crossroad.

All activities will take place at the Little Haiti Cultural Center (LHCC), 212 NW 59 Terrace, Miami, FL 33137.

"Fall for Dance NOW!" Nov 29/30, 2013, 8:30 PM \$20 General \$10 Students/Seniors "Miami Open Stage", Dec 7, 2013, 7PM, \$10 General;

"Open Dance Classes", Oct 1- Dec 7, 2013, 10AM \$10

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

DNM's marketing campaign for this event includes: sponsorship by Miami Art Guide and Metrocitizen.com, partnership with Artburstmiami.com and WDNA radio, 5,000 postcards; flyers and posters; website, Constant Contact, Facebook and Twitter marketing and word-of-mouth, LHCC calendar listings, Miami Herald and El Nuevo "Season of the Arts"

At this time Dance NOW! is seeking hotel sponsorship from Miamo district's New Yorker Boutique Hotel and Hotel Bianco.

TDC funding contribute to artists' salaries and a strategic marketing campaign that uses artistic content and reputation to focus media attention and attract previews; Facebook's marketing tools will identify out of town users who share combined interest of dance, arts, culture and Miami tourism. "Water's Edge" will reach new audiences, specifically those attracted by the marine theme; MOS is an attractive performance for visitors who are interested in a sampler of local talent in an informal setting

Participating organizations are:

LHCC, Miami Parks and Rec.

Timetable:

July: contract dancers, collaborating artists and Media Sponsors, secure calendar listings;

August: finalize rehearsal schedule, palm cards printed;

September: secure Hotel sponsors, press releases sent, radio ads secured;

October: rehearsal and viral marketing campaign begin, secure press coverage;

November posters printed and distributed, "Fall for Dance NOW!" performance, organize MOS rehearsal schedule;

December: MOS performance, analyze surveys, final reports.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	=	Cash Match	Total Cash	In- Kind
Personnel: Administration			\$ 5,000	\$ 5,000	
Personnel: Artistic	\$ 1,250		\$ 7,750	\$ 9,000	
Personnel: Technical/Production			\$ 2,500	\$ 2,500	
Outside Artistic Fees/Services				0	
Outside Other Fees/Services				0	
Marketing ADV/ PV/ Printing/ Publication	\$ 750		\$ 1,600	\$ 2,350	\$ 1,000
Marketing: Postage/Distribution			\$ 200	\$ 200	
Marketing: Web Design/ Support/ Maintenance	\$ 500		\$ 500	\$ 1,000	\$ 1,000
Travel: In County				0	
Travel: Out of County				0	
Equipment Rental	\$ 750		\$ 1,000	\$ 1,750	
Space Rental			\$ 500	\$ 500	\$ 4,000
Mortgage/ Loan Payments				0	
Insurance	\$ 750		\$ 450	\$ 1,200	
Utilities			\$ 500	\$ 500	
Fundraising/ Development (Non-Personnel)				0	
Merchandise/ Concessions/ Gift Shops				0	
Supplies/Materials			\$ 1,000	\$ 1,000	
Other Expenses					
Costumes	\$ 500		\$ 2,000	\$ 2,500	
Music Purchase/Rights			\$ 1,500	\$ 1,500	
Sets	\$ 500		\$ 1,000	\$ 1,500	
				0	
				0	
Subtotal	\$ 5,000		\$ 25,500	\$ 30,500	\$ 6,000
TOTAL EXPENSES	\$ 36,500				

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 3,500		10%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 6,000		16%
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support		\$ 2,000	0
Foundation Support	\$ 4,000		11%
Private/ Individual Support	\$ 4,500		12%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust			0

(Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income			0
(Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
Rental Waiver		\$ 4,000	0
			0
			0
			0
Department of Cultural Affairs Grants			
Hannibal Cox Jr	\$ 7,500		21%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 25,500	\$ 6,000	16%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 30,500		
Total Revenues	\$ 36,500	Total In-Kind %	16%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-15

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

GRANT REQUEST:

\$15,000

PROJECT TITLE: 2013-14 Cultural Arts Season Quarter I

RECOMMENDATION:

\$13,500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2013 - 12-31-2013

EVENT LOCATION: Dave and Mary Alper Jewish Community Center Coral Gables Country Club

PROJECT SYNOPSIS:

Grant funds are requested to support Quarter I Alper JCC Cultural Arts Season including Your Fortunate Eyes: Rudie Weissenstein Photographs of Israel, Jamie Cordero Watercolors, and 28th Annual Impressions in Watercolor Exhibit, a joint project by Miami-Dade County Public Schools and the Miami Watercolor Society. Funding will also support presentations by 15 nationally and internationally acclaimed authors who will speak about their newest publications at our 33rd Annual Jewish Book Festival.

HOTEL CONFIRMATION:

Dadeland Marriott	14 room blocked
Quality Inn	2 rooms blocked

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	4	3540

Out of County	16	200
Out of State		10
Foreign		
TOTAL	20	3750

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:	16	
Actual number of hotel room nights used last year:	13	

MARKETING DETAILS: The Alper JCC has hired an in-house PR/Marketing Professional, who is responsive to the promotional needs of each department and coordinates inter-departmental marketing events and projects. We market our events to the general population as well as specific groups that would be particularly interested in certain programs. We market cross-culturally and to all ethnicities.

The Alper JCC will promote and market our cultural arts events via press releases to print and broadcast media, through placement in media advertisements, and through posters and fliers to South Florida merchants. Yearly, we print 10,000 copies of both our Cultural Arts Season Program Guide and our annual Book Festival Brochure, both of which are distributed throughout the community, announcing exhibitions and theatrical/musical performances, and authors appearing during our month-long Book Festival. Exhibit information and announcements appear in every monthly JCC CenterStage and on our website, www.alperjcc.org. Recent marketing efforts include communication via the Internet on sites such as Facebook, Twitter, Youtube, socialmiami.com, socialaffairs.com, and Wanderingeducator.com, a website for working and retired teachers.

Typically, radio and television stations do not commit, in writing or otherwise, in advance of an exhibit season, to cover programs at any facility. We have had very good cooperation and enthusiasm from NBC6, which has highlighted many of our past exhibitions, broadcasting to all of South Florida. WLRN, the local NPR affiliate, has had representatives from our programs for several of the Ed Bell shows. We expect the same sort of coverage of our 2013-2014 season.

PREVIOUS TDC FUNDING:

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

OTHER GOVERNMENT FUNDING:

Cultural Advancement - \$31,000

PROJECT NARRATIVE:

Meaningful exhibits and renowned authors will appeal to a wide range of residents and tourists. 10/13 – 11/3: Your Fortunate Eyes: Photographs by Rudi Weissenstein of Palestine documenting immigrants, settlements, civil unrest, urban life and the Declaration of the State of Israel in 1948 will show the political, social and artistic essence of the country. The movie Life in Stills, a 2011 Israeli film that received the Ophir Award (Israeli Oscar) for Best Documentary, will be shown in our theater, telling the heart-wrenching story of Rudi Weissenstein's widow who, at age 96, joined forces with her grandson to save their Photo House from demolition. Along with Book Festival (BF) authors Steve Liebowitz, Rabbi Solomon Schiff, Sharon Socol and Rochelle Weinstein, the event will cost \$10pp. 11/10 – 12/29, award-winning Miami watercolor artist Jaimie Cordero will exhibit watercolors that reflect her passion for depicting exotic locales, free admission. 11/29, 2013 – 1/4, 2014, the 28th Annual Impressions in Watercolor Competition, sponsored by MDCPS and the Miami Watercolor Society, will showcase over 250 works by MDCPS students in grades K – 12, no charge.

Other 33rd Annual BF authors: State Rep. Debbie Wasserman Schultz; Symposium - Civil War and the Jews with Drs. Jonathan Sarna, Pamela Nadel and Guy Zola; Dara Horn; Naomi Ragen; counterterrorism expert Matthew Levitt; Dr. Allan Lichtman, co-author of FDR and the Jews; Marcia Clark, novelist and former prosecutor for the O.J. Simpson trial; co-authors Imam Shamsi Ali and Marc Schneier; Helene Wecker; Jessica Soffer. Most events and the Miller Center at UM. Most BF events are free or \$5 pp; Book Festival Finale Women's Day Luncheon, with 500 attendees, will take place at Coral Gables Country Club and cost \$50pp with special guest speaker Letty Cottin Pogrebin, co-founder of MS. Magazine.

The Alper JCC will promote and market our events to a wide-ranging audience of residents and visitors to South Florida via press releases to print and broadcast media, advertisements, posters and fliers to area merchants, 10,000 copies of both our Cultural Arts Season Program Guide and Book Festival Brochure, monthly JCC CenterStage and JCC website, www.alperjcc.org and the websites of other JCCs. Sponsors include The Miami Herald and Miami Family Magazine. We will use 16 hotel rooms with a special rate from the Dadeland Marriott Hotel.

By March, 2013, Visual Arts Director established the exhibit schedule. Most exhibit contracts were signed by March, 2013. The Performing and Literary Arts Director finalized authors by August 1. Work began in June with our p.r./marketing director to create and distribute marketing materials in August, September and October. In May the Cultural Arts budget of \$375,968 was approved by the Board of Directors, a sum that is a part of the Center's overall budget of \$5.5 million.

TDC funding will support marketing, travel, exhibit and movie rental and administrative costs.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 3,750	\$ 57,225	\$ 60,975	\$ 500
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 1,720	\$ 1,720	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 5,000	\$ 5,000	\$ 10,000	
Marketing: Postage/Distribution		\$ 1,750	\$ 1,750	
Marketing: Web Design/ Support/ Maintenance		\$ 750	\$ 750	
Travel: In County			0	
Travel: Out of County	\$ 3,650	\$ 4,350	\$ 8,000	
Equipment Rental			0	
Space Rental		\$ 1,500	\$ 1,500	
Mortgage/ Loan Payments			0	
Insurance		\$ 5,250	\$ 5,250	
Utilities		\$ 12,000	\$ 12,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 7,000	\$ 7,000	
Supplies/Materials			0	
Other Expenses				
Exhibit Rental	\$ 2,000	\$ 500	\$ 2,500	
Movie Rental	\$ 600	\$ 0	\$ 600	
Receptions		\$ 13,336	\$ 13,336	
Exhibit Shipping		\$ 600	\$ 600	
Housekeeping/Maint.		\$ 9,750	\$ 9,750	
Subtotal	\$ 15,000	\$ 120,731	\$ 135,731	\$ 500
TOTAL EXPENSES	\$ 136,231			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 20,500		15%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 6,500		5%
Contracted Services: Special Exhibition Fees	\$ 34,000		25%
Contracted Services: Other			0
Rental Income			0
Corporate Support			0
Foundation Support			0
Private/ Individual Support	\$ 6,000	\$ 500	4%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop	\$ 7,000		5%

Revenues	\$ /,000		%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 15,731		12%
Other Revenues			0
			0
			0
			0
Department of Cultural Affairs Grants			
Cultural Advancement	\$ 31,000		23%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 120,731	\$ 500	11%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 135,731		
Total Revenues	\$ 136,231	Total In- Kind %	0%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-16

ORGANIZATION: University of Miami

GRANT REQUEST: \$25,000

PROJECT TITLE: Festival Miami 2013

RECOMMENDATION: \$18,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY:

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2013 - 11-01-2013

EVENT LOCATION: University of Miami Maurice Gusman Concert Hall University of Miami Clarke Recital Hall

PROJECT SYNOPSIS:

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

HOTEL CONFIRMATION:

Mayfair Hotel and spa	38 room nights
Holiday Inn	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	200	9500
Out of County	75	3000
Out of State	25	1000
Foreign	100	500

TOTAL	400	14000
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HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	188	
# of hotel room nights anticipated to be booked:	200	
Actual number of hotel room nights used last year:	55	

MARKETING DETAILS: The proposed Festival Miami 2013 campaign will consist of print (Miami Herald, El Nuevo Herald, and Community Newspapers); radio (Classical South Florida 88.7 FM, WDNA 89.7 FM, WLRN 91.3 FM, WAMR 107.5 FM, 101.5 Lite FM, WVUM- University of Miami's radio station); television (Univision 23, Comcast Channels, NBC 6); Online (Facebook, Jazz and Blues Florida, Classical Connections, SocialMiami.com, Organiste.com, Florida Concert Flyers, Miami.com, MomsMiami.com, NBCMiami.com, Jazzid.com, AllAboutJazz.com).

PREVIOUS TDC FUNDING:

\$20,000 (12-13); {\$9,000 (11-12) - End of cycle}; \$10,500 (10-11); \$12,000 (09-10); \$13,500 (08-09); \$15,000 (06-07); {End of cycle - \$5,000 (05-06)}; \$4,500 (04-05); \$4,500 (03-04); \$4,500 (02-03); \$5,000 (01-02)

OTHER GOVERNMENT FUNDING:

Festivals and Special Events - \$40,000

PROJECT NARRATIVE:

Since 1984, University of Miami Frost School of Music has developed Festival Miami into a sophisticated month-long music festival. Festival Miami strives to provide a variety of music programming to meet the needs and preferences of our patrons. This season is from October 1 to November 1. Most events are held at the UM Maurice Gusman Concert Hall on the University of Miami campus. This year, there are approximately 30 events, which range from free to \$80, which allows patrons across the socioeconomic spectrum to enjoy live music. Festival Miami is a prime tourist generator to South Florida due to our continued marketing initiatives to promote it as a destination festival and by offering special discounts to parents (Parents Weekend) and alumni (Homecoming). This year's guest artists include Gloria Estefan, violinist Joshua Bell, blues artist Dr. John, salsa star Luis Enrique, soprano Elizabeth Caballero, trumpet legend Arturo Sandoval, jazz master Christian McBride, and many more.

Besides its diverse programming, Festival Miami attracts its 14,000 patrons (including tourists) by partnering with American Airlines and offering exclusive discounts and promoting our festival in their in-flight magazine. Since 2010, Festival Miami's exclusive hotel sponsor has been the Mayfair Hotel and Spa in Coconut Grove; which provides lodging for all of our artist. Patrons can also use UM-negotiated rates with local hotels including the Mayfair Hotel & Spa. Currently, we have 188 rooms reserved at the hotel.

Festival Miami is promoted to locals and tourists alike in our advertising campaign. Festival Miami works with media sponsors to mitigate the cost of advertising throughout the season. With the help of the following media sponsors, Festival Miami advertises on TV (Univision, NBC 6 and Comcast); radio (Classical South Florida, WDNA, WLRN, Amor 107.5); print (Miami Herald, El Nuevo Herald and Community Newspapers); online (Classical Connections, Social Miami, Jazz & Blues of Florida and Organiste). Several Festival Miami artists also participate in live radio interviews and ticket giveaways, which are key marketing tools for increasing interest in the festival. Save-the-date postcards and brochures are also sent to over 100,000 South Florida residents.

TDC funding will help enhance Festival Miami's tourism attractiveness by allowing us to invite the best guest artists possible and attracting tourists to the area. This is the key to Festival Miami's success.

Festival Miami is collaborating with organizations, such as Sunday Afternoons of Music, Jazz Roots, and the Arsht Center.

Timeline:

Jan – Apr: Contact guest artists

May - Jul: Develop marketing strategy

Aug - Oct: Advertise concerts

Oct: Concert Season

Nov: Survey patrons

Dec: Staff meetings

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	= Cash Match	Total Cash	In-Kind
Personnel: Administration		\$ 55,380	\$ 55,380	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 33,000	\$ 33,000	
Outside Other Fees/Services		\$ 10,000	\$ 10,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 40,000	\$ 65,000	\$ 20,000
Marketing: Postage/Distribution		\$ 10,000	\$ 10,000	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 11,000	\$ 11,000	\$ 30,000
Travel: Out of County		\$ 12,000	\$ 12,000	
Equipment Rental		\$ 2,300	\$ 2,300	
Space Rental			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities		\$ 2,000	\$ 2,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 2,000	\$ 2,000	
Other Expenses				
Dues & Memberships		\$ 500	\$ 500	
Music Rental		\$ 500	\$ 500	
Facilities- Physical Labor		\$ 1,000	\$ 1,000	
Security Services		\$ 320	\$ 320	
			0	
Subtotal	\$ 25,000	\$ 180,000	\$ 205,000	\$ 50,000
TOTAL EXPENSES	\$ 255,000			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 56,000		22%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 60,000		24%
Foundation Support	\$ 10,000		4%
Private/ Individual Support	\$ 5,000		2%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			
State of Florida	\$ 5,000		2%
			0
			0
Gov't Grants: Local			
City of Coral Gables	\$ 4,000		2%
			0
			0
Gov't Grants: The Children's Trust			0

(Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income			0
(Endowment)			
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Hotel- Mayfair Hotel & Spa		\$ 10,000	0
Airline- American Airlines		\$ 20,000	0
Marketing		\$ 20,000	0
			0
Department of Cultural Affairs Grants			
Festivals and Special Events	\$ 40,000		16%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 180,000	\$ 50,000	12%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 205,000		
Total Revenues	\$ 255,000	Total In-Kind %	20%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: B-1

ORGANIZATION: Miami Nice Jazz Festival, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: Miami Nice Jazz Festival

RECOMMENDATION: \$10,050.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY:

FUNDING YEAR: 2ND

STATUS: Organization - For-Profit

DATE(S) OF EVENT: 10-25-2013 - 11-15-2013

EVENT LOCATION: Olympia Theater at Gusman Center South Miami Dade Cultural Art Center

PROJECT SYNOPSIS:

Grant funds are requested to support the presentation of Miami Nice Jazz Festival, October 25-November 15, 2013. This series of world class jazz artists includes legendary and emerging jazz musicians, with styles that range from straight ahead to Latin fusion and beyond. The Festival takes place at the historic Gusman Center, expanding to animate the entire downtown district; and the South Miami Dade Cultural Arts Center, as well as area jazz clubs.

HOTEL CONFIRMATION:

Conrad Hotel	140 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	40	2600
Out of County	10	700
Out of State	30	400
Foreign	17	200

TOTAL	97	3900
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HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	140	
# of hotel room nights anticipated to be booked:	200	
Actual number of hotel room nights used last year:	140	

MARKETING DETAILS: Media sponsors locally include WDNA 88.9FM, Miami's jazz station, who will provide underwriting at a discount, and extensively cover the events of the Festival on the air including interviews with visiting artists. Additional media support is received from SBS Radio Network. Internationally, plans are being made with French network Radio Nova to create promotions leading up to the festival, including a contest for winners to travel from France to Miami for the event, and some live event coverage.

PREVIOUS TDC FUNDING:

\$15,000 (12-13)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

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

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

Primary events take place at the Olympia Theater, downtown Miami's 1500-capacity historic gem, and the new 900-capacity South Miami-Dade Cultural Arts Center. Satellite events and post-event jam sessions occur in the 300-capacity PAX jazz club and intimate Van Dyke , as well as some DJ-based parties at Nikki Beach and after shows a Soya E Pomodoro in downtown. About 4000 patrons are expected to attend events, with ticket prices ranging from free to \$75.

Oct 25: Gregory Porter at SMDCAC

Oct 26: Edith Piaf tribute at Olympia Theater

Nov 2: Stanley Clarke with the Harlem String Quartet Orchestra at SMDCAC

Nov 9: Jose James at Olympia Theater

MNJF Satellite events:

Oct 23, 30 and Nov 6 at Van Dyke Jam Session

Oct 26 and Nov 9 after show at Soya E Pomodoro Line Up TBC

Nov 3: Martizik French DJ event at Nikki Beach, Miami Beach

Nov 10: Plages Electroniques at Nikki Beach, Miami Beach

This selection of artists presents a fantastic range of jazz – from straight ahead to electronic – vocalists, instrumentalists, and DJs.

Partners are key to the success of this series. The French team of the Nice Jazz Festival are key in programming. The Festival forms the key event of French Weeks, an initiative of the French Consulate in Miami and French-American Chamber of Commerce, that celebrates French culture in South Florida. Production is done with the Rhythm Foundation, a non-profit cultural organization with 25 years' experience presenting international music in Miami. Downtown Miami activation will be done with collaboration of Miami Downtown Development Authority. The SMDCAC events incorporate the full participation of the venue staffs.

A timeline:

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

May - June: confirm artists and schedule of events, creation of media campaign

July: the international launch

Press launch

Marketing campaign begins

October: Finalization of all production details

The returning hotel sponsor is the Conrad Hotel, which currently has 140 rooms booked. Media sponsors and partners include

WDNA and TSFJazz and Radio Nova France.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	= Cash Match	Total Cash	In-Kind
Personnel: Administration		\$ 20,000	\$ 20,000	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 7,500	\$ 62,500	\$ 70,000	
Outside Other Fees/Services		\$ 5,000	\$ 5,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 7,500	\$ 37,500	\$ 45,000	\$ 5,000
Marketing: Postage/Distribution		\$ 3,000	\$ 3,000	
Marketing: Web Design/ Support/ Maintenance		\$ 5,000	\$ 5,000	
Travel: In County		\$ 15,000	\$ 15,000	\$ 10,000
Travel: Out of County			0	
Equipment Rental		\$ 8,000	\$ 8,000	
Space Rental		\$ 31,000	\$ 31,000	
Mortgage/ Loan Payments			0	
Insurance		\$ 1,000	\$ 1,000	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 5,000	\$ 5,000	
Other Expenses				
ticketing / box office		\$ 4,000	\$ 4,000	
misc production		\$ 3,000	\$ 3,000	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 200,000	\$ 215,000	\$ 15,000
TOTAL EXPENSES	\$ 230,000			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 40,000		17%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees	\$ 60,000		26%
Contracted Services: Other	\$ 70,000		30%
Rental Income			0
Corporate Support	\$ 30,000	\$ 15,000	13%
Foundation Support			0
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0

Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 200,000	\$ 15,000	7%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 215,000		
Total Revenues	\$ 230,000	Total In-Kind %	7%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: B-2

ORGANIZATION: Ocean Promotions & Events, LLC

GRANT REQUEST: \$15,000

PROJECT TITLE: Grovetoberfest

RECOMMENDATION: \$6,700.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY:

FUNDING YEAR: 2ND

STATUS: Organization - For-Profit

DATE(S) OF EVENT: 10-19-2013 - 10-19-2013

EVENT LOCATION: Peacock Park

PROJECT SYNOPSIS:

Grant funds are requested to expand the advertising reach of Grovetoberfest which is an annual craft beer festival hosted in Coconut Grove each October. We have grown the event by 30% and we want to add more national ads to lure even more tourists. Our expanded national advertising campaign will grow our 16% visitor rate to over 20%.

HOTEL CONFIRMATION:

Sonesta	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	16	6000
Out of County	2	1000
Out of State	2	800
Foreign	0	200
TOTAL	20	8000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	60	na
# of hotel room nights anticipated to be booked:	60	na
Actual number of hotel room nights used last year:	53	na

MARKETING DETAILS: We leverage our cash buys with promotional trades. This comes in the way of on-air interviews, ticket give-aways and a complete compliment of additional value-added components that solidify the partnerships. This is taking pace with both radio stations, Y-100 and Coast 97.3, The New Times, Edible South Florida, and really most if not all of our advertisers.

PREVIOUS TDC FUNDING:

\$10,000 (12-13)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

Grovetoberfest is not what you would typically think of when you hear the words "beer festival." The truth is that this event is much – much more. In 2012 it attracted over 6,500 to Peacock Park in Coconut Grove. Those people came from all over the country. Did they come to enjoy the over 200 beers? Yes. But they also came to enjoy what Miami has to offer, the live entertainment, and the educational components of the festival. Contrary to logic, one of the first things we did is NOT ALLOW large brands like Budweiser, Miller and Coors to participate. We wanted the event to have a higher-end feel to it and hence our omission of these macro-brands.

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

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

This year we are please to announce our music lineup includes "Wraps & Kush" a venerable cover band spanning reggae, calypso and related music. We have two additional recording artists we are in negotiations with for the event.

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

At our Kitchen Lab we have a "who's who" of the South Florida culinary scene. Each chef will host a one hour segment cooking a signature dish and speaking on beer & food pairing. Our chef lineup includes chefs from leading South Florida restaurants like Joe's Stone Crab, Michael's Genuine, Casablanca Seafood and Barley & Swine.

We know from last year's ticket sales that we had a great number of tourists come to the event. We are building on that by placing NATIONAL ad buys in industry magazine.

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

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 28,000	\$ 28,000	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 15,000	\$ 15,000	
Outside Other Fees/Services		\$ 6,000	\$ 6,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 10,000	\$ 60,000	\$ 70,000	
Marketing: Postage/Distribution		\$ 8,000	\$ 8,000	
Marketing: Web Design/ Support/ Maintenance		\$ 6,800	\$ 6,800	
Travel: In County		\$ 2,500	\$ 2,500	
Travel: Out of County			0	
Equipment Rental		\$ 26,000	\$ 26,000	
Space Rental		\$ 25,000	\$ 25,000	
Mortgage/ Loan Payments			0	
Insurance		\$ 7,800	\$ 7,800	
Utilities		\$ 2,500	\$ 2,500	
Fundraising/ Development (Non-Personnel)		\$ 2,000	\$ 2,000	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 7,000	\$ 7,000	
Other Expenses				
Food & Bev related: ice, water, food expenses for media and VIP		\$ 12,000	\$ 12,000	
			0	
			0	
			0	
			0	

Subtotal	\$ 10,000	\$ 208,600	\$ 218,600	0
TOTAL EXPENSES	\$ 218,600			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 143,600		66%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 65,000		30%
Foundation Support			0
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0

Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
			0
			0
			0
			0
Department of Cultural Affairs Grants			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 208,600	0	5%
Grant Amount	\$ 10,000		
Cash Revenues + Grant Amount	\$ 218,600		
Total Revenues	\$ 218,600	Total In-Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: C.1

ORGANIZATION: American Society of Travel Agents

GRANT REQUEST: \$25,000

PROJECT TITLE: ASTA Global Convention

RECOMMENDATION: \$15,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 09-16-2013 - 09-19-2013

EVENT LOCATION: Hyatt Miami Miami Marriott Biscayne Bay

PROJECT SYNOPSIS:

Grant funds are requested to support ASTA's Global Convention, bringing hundreds of travel agents to Miami, Sept. 16 - 19, 2013. These are the influencers of travelers' destination choices. Events are planned in Miami during the course of the event to familiarize these agents with the area and its attractions. The ASTA Global Convention will showcase Miami as a premier international travel destination. The event will be held at the Hyatt Regency Miami, 400 S. E. Second Avenue, Miami, FL

HOTEL CONFIRMATION:

Hyatt Miami	1,101 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		
Out of County		84
Out of State	23	450
Foreign	2	66

TOTAL	25	600
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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:		
Actual number of hotel room nights used last year:	800	

MARKETING DETAILS: Print: Birmingham News, Arkansas Democrat-Gazette, Arizona Republic, International Travel News, Boston Globe, Baltimore Sun, Chicago Tribune, Vacation Travel News, Los Angeles Times, Elete Traveler

PREVIOUS TDC FUNDING:

N/A

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

ASTA's Global Conference is a gathering of travel professionals with an educational program as well as a destination familiarization component, to be held primarily at the Hyatt Miami, September 16-19, 2013. Member travel agents pay a registration fee of \$239.

Attendees are travel agents and agencies and as such are the gate keepers to the buying public often providing recommendations as to where to go and what to do. Attendees will experience the greater area Miami by playing golf at Turnberry Isle, site inspect 2 ships, stay at the Hyatt, the host of our Trade Show Floor. There will be receptions at the Marriott Biscayne Bay, Villa Woodbine and The Delano. The Greater Miami Convention and Visitors Bureau is hosting our attendees on tours they are arranging to showcase Miami. Both Norwegian Cruise Lines and Royal Caribbean are sponsoring pre Convention cruises for our attendees.

Our marketing efforts include online communications with our members, social media and direct mailings to both member and nonmember travel professionals. Keynote speaker is Hillary Clinton who is drawing more press coverage than we usually experience at our Conventions. Our outreach to local, national and international media will provide coverage throughout the Convention. This year we have changed the name of our conventions to ASTA's Global Convention and we are drawing more of our International Travel Agents to attend. Our desire is to have our members return home having had a wonderful experience in Miami, to recommend Miami as a destination to their customers and to create a desire for the Convention to return to Miami in future years.

The project is currently well under way. We have blocked 1,052 room nights at the Miami-Hyatt, of which 1/3 have currently been booked. Registration is continuing to grow and events and speakers continue to be added.

Our speakers at the event include:

Hillary Clinton

Richard Fain Chairman & CEO Royal Caribbean Cruises, Ltd.

Kevin Sheehan, President & CEO Norwegian Cruise Line

Mark Pestronk, P.C., Travel Attorney, Travel Weekly Legal Columnist

Arnie Weissmann, Editor in Chief, Travel Weekly

Paul Ruden, Senior Vice President Legal and Industry Affairs, ASTA

Zane Kerby MBA, President and Chief Executive Officer, ASTA

Chris Kroeger, Senior Vice President, Sabre Travel Network

Torstein Hagen, Chairman of Viking Cruises

Emilio Gonzales, Director, Miami-Dade Aviation Department

Mike Marchev CTC, Author of "Become the Exception," "More-On" business series, "Travel Agent Success", the Mike & Nolan Show and the "Sales Kit in a Box" programs.

Pam Wright, Vice President, Sales Strategy & Operations, The Hertz Corporation

Our Corporate Sponsors include:

Sabre Travel Network

Norwegian Cruise Line

Hyatt Regency

Viking Cruises

ABC Global Services

Amadeus North America

Greater Fort Lauderdale CVB

Greater Miami CVB
The Hertz Corporation
Travel Insured International
Travelport

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 176,963	\$ 176,963	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services	\$ 25,000	\$ 108,427	\$ 133,427	
Marketing ADV/ PV/ Printing/ Publication		\$ 122,750	\$ 122,750	
Marketing: Postage/Distribution		\$ 6,091	\$ 6,091	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 111,500	\$ 111,500	
Travel: Out of County			0	
Equipment Rental		\$ 30,000	\$ 30,000	
Space Rental		\$ 8,500	\$ 8,500	
Mortgage/ Loan Payments			0	
Insurance		\$ 4,000	\$ 4,000	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 1,175	\$ 1,175	
Other Expenses				
Sales Commissions		\$ 3,000	\$ 3,000	
Bank And Credit Card Fees		\$ 18,362	\$ 18,362	
Telecommunications		\$ 600	\$ 600	
Speaker Fees		\$ 262,300	\$ 262,300	
Miscellaneous		\$ 10,000	\$ 10,000	

Subtotal	\$ 25,000	\$ 863,668	\$ 888,668	0
TOTAL EXPENSES	\$ 888,668			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 438,668		49%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 440,000		50%
Foundation Support	\$ 0		0
Private/ Individual Support	\$ 0		0
Other Private Support: Auxiliary Activities	\$ 0		0
Other Private Support: Special Event Proceeds	\$ 0		0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)	\$ 0		0

Merchandise/ Concessions/ Gift Shop Revenues	\$ 0		0
Investment Income (Endowment)	\$ 0		0
Interest and Dividends	\$ 0		0
Cash on Hand	\$ 0		0
Other Revenues			
Miscellaneous			0
Commissions and Royalties	\$ 10,000		1%
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 888,668	0	0
Grant Amount	\$ 0		
Cash Revenues + Grant Amount	\$ 888,668		
Total Revenues	\$ 888,668	Total In-Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: C-2

ORGANIZATION: Board of Trustees for Florida International University

GRANT REQUEST:

\$15,000

PROJECT TITLE: Philippe Dodard's Exhibition at the Patricia & Phillip Frost Art Museum - FIU

RECOMMENDATION:

\$15,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY:

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2013 - 05-06-2014

EVENT LOCATION: The Patricia & Phillip Frost Art Museum - FIU

PROJECT SYNOPSIS:

Grant funds are requested to support a six-month promotion & marketing initiative, in order to feature an exhibition of artwork by Haitian artist Philippe Dodard during a county-wide celebration of Haitian Heritage Month. The media buys and collaterals will be purchased, placed, and printed in advance of the Frost Art Museum's Breakfast in the Park / Art Basel Miami Beach, on December 8, 2013, and the campaign will culminate during Mr. Dodard's exhibition in May, 2014.

HOTEL CONFIRMATION:

Pending	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	3	4520
Out of County	0	200

Out of State	0	100
Foreign	2	
TOTAL	5	4820

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	2	
# of hotel room nights anticipated to be booked:	6	
Actual number of hotel room nights used last year:	50	

MARKETING DETAILS: All exhibitions and programs at the Frost Art Museum are open to the public, free of charge, making the tourism potential very attractive. The Museum both broadcasts and narrowcasts (depending on the culturally-specific content of a program) to the national and international press, as well as to Hispanic, African-American & Caribbean print and electronic media outlets. Additionally, the Museum also employs several standard marketing tools for the promotion of exhibitions, lectures, workshops, etc. that include: Press releases, electronic media packages, calendar listings, radio spots (Classical South Florida, WLRN, WDNA, WHQT-Hot 105 FM,5), television calendar listings (WTVJ Channel 6, WFOR Channel 4, WPLG Channel 10, WSVN Channel 7, WPBT Channel 2, and Island Television Comcast 578), internal & external e-invite, rack card distribution (1,000 – 1,500 collaterals per exhibition), Frost Art Museum's newsletter and website <http://thefrost.fiu.edu/>, Social Media - Facebook; twitter, google+, and instagram

PREVIOUS TDC FUNDING:

N/A

OTHER GOVERNMENT FUNDING:

Major Cultural Institution - \$1,676

PROJECT NARRATIVE:

The proposed project is an exhibition featuring the artwork of Philippe Dodard from Haiti. The exhibition is intended to raise the visibility of Haitian Heritage Month 2014, as a community-wide celebration throughout Miami-Dade County. The Frost Art Museum has a mission to enrich and educate local, national and international audiences through the language of art by collecting, preserving, researching, interpreting and exhibiting art from diverse cultures throughout human history.

Too often, the art of Haiti is associated with naïve painters and a tourist market for colorful images of people and places that may belie the reality of their difficult existence. The art of Philippe Dodard is different, and at the same time quite mainstream in its relationship to international trends of painterly expressionism and abstraction that place him within a contemporary milieu. Dodard's works are vibrant and brash with an aggressive gestural approach to the application of paint that emits energy with every stroke. Occasionally there are references to figures and other objects, but they are lost in the brushwork. For Dodard, his creative instinct produces and evocative, textured surface with new associations that are spontaneous and sophisticated.

Frost Art Museum has had a long personal and artistic relationship with Philippe Dodard, and, therefore, wanted to use the sophistication of his artwork to contribute to the 14th annual celebration of Haitian Heritage Month in Miami-Dade County. The Museum is pleased to have been invited to partner with Miami-Dade County Commissioner Jean Monestime's office (District 2), the Haitian Heritage Museum, and the Haitian American Chamber of Commerce among others, to globally celebrate the month-long celebration that is an expansion of Haitian Flag Day. Mr. Dodard's artwork will be on exhibit (FREE and open to the public) at the Frost Art Museum, located on FIU's Modesto A. Maidique Campus, from May 7 – June 30, 2014.

Frost Art Museum will utilize TDC funds to produce an extensive print, radio, and television marketing campaign for Philippe Dodard's exhibition. However, all media buys will be contracted and purchased prior to December 31, 2013, with the idea that the Museum can begin advertising during Art Basel Miami Beach. The collaterals and media advertising will continue to be used to build momentum toward Haitian Heritage Month and Mr. Dodard's exhibition. There will also be other exhibitions of Haitian artwork displayed by our partners at the MIA Galleries of Miami International Airport as well as Port of Miami - Royal Caribbean Cruise Lines' terminal. Since MIA and the Port are tourist entry points, Frost Art Museum feels that it will be able to collaborate with all partners to realize its goal to attract an estimated 4,820 tourists and local residents to southwest Miami-Dade in celebration of Haitian Heritage Month.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	=	Cash Match	Total Cash	In- Kind
Personnel: Administration			\$ 20,681	\$ 20,681	
Personnel: Artistic				0	
Personnel: Technical/Production				0	
Outside Artistic Fees/Services			\$ 1,000	\$ 1,000	
Outside Other Fees/Services			\$ 500	\$ 500	
Marketing ADV/ PV/ Printing/ Publication	\$ 15,000		\$ 1,676	\$ 16,676	
Marketing: Postage/Distribution			\$ 750	\$ 750	
Marketing: Web Design/ Support/ Maintenance				0	
Travel: In County				0	
Travel: Out of County				0	
Equipment Rental				0	
Space Rental				0	
Mortgage/ Loan Payments				0	
Insurance				0	
Utilities				0	
Fundraising/ Development (Non-Personnel)				0	
Merchandise/ Concessions/ Gift Shops				0	
Supplies/Materials			\$ 960	\$ 960	
Other Expenses					
Artwork shipping from Haiti			\$ 25,000	\$ 25,000	
Reception			\$ 1,000	\$ 1,000	
				0	
				0	
				0	
Subtotal	\$ 15,000		\$ 51,567	\$ 66,567	0
TOTAL EXPENSES	\$ 66,567				

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support			0
Foundation Support			0
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0

Investment Income (Endowment)	\$ 27,960		42%
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
FIU E&G Funds	\$ 21,931		33%
			0
			0
			0
Department of Cultural Affairs Grants			
Major Cultural Institutions	\$ 1,676		3%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 51,567	0	23%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 66,567		
Total Revenues	\$ 66,567	Total In- Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: C-3

ORGANIZATION: Irreversible An International Art Project, Inc.

GRANT REQUEST: \$10,000

PROJECT TITLE: GIANTS IN THE CITY, Childhood Arts Education Initiative.

RECOMMENDATION:

\$5,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY:

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 12-04-2013 - 12-09-2013

EVENT LOCATION: Bayfront Park Miami Downtwon

PROJECT SYNOPSIS:

Grant funds are requested to support (25) GIANTS IN THE CITY monumental inflatable sculpture (10) sculptures will be exclusively supporting GIANTS expansion program "A GIANT Childhood Arts Education Initiative" which goals are to provide tools to the Children critical thinking, communications and innovation skills essential to a productive 21st-Century professionals.

HOTEL CONFIRMATION:

Hotel Blu	25 rooms blocked

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	35	3,000
Out of County	2	500
Out of State		
Foreign	45	45

TOTAL	82	3545
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HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	9	
# of hotel room nights anticipated to be booked:	9	
Actual number of hotel room nights used last year:	n/a	

MARKETING DETAILS: Print: IRREVERSIBLE PROJECTS & MAGAZINE, Miami Herald , Miami New Times, What's Up Miami, Miami Art Scene; Social Media NETWORK: all behind scenes and videos to be included IRR website, facebook, instagram, twitter, linkedin, goggle.

PREVIOUS TDC FUNDING:

N/A

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

WHAT

GIANTS IN THE CITY dialogue opens an artistic and community discussion. The exhibition juxtaposes expressions of almost stereotypical masculinity and femininity. Bold forms by male artists dominate the space; the more intimate works by female artists reveal themselves gradually. Another dialogue concerns process and materials: the varying ways these artists treat color, space, vision, message, a lively conversation among themselves and with the viewer.

WHEN AND WHERE

Opening hours 10am and close at 8 pm. Our goal is to run 1 performance daily 45 min
10 dancers + 10 volunteers + 1 artist + artist assistant for the penetrable Sculpture

HOW

GIANTS sculptures are technically prodigious, formally compelling and conceptually layered. Each show and the host City transform them into curvilinear forms that reveal each artist history while giving it new, metaphorical life. The exhibition cultural and community components alludes to the human skill and labor entailed in the making of this work, and beyond that to the effort of forging and maintaining human connections, the unbreakable chains of individual lives inextricably linked and rooted in our nature.

MARKETING EFFORTS GIANTS IN THE CITY runs a personal marketing campaign that can also be called direct marketing. GIANTS Personal marketing strategies are multi-dimensional and dynamic, requiring face-to-face contact it makes us and our program more visible because it involves personalized communication between us and our diverse target audience. DIVERSE audience : GIANTS require an understanding of the non tradition sculpture medium as an art form so we can be as creative as possible in our daily implementation. GIANTS help audiences to appreciate new works, learning about cultures from different countries all over the world, creating a celebration that helps to build the bridge between cultures.

WHO

GIANTS IN THE CITY Artists 2013

- Ray Azcuy (Cuban American)
- Luis Henriquez (Venezuela)
- Allison Kotzig (Slo)
- Laura Luna (Cuba)
- Lucinda Linderman (USA)
- Paula Urbano (Sweden)
- Bartus Bartolomes (France)
- Frank Hyder (USA)
- Alejandro Mnedoza (Cuba)
- Norelkys Blazekovic (Venezuela)
- Martin Kaupp (Germany)
- Edouard Duval Carrie (Haiti)
- Jose Bedía (Cuba)
- Cecilia Lueza (Argentina)
- Mariano costa Peuser (Argentina)
- Miguel rodez (Cuban American)
- Othon Castaneda (Mexico)
- Giselle Delgado (Colombia)

- Katy Stallfus (USA)
- David Elgena (USA)
- Brian Buck (USA)
- Brian Perez (USA)
- Luis Delgado (Cuba)
- Angel Vapor (Cuba)
- Gino Tozzi (IT)

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	=	Cash Match	Total Cash	In-Kind
Personnel: Administration			\$ 2,000	\$ 2,000	\$ 2,000
Personnel: Artistic			\$ 4,000	\$ 4,000	\$ 3,000
Personnel: Technical/Production				0	\$ 4,000
Outside Artistic Fees/Services			\$ 6,813	\$ 6,813	\$ 1,500
Outside Other Fees/Services			\$ 3,000	\$ 3,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 4,000			\$ 4,000	\$ 3,687
Marketing: Postage/Distribution	\$ 1,500			\$ 1,500	\$ 250
Marketing: Web Design/ Support/ Maintenance			\$ 2,000	\$ 2,000	\$ 300
Travel: In County				0	
Travel: Out of County				0	
Equipment Rental				0	\$ 1,500
Space Rental	\$ 2,200			\$ 2,200	
Mortgage/ Loan Payments				0	
Insurance			\$ 4,500	\$ 4,500	
Utilities			\$ 2,000	\$ 2,000	
Fundraising/ Development (Non-Personnel)				0	
Merchandise/ Concessions/ Gift Shops				0	
Supplies/Materials			\$ 36,800	\$ 36,800	
Other Expenses					
Security	\$ 2,300			\$ 2,300	\$ 1,500
Light			\$ 1,150	\$ 1,150	
				0	
				0	
				0	

Subtotal	\$ 10,000	\$ 62,263	\$ 72,263	\$ 17,737
TOTAL EXPENSES	\$ 90,000			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 6,813		8%
Contracted Services: Special Exhibition Fees	\$ 11,000		12%
Contracted Services: Other	\$ 9,450		11%
Rental Income			0
Corporate Support		\$ 2,000	0
Foundation Support			0
Private/ Individual Support	\$ 35,000	\$ 1,500	39%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop			0

Revenues			U
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Marketing		\$ 4,237	0
Technical, Production, Security		\$ 10,000	0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 62,263	\$ 17,737	14%
Grant Amount	\$ 10,000		
Cash Revenues + Grant Amount	\$ 72,263		
Total Revenues	\$ 90,000	Total In- Kind %	20%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: C-4

ORGANIZATION: Miami Center for Architecture & Design, Inc.

GRANT REQUEST:

\$25,000

PROJECT TITLE: Downtown Miami Visitor Center at Miami Center for Architecture & Design

RECOMMENDATION:

\$15,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2013 - 09-01-2014

EVENT LOCATION: Downtown Visitor Center at Miami Center for Architecture & Design

PROJECT SYNOPSIS:

Grant funds are requested to support the new Visitor Center that will be featured at the new Miami Center for Architecture & Design (MCAD). Currently, the City of Miami's Central Business District lacks a highly visible, informative, and well staffed Visitors' Center that a major metropolitan city like the Miami deserves. In partnership with the Miami Downtown Development Authority, MCAD will develop and operate a state-of-the-art Visitor Center.

HOTEL CONFIRMATION:

N/A	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	N/A	5,000
Out of County	N/A	10,000

Out of State	N/A	30,000
Foreign	N/A	10,000
TOTAL	0	55000

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

MARKETING DETAILS: Plans are underway to place articles and guest appearances in multiple media outlets through our work with our PR agency. Among those targeted are Miami Herald, New York Times, Chicago Tribune, LA Times, WLRN, in-flight magazines, and travel websites. Additionally, we have a collaboration with Modern Luxury Publications for media placement and events.

PREVIOUS TDC FUNDING:

N/A

OTHER GOVERNMENT FUNDING:

Downtown Development Authority - \$25,000

Miami Foundation - \$5,000

PROJECT NARRATIVE:

Currently, the City lacks the highly visible, informative, and well-staffed Visitors' Center that a major metropolitan city like the Miami deserves. Miami Center for Architecture & Design (MCAD) is partnering with the Miami DDA in providing such an operation fully integrated within MCAD. A permanent display area has been provided that will include City facts, maps, and valuable information for residents and tourists alike. MCAD envisions touch-screen technology linking visitors to sites such as WLRN's Cultural Connection, the Art in Public Places MiamiDadePublicArt.org, the DDA's Restaurant Guide, and others.

MCAD & the Visitor Center will open in September and will be located in the historic Post Office Building at the corner of 1st Ave and 1st St. in the middle of Miami's Central Business District. MCAD will be staffed initially by AIA Miami as well as volunteer docents & interns, and will eventually have its own full-time staff. Discussions have begun with Miami-Dade College, FIU Chaplin School of Hospitality and the UM School of Architecture in partnering with MCAD in providing student internship opportunities. For example, after undergoing training, interns in MDC's Hospitality program would serve as City concierges, acting as a source of information for tourists & residents. Students (and other volunteers) would also be trained to provide tours of historic downtown area and other nearby locations.

While the Center will not necessarily bring tourists, it will most definitely be a welcomed amenity to both locals and tourists.

As outlined elsewhere, MCAD is connecting to partners in the tourism industry throughout Miami and Florida. This dynamic new Visitors' Center function will help to further enliven Miami's CBD by creating a visible presence. Partners for the Welcome Center include the Greater Miami and the Beaches Hotel Assn. (GMBHA), Greater Miami Convention & Visitors Bureau (GMCVB), Welcome Channel, Concierge Assn, Chambers of Commerce and others to make sure that we are not re-creating the wheel. Familiarity events are planned for concierges, the GMBHA, meeting planners, travel agents, cultural groups, and others. Collateral materials are being developed to distribute throughout the community.

MCAD is working with Schwartz Media Strategies to place articles worldwide. MCAD is partnered with Modern Luxury Publications.

Partners for the Welcome Center include Greater Miami and the Beaches Hotel Association, Greater Miami Convention & Visitors' Bureau, Welcome Channel, Concierge Assn., etc. to make sure that we are not re-creating the wheel.

The Center will be open 5 days a week through 2013 & expand to 7 in 2014 and will also be source of information and ticketing for a wide variety of topics, including local accommodations, dining, entertainment options, and education about the City of Miami's history, architecture, and urban fabric.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	=	Cash Match	Total Cash	In-Kind
Personnel: Administration			\$ 56,000	\$ 56,000	\$ 10,000
Personnel: Artistic			\$ 10,000	\$ 10,000	
Personnel: Technical/Production			\$ 5,000	\$ 5,000	\$ 10,000
Outside Artistic Fees/Services				0	
Outside Other Fees/Services	\$ 5,000		\$ 10,000	\$ 15,000	
Marketing ADV/ PV/ Printing/ Publication			\$ 1,000	\$ 1,000	\$ 5,000
Marketing: Postage/Distribution			\$ 500	\$ 500	
Marketing: Web Design/ Support/ Maintenance	\$ 10,000		\$ 15,000	\$ 25,000	\$ 12,500
Travel: In County				0	
Travel: Out of County				0	
Equipment Rental	\$ 6,250		\$ 10,000	\$ 16,250	
Space Rental			\$ 80,000	\$ 80,000	
Mortgage/ Loan Payments				0	
Insurance			\$ 9,775	\$ 9,775	
Utilities			\$ 7,550	\$ 7,550	
Fundraising/ Development (Non-Personnel)			\$ 2,500	\$ 2,500	
Merchandise/ Concessions/ Gift Shops			\$ 13,250	\$ 13,250	
Supplies/Materials	\$ 3,750		\$ 1,480	\$ 5,230	
Other Expenses					
Accounting			\$ 2,500	\$ 2,500	\$ 2,500
Business Licenses			\$ 750	\$ 750	
Janitorial			\$ 3,500	\$ 3,500	
Equipment Purchase			\$ 5,000	\$ 5,000	\$ 12,000
				0	

Subtotal	\$ 25,000	\$ 233,805	\$ 258,805	\$ 52,000
TOTAL EXPENSES	\$ 310,805			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships			0
Tuitions/Enrollment Fees	\$ 3,200		1%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income	\$ 27,575		9%
Corporate Support	\$ 50,000	\$ 52,000	16%
Foundation Support			0
Private/ Individual Support	\$ 35,000		11%
Other Private Support: Auxiliary Activities	\$ 45,000		14%
Other Private Support: Special Event Proceeds	\$ 12,500		4%
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			
DDA	\$ 25,000		8%
MIAMI FOUNDATION	\$ 5,000		2%
			0

Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 3,000		1%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 10,000		3%
Other Revenues			
TOURS	\$ 3,600		1%
APP SALES	\$ 13,930		4%
			0
			0
Department of Cultural Affairs Grants			
TDC	\$ 25,000		8%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 258,805	\$ 52,000	0
Grant Amount			
Cash Revenues + Grant Amount	\$ 258,805		
Total Revenues	\$ 310,805	Total In- Kind %	17%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: D.1

ORGANIZATION: Actors' Playhouse Productions, Inc.

GRANT REQUEST: \$25,000

PROJECT TITLE: The Miracle 2013-2014 Mainstage Season

RECOMMENDATION: \$20,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY:

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2013 - 09-30-2014

EVENT LOCATION: Miracle Theatre

PROJECT SYNOPSIS:

Grant funds are requested to support the marketing, promotion, and advertising of Actors' Playhouse 2013-2014 Mainstage Season at the Miracle Theatre in Coral Gables from October 2013-September 30, 2014. A new feature to our season promotion includes the introduction of a FREE new film series to our audiences in conjunction with our six Mainstage productions.

HOTEL CONFIRMATION:

Hampton Inn Coconut Grove and Brickell	100 room nights
Quality Inn South	200 room nights
Coral Gables Marriott Courtyard	50 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	40	80,000
Out of County	80	14,000
Out of State	30	5,000

Foreign		1,000
TOTAL	150	100000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	Hampton Inn	
	100	
	Quality Inn	
	200	
# of hotel room nights anticipated to be booked:	1,600	
Actual number of hotel room nights used last year:	1,500	

MARKETING DETAILS: Our partnerships with TV media marketing has grown over the years to include a combination of full trade advertising and paid and in-kind support. The continued annual support of our media sponsors is a testimony of our success. NBC6 will continue its partnership with our company by providing \$100,000 of in-kind ads and features for all six Mainstage productions. In addition, we are guaranteed feature interviews and coverage with B-roll for each of our Mainstage shows on NBC6. Mega TV and The Spanish Broadcasting Company are also annual sponsors for \$100,000 in ad commercials, interviews on TV and Radio and ticket give-a-ways, assisting in reaching a diverse national audience. Annual contracts with the Miami Herald, El Nuevo Herald, Miami New Times, Sun Sentinel, Around Town, Travel Host, Miami Family, Luxury Magazine, The Welcome Channel infra hotel communication, and multiple online publications, among other monthly and weekly publications, are important in our marketing strategy. Welcome Magazine features our six Mainstage productions with a guarantee of two feature covers, reaching tourism in all area hotels and tourist stations.

PREVIOUS TDC FUNDING:

(\$15,000 (12-13) - End of cycle); \$20,000 (11-12); \$16,000 (10-11); \$18,000 (09-10); \$20,000 (08-09); (\$10,000 (07-08) End of Cycle); \$7,000 (06-07); \$9,000 (05-06); \$9,000 (04-05); \$10,000 (03-04)

OTHER GOVERNMENT FUNDING:

City of Coral Gables - \$50,000
Major Cultural Institution (MCI) - \$167,818

PROJECT NARRATIVE:

Actors' Playhouse, South Florida's critically acclaimed award-winning regional theatre, will produce six Mainstage productions in its 2013-2014 Mainstage Season, each poised to attract tourism based on their brand recognition among cultural groups and new theatre patrons. Our Mainstage actors are contracted through an agreement with Actors' Equity Association, with many actors having Broadway and national tour credits. The theatre prides itself on also hiring regional professional actors. The Mainstage Season begins October 2013 with the hit musical "Ruthless, the Musical," and will feature a young actor familiar to national TV audiences. Second in our season and running through December is the Florida Premiere comedy "Making God Laugh." Opening the New Year in 2014, we will produce the Broadway play with Judy Garlands music "End of the Rainbow," followed by the 3-time Tony winning musical "Spamalot" in March and April. In May we will produce the Florida Premiere of "Scott & Hem at the Garden of Allah," and in the summer of 2014 the hit musical "Mid-Life2! The Crisis Continues." All Mainstage productions will be presented at our home venue, the Miracle Theatre in Coral Gables and each will have a minimum of 24 performances with three having 35 performances. Over 100,000 patrons are expected to attend Mainstage events in the 2013-2014 season. In conjunction with each of these productions, we will present a free film relating to the show to attract new audiences and younger audiences.

TDC funding will greatly enable us to enhance our marketing efforts at the highest level by increasing our TV advertising with NBC6 and Mega TV, and other major stations. We will increase our print budget outside Miami-Dade County to attract visitors to our South Florida region. We will expand our Internet advertising in new markets choosing those markets to reach special interest groups that would appreciate each show. Our pricing policy offers incredible value ranging from \$5 student tickets to \$50 tickets for premium nights. We offer attractive group discounts up to 40% off and special theatre/dinner discount packages with Coral Gables restaurants. Our ONSTAGE young professional group will develop new corporate professionals to promote the theatre in new markets. Our sales on global sights like Goldstar and Ticketmaster offer incentive purchasing to tourists in advance of their visit to Miami. We promote our hotel partners The Biltmore Hotel, Westin Colonnade, Hyatt Regency, Marriot Courtyard, St. Michelle, Hampton Inn, InterContinental Miami, and Quality In South in our theatre website in exchange for their cross-promotion to their clients. The Miracle Theatre is featured on a LED display in the lobby of InterContinental Miami. Theatre rentals to multinational corporations and businesses, International Spanish theatre production companies, and for worldwide film and print commercials, all of which are important assets in developing tourist business.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 462,000	\$ 462,000	
Personnel: Artistic		\$ 603,432	\$ 603,432	
Personnel: Technical/Production		\$ 309,880	\$ 309,880	
Outside Artistic Fees/Services		\$ 246,480	\$ 246,480	
Outside Other Fees/Services		\$ 59,217	\$ 59,217	\$ 13,175
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 78,734	\$ 103,734	\$ 222,489
Marketing: Postage/Distribution		\$ 3,600	\$ 3,600	\$ 17,750
Marketing: Web Design/ Support/ Maintenance		\$ 2,200	\$ 2,200	\$ 7,470
Travel: In County		\$ 3,417	\$ 3,417	\$ 60,000
Travel: Out of County		\$ 9,200	\$ 9,200	\$ 19,000
Equipment Rental		\$ 18,800	\$ 18,800	
Space Rental		\$ 52,300	\$ 52,300	\$ 65,000
Mortgage/ Loan Payments			0	
Insurance		\$ 100,470	\$ 100,470	
Utilities		\$ 77,310	\$ 77,310	
Fundraising/ Development (Non-Personnel)			0	\$ 80,990
Merchandise/ Concessions/ Gift Shops		\$ 16,320	\$ 16,320	\$ 3,826
Supplies/Materials		\$ 23,290	\$ 23,290	\$ 8,400
Other Expenses				
Royalties		\$ 95,455	\$ 95,455	

Bank Charges		\$ 35,020	\$ 35,020	
Office Expenses		\$ 39,700	\$ 39,700	\$ 15,000
Repairs & Maintenance		\$ 43,000	\$ 43,000	\$ 39,200
Show Expense		\$ 207,155	\$ 207,155	\$ 69,700
Subtotal	\$ 25,000	\$ 2,486,980	\$ 2,511,980	\$ 622,000
TOTAL EXPENSES	\$ 3,133,980			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 1,110,187		35%
Memberships	\$ 254,934		8%
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income	\$ 136,350		4%
Corporate Support	\$ 109,990	\$ 557,000	4%
Foundation Support	\$ 124,070		4%
Private/ Individual Support	\$ 77,163		2%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds	\$ 130,000		4%
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			
State Dedicated	\$ 200,000		6%
			0
			0
Gov't Grants: Local			
City of Coral Gables	\$ 50,000		2%
			0

			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 37,638		1%
Investment Income (Endowment)			0
Interest and Dividends	\$ 1,530		0%
Cash on Hand			0
Other Revenues			
Handling Fees	\$ 87,300		3%
City of Coral Gables		\$ 65,000	0
			0
			0
Department of Cultural Affairs Grants			
MCI	\$ 167,818		5%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 2,486,980	\$ 622,000	1%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 2,511,980		
Total Revenues	\$ 3,133,980	Total In- Kind %	20%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: D-2

ORGANIZATION: Board of Trustees for Florida International University

GRANT REQUEST: \$15,000

PROJECT TITLE: Marketing for 2013-14 Exhibit Season

RECOMMENDATION:
\$10,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY:

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

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

EVENT LOCATION: Jewish Museum of Florida N/A

PROJECT SYNOPSIS:

Grant funds are requested to support marketing and public relations plus a full schedule of programming based on exhibit themes to attract visitors from all over the state, country and world for our varied 2013-14 Exhibit Season. Exhibits scheduled are: Growers, Grocers & Gefilte Fish: Florida Jews & Food; Posters from the Hans Sachs Collection; Graphic Details: Confessional Comics of Jewish Women and Cinema Judaica: The War Years 1930-1949.

HOTEL CONFIRMATION:

St. Augustine	Pending
The Catalina	Pending
Cambean Hospitality	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	28	22000
Out of County	4	9500

Out of State	10	10000
Foreign	3	12000
TOTAL	45	53500

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:	25	
Actual number of hotel room nights used last year:		68

MARKETING DETAILS: Our Media Sponsor is WPBT2

Participating hotels include: The St. Augustine, Catalina and Cambean Hospitality. We estimate booking of 25 rooms, plus additional rooms that will be booked by those who make their own reservations to participate in our exhibits and programs.

PREVIOUS TDC FUNDING:

\$5,000 (12-13); \$5,000 (11-12); \$7,500 (10-11); \$6,300 (09-10); \$7,000 (08-09)

OTHER GOVERNMENT FUNDING:

State of Florida GOS Grant - \$15,000

PROJECT NARRATIVE:

JMOF-FIU is requesting marketing support for our 2013-14 Exhibit Season, including the following exhibits and complementary programs:

1. Posters from the Hans Sachs Collection thru 12/15/13

Dr. Hans Sachs was a German Jewish dentist who amassed the largest and most significant private poster collection in the world, totaling 12,500 posters. In 1938, the entire collection was looted by the Nazis. After years of arduous court battles, the family finally received restitution of nearly 5,000 posters, many of believed to be the sole surviving poster of those particular images. This exhibit displays a selection of these posters.

Programs include films, lectures and panel discussions on the topic of Nazi looted art and restitution.

2. Growers, Grocers & Gefilte Fish: A Gastronomic Look at Florida Jews in Food 10/14/13 – 10/5/14

This exhibit will comprise Florida Jews in the food industry involved in growing, preparing, distributing, cooking and serving the foods we love.

Programs include cooking demonstrations, recipe contest, films, lectures and a monthly South Beach walking food tour of Jewish-owned restaurants.

3. Graphic Details: Confessional Comics by Jewish Women- 11/4/13-2/16/14

These autobiographical comics unveil the life experiences of 18 artists, including their own laughter, pain, triumphs, shame and self-doubts.

Programs include talks, workshops and demonstrations by the artists, as well as the speakers from The Forward newspaper, who is an exhibit sponsor.

4. Cinema Judaica: The War Years 1939-1949 – 3/3-8/22/14

These iconic Hollywood film posters illustrate how the motion picture industry played a role in influencing national opinion pre- and post-World War II, from compliance to Nazi demands, to post war perceptions of Jews and the founding of the State of Israel.

Programs include films, lectures and workshops.

Our media partner is WPBT, and The Forward for the Graphic Details exhibit. We book hotel space for exhibit staff and program presenters, anticipating 25 rooms for these, plus rooms booked by participants in our activities. Hotel partners: Cambean Hospitality, St. Augustine and The Catalina.

TDC funds will assist us to continue our typical aggressive marketing campaign to reach our general audience, and to bring in more tourists from all over with specified marketing for each exhibit, including social media to bring in new demographics, expanding "outside the box" to those who do not fit our customary audience. We also work with other organizations and have events already scheduled with the Miami Jewish Film Festival, Miami Book Fair International, Florida Grand Opera and FIU's School of Music. Marketing is continuous throughout the year. These exhibits will be on display 6 days/week, from 10 am – 5 pm, and after hours for programs and events.

Anticipated Audience: 53,500

Admission: Members Free; Adults \$6; Seniors/Students \$5; Family \$12; School Groups \$2,50; Adult Groups \$5. Free Saturdays and free for children under 6.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 15,920	\$ 15,920	
Personnel: Artistic		\$ 16,814	\$ 16,814	
Personnel: Technical/Production		\$ 21,700	\$ 21,700	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 14,000	\$ 110,000	\$ 124,000	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance	\$ 1,000	\$ 1,500	\$ 2,500	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental		\$ 19,500	\$ 19,500	
Space Rental			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses				
Program Materials		\$ 2,500	\$ 2,500	
School Buses		\$ 6,600	\$ 6,600	
Exhibit Stands, Materials, & Cases		\$ 7,400	\$ 7,400	
			0	
			0	
Subtotal	\$ 15,000	\$ 201,934	\$ 216,934	0
TOTAL EXPENSES	\$ 216,934			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 14,800		7%
Memberships	\$ 65,000		30%
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support			0
Foundation Support	\$ 45,000		21%
Private/ Individual Support	\$ 47,000		22%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			
State of Florida GOS Grant	\$ 15,000		7%
			0
			0
Gov't Grants: Local			
			0
			0
			0

Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 15,134		7%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
			0
			0
			0
			0
Department of Cultural Affairs Grants			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 201,934	0	7%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 216,934		
Total Revenues	\$ 216,934	Total In- Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: D-3

ORGANIZATION: Tigertail Productions, Inc.

GRANT REQUEST: \$25,000

PROJECT TITLE: Tigertail International & Special Events

RECOMMENDATION: \$15,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY:

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2013 - 04-30-2014

EVENT LOCATION: Colony Theatre Miami Dade County Auditorium On Stage Black Box

PROJECT SYNOPSIS:

Grant funds are requested to support Tigertail International & Special Events 2013-2014, 10.1.13-4.30.14 to support targeted costs as listed in this application, including two new components. Tigertail, Florida's pioneer of innovative art presents dynamic and stimulating new work in music, dance, film, poetry and the visual arts-by and for Greater Miami.

HOTEL CONFIRMATION:

Miami River Inn	330 room nights
The Betsy Hotel	20 room nights
Bresaro Suites	50 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	75	4000
Out of County	5	2000
Out of State	10	2000
Foreign	35	2000
TOTAL	125	10000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	380	
# of hotel room nights anticipated to be booked:	400 plus	
Actual number of hotel room nights used last year:	413	

MARKETING DETAILS: PRINT

- 10,000 color brochure/mailers are distributed at the beginning of the season and per event.
- 600 press releases in English, French and Spanish are e-mailed to electronic media sources throughout South Florida, Florida, regionally and nationally three-months prior, two-months prior, one-month and weekly. Lists come from our 34-plus years of contacts with Dutch, French, Japanese, Spanish and other Consulates locally and nationally.
- 50 press packages are distributed to targeted media.
- ads are placed in key publications.

RADIO/CABLE/TV/WEB: Cable program coverage through artist interviews, promos and event coverage; Ads on WLRN-FM, WDNA, WVUM, among others. The events are listed and covered in all TV and web calendars. Co-sponsorship arrangements with WLRN and WDNA are in place.

PREVIOUS TDC FUNDING:

(\$7,500 (12-13) - End of cycle); \$8,750 (11-12); \$10,000 (10-11); \$11,250 (09-10); \$12,500 (08-09); (\$6,000 (07-08) End of Cycle); \$7,000 (06-07); \$8,000 (05-06); \$9,000 (04-05); \$10,000 (03-04)

OTHER GOVERNMENT FUNDING:

National Endowment for the Arts - \$15,000
French Government - \$15,000
Miami Beach Cultural Presenters - \$10,000

PROJECT NARRATIVE:

- Tigertail International & Special Events takes place Oct, Nov & Dec 2013, & April 2014. Tigertail International Events features 75 dance, music, film, poetry and visual artists in more than 38 events, reaching 10,000 spectators, taking place in Miami, N. Dade, S. Dade, Coral Gables, Little Haiti and MBeach. Two new projects are part of this proposal.
- Many events are free, \$0 to \$50, student/senior/groups tickets available - Tigertail Int. & Special Events begins Oct 12-a Kick Off at the Black Box of M-Dade Auditorium. Oct 28-a ten-year anniversary celebration & launch of "Tigertail, A So FL Annual" (free), Bks & Bks. Nov 9, Black Box of MDCA, concert by Japanese percussionist Tatsuya Nakatani & Eugene Chadbourne, a singer-guitarist with a indie rock world following. Dec 10, star Spanish Flamenco guitarist Jose Luis Rodriguez performs at CGables Church. Jan 23-26 "ScreenDance Miami" (50% free) highlights Miami-based choreographers, movers and filmmakers working with emerging and new concepts in regard to movement and dance on film. Feb 2-8, Asian-Am. writer Regie Cabico performs at Bks & Bks and MB Botanical Garden (free). Feb 23-28 African-American writer and poet Dasha Kelly performs at Bks & Bks and MB Botanical Garden (free). FLA-FRA (Florida-France) Festival, a dynamic robust event takes place all April 2014. This community-wide fête of site-specific events (14 of 21 FLA-FRA events free) and new performance appears throughout Miami at theaters and un-expected locations. FLA-FRA is initiated by Tigertail in partnership with French and Miami artists and organizations.
- This proposal fits the idea and will bring to life "Miami is the place to be - truly an international destination." This project is hot, hip and great fun, full of stimulating events that audience members will relive and talk about for months to come. It is both international and local at the same time. It addresses all age ranges and economic brackets. Events take place in locations that are developing, full of "in-places", where Miami is reinventing itself.
- Video, Facebook, Twitter, Instagram, audio podcast, and blogs encase the project, reaching tourists, hotels and destinations, including newsletters, on-line ticketing, an interactive web page, eblasts, all connected to area hotels and the travel industry as well as the M-Dade population. Hotel Sponsors include the Miami River Inn, The Betsy & Bresaro Suites, over 400 rm nights. Targets Jazz, blues, contemporary music & dance, poetry & literature artists and audiences interested in these forms.
- TDC is key as it maximizes resources to expand its impact locally, nationally & internationally. TDC funding is key in helping Tigertail reach tourists & engaging them in events. Partners include French Consulate & Embassy, National Perf. Network, National Dance Proj, Bks & Bks, Inkub8, MDCA, MB Botanical Garden, SFCA, MBeach Cinemateque, ArtCtr So FL, among others. Events are planned 1-2 yrs out by a respected organization.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration	\$ 5,000	\$ 61,000	\$ 66,000	\$ 0
Personnel: Artistic	\$ 0	\$ 0	0	\$ 2,000
Personnel: Technical/Production	\$ 1,250	\$ 5,250	\$ 6,500	\$ 0
Outside Artistic Fees/Services	\$ 15,000	\$ 45,000	\$ 60,000	\$ 5,000
Outside Other Fees/Services	\$ 0	\$ 5,000	\$ 5,000	\$ 16,000
Marketing ADV/ PV/ Printing/ Publication	\$ 3,750	\$ 26,750	\$ 30,500	\$ 9,000
Marketing: Postage/Distribution	\$ 0	\$ 2,000	\$ 2,000	\$ 0
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 0	0	\$ 5,000
Travel: In County	\$ 0	\$ 5,000	\$ 5,000	\$ 0
Travel: Out of County	\$ 0	\$ 10,000	\$ 10,000	\$ 3,000
Equipment Rental	\$ 0	\$ 3,500	\$ 3,500	\$ 2,000
Space Rental	\$ 0	\$ 4,000	\$ 4,000	\$ 4,000
Mortgage/ Loan Payments	\$ 0		0	\$ 0
Insurance	\$ 0	\$ 2,000	\$ 2,000	\$ 0
Utilities	\$ 0	\$ 0	0	\$ 0
Fundraising/ Development (Non-Personnel)	\$ 0	\$ 0	0	\$ 0
Merchandise/ Concessions/ Gift Shops	\$ 0	\$ 0	0	\$ 0
Supplies/Materials	\$ 0	\$ 3,000	\$ 3,000	
Other Expenses				
Hotel	\$ 0	\$ 4,000	\$ 4,000	\$ 4,000
			0	
			0	
			0	

			0	
Subtotal	\$ 25,000	\$ 176,500	\$ 201,500	\$ 50,000
TOTAL EXPENSES	\$ 251,500			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 25,000		10%
Memberships	\$ 0		0
Tuitions/Enrollment Fees	\$ 0		0
Contracted Services: Outside Programs/ Performances	\$ 0		0
Contracted Services: Special Exhibition Fees	\$ 0		0
Contracted Services: Other	\$ 0		0
Rental Income	\$ 0		0
Corporate Support	\$ 24,000	\$ 40,000	10%
Foundation Support	\$ 70,000		28%
Private/ Individual Support	\$ 17,500	\$ 10,000	7%
Other Private Support: Auxiliary Activities	\$ 0		0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			
NEA, % of grant	\$ 15,000		6%
French Govt	\$ 15,000		6%
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			
MBeach, % of grant	\$ 10,000		4%

			0
			0
Gov't Grants: The Children's Trust (Direct Funding)	\$ 0		0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 0		0
Investment Income (Endowment)	\$ 0		0
Interest and Dividends	\$ 0		0
Cash on Hand	\$ 0		0
Other Revenues			0
			0
			0
			0
			0
Department of Cultural Affairs Grants			0
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 176,500	\$ 50,000	12%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 201,500		
Total Revenues	\$ 251,500	Total In- Kind %	20%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: E-1

ORGANIZATION: Board of Trustees for Florida International University **GRANT REQUEST:** \$10,000

PROJECT TITLE: FIU Thanksgiving Tournament and FIU Sun & Fun Classic **RECOMMENDATION:** \$4,000.00

PROJECT TYPE/CATEGORY: Sport

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 11-29-2013 - 12-29-2013

EVENT LOCATION: US Century Bank Arena

PROJECT SYNOPSIS:

Grant funds are requested to support the FIU Thanksgiving Tournament and FIU Sun & Fun Classic of 2013. The Thanksgiving Tournament will be November 29 and December 1, and the FIU Sun & Fun Classic is December 28-29, 2013. We will host both tournaments at FIU's US Century Bank Arena, on the Modesto A. Maidique Campus. The participating teams are from these universities: Montana St., Villanova, Valparaiso, Wake Forest, Florida A&M, and Fairleigh Dickinson.

HOTEL CONFIRMATION:

Courtyard Miami at Dolphin Mall	Pending
Courtyard Miami West	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	100	1700
Out of County	0	180
Out of State	190	500

Foreign	10	20
TOTAL	300	2400

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:	500	
Actual number of hotel room nights used last year:	516	

MARKETING DETAILS: The Thanksgiving Classic and the Sun and Fun tournaments will be available via web cast to any individual who wishes to use our Panther Vision on FIUsports.com. Our participants will also have live web casts and radio networks covering of their respective games, including KPRK 1340 FM, KMMS 1450 AM, KZMY 103.5 FM, KINX 102.7 FM, KGEZ 600 AM, WBRF 98.1 FM, FAMU Rattler Vision on famuathletics.com, and Fairleigh Dickinson Knight Vision on fduknights.com.

PREVIOUS TDC FUNDING:

\$4,000 (12-13); \$4,000 (10-11); \$4,000 (09-10)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The FIU Thanksgiving Tournament and FIU Sun & Fun Classic have been successful at attracting a multitude of teams to the Miami area, and these two tournaments give the FIU Women's Basketball program a national platform to display our talented student-athletes. These tournaments have taken place for over 20 years, attracting international spectators throughout the course. The admission fee is \$7 for adults and \$5 for children to watch the games.

At our tournaments, highly competitive student-athletes from all over the world are able to showcase their talents in Miami. Our Thanksgiving tournament is November 29 and December 1, 2013, with teams: Montana State, Villanova University and Valparaiso University. The FIU Sun & Fun Classic will be December 28-29, 2013 with teams: Wake Forest, Florida A&M University and Farleigh Dickinson. Both tournaments will be held at FIU's US Century Bank Arena, located at the Modesto Maidique Campus.

Each of the visiting teams is provided with a list of passed guest hotels in the Miami area, including the Hilton Downtown Miami Hotel, Doral Resort & Spa, and Courtyard Marriott hotels. These hotels have been kind enough to offer discounted rates to our participants. All teams will be distributed an updated "Miami Guide" with information on entertainment, shops, restaurants and services.

Our marketing plans will include: TV slides, ground stickers, social media, email blast, postcards, posters for res life, on and off campus, email, blast to visiting team alumnus, LED screens, splash page, web banner, giveaways, ticket packages. In addition, there will be five All-Tournament Team Player Awards and one Most Valuable Player Award given out to players displaying the highest level of competitive prowess. The coaches of all teams will vote for these awards and the ballots will be collected at the conclusion of the tournament. Any gifts, programs, or awards given throughout the tournament, will bear the TDC logo.

As mentioned before, the FIU Thanksgiving Tournament and the Sun & Fun Classic will be available via web cast to any individual who wishes to use our Panther Vision on FIUsports.com. We will offer a radio line to all of our guest institutions who would like to make any broadcasting arrangements. Our Facebook, Twitter and FIU Athletics Instagram and Vine accounts will be continuously updated with information and reminders regarding the tournaments as well.

Our target market consists of the general population of Miami-Dade County which is approximately 2,329,187 people. Our target segment places emphasis on the youth (approximately 586,429 youth), women (approximately 1,207,758), and senior groups (approximately 314,709 individuals). We plan to provide the participants of our tournaments with unforgettable memories by producing only the highest quality tournaments in the unique atmosphere of Miami. Through all of our collaborated efforts, we strive to influence visitors to return to South Florida in the future.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	= Cash Match	Total Cash	In- Kind
Personnel: Administration		\$ 20,000	\$ 20,000	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 10,000	\$ 22,000	\$ 32,000	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication		\$ 4,000	\$ 4,000	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental		\$ 4,500	\$ 4,500	
Space Rental			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses				
Team guarantees		\$ 19,300	\$ 19,300	
Gifts and trophies		\$ 2,500	\$ 2,500	
Hospitality		\$ 1,000	\$ 1,000	
Laundry		\$ 1,000	\$ 1,000	
			0	
Subtotal	\$ 10,000	\$ 74,300	\$ 84,300	0
TOTAL EXPENSES	\$ 84,300			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 2,000		2%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support			0
Foundation Support			0
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop			0

Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 72,300		86%
Other Revenues			0
			0
			0
			0
Department of Cultural Affairs Grants			
	\$ 10,000		12%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 84,300	0	0
Grant Amount			
Cash Revenues + Grant Amount	\$ 84,300		
Total Revenues	\$ 84,300	Total In- Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: F-1

ORGANIZATION: Bayfront Park Management Trust

GRANT REQUEST: \$15,000

PROJECT TITLE: Downtown Miami's 2013 New Year's Eve Celebration

RECOMMENDATION:
\$10,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY:

FUNDING YEAR: 1ST

STATUS: Government - Municipal

DATE(S) OF EVENT: 12-31-2013 - 01-01-2014

EVENT LOCATION: Bayfront Park

PROJECT SYNOPSIS:

Grant funds are requested to support Downtown Miami's 2013 New Year's Eve Celebration. The event is on December 31, 2013, from 8:00 pm until midnight, and stretches from Bayside Marketplace to the Hotel Intercontinental. Estimated crowds of 70,000 - 80,000 enjoy a family-friendly evening of music and food culminating with the Big Orange ascending the Hotel Intercontinental and a spectacular fireworks display over Biscayne Bay - with absolutely no admission charge.

HOTEL CONFIRMATION:

N/A

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	30	45000

Out of County	0	15000
Out of State	0	7000
Foreign	0	3000
TOTAL	30	70000

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: The Miami Herald/El Nuevo Herald: The Miami Herald has been a media partner since 2002 and has verbally confirmed their participation in the 2013 New Year's Eve Celebration; Clear Channel Radio: Clear Channel Radio has verbally confirmed their participation in the 2013 New Year's Eve Celebration; Miami New Times: The Miami New Times has verbally confirmed their participation in the 2013 New Year's Eve Celebration.

PREVIOUS TDC FUNDING:

(\$5,000 (12-13) - End of cycle); \$5,250 (11-12); \$6,000 (10-11); \$6,750 (09-10); \$7,500 (08-09); (\$5,000 (07-08) End of Cycle); \$5,000 (06-07); \$5,000 (05-06); \$5,000 (04-05); \$5,000 (03-04)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

Each year the Bayfront Park Management Trust (in association with the City of Miami, The Greater Miami Host Committee & Bayside Marketplace) produces the largest New Year's Eve celebration in S. Florida – Downtown Miami's New Year's Eve Celebration. This annual, free, community celebration is held on December 31st. The event is in its 25th year & draws upwards of 70,000+ attendees. The event is held in 32-acre Bayfront Park & the adjacent Bayside Marketplace (an outdoor, festival style mall), located on Biscayne Bay, in the heart of downtown Miami.

Downtown Miami's New Year's Eve Celebration has established itself as a premier event which has gained recognition nationally & internationally & has a proven track record for being the place that S. Floridians & tourists, alike, continue to come together as a community.

Features at Bayfront Park include a stage with a live DJ playing music & leading the countdown to midnight, food & beverage vendors, arts & crafts vendors, sampling opportunities & children can enjoy the Lee & Tina Hills Playground. At the south end of the park, Miami's New Year's Eve icon "The Big Orange" slowly ascends the side of the InterContinental Hotel, reaching the top at midnight in conjunction with a grand display of fireworks shot over beautiful Biscayne Bay.

Bayside Marketplace will have live local bands on their Marina stage & their shops, restaurants, & attractions will be open throughout the evening.

The TDC funding will be used to enhance the marketing budget & to pay a portion of the police services. The distribution of the funds allows for a wider reach to attract tourists & maintaining the level of police services is crucial to the safety of the patrons, ensuring for a smooth, reputable event.

Bayfront Park's marketing plan reaches out to all of S. Florida's diverse communities through news outlets, print, radio, & flyer distribution. Internet listings & coverage reaches out to regional, national & international tourists. Notable event coverage has included USA Today & MSN.com, both citing "One of the Top 10 Places in the World to Ring in the New Year", Frommers.com; New York Daily News; Orbitz.com; El Nuevo dia Puerto Rico; & Express Weekly Hong Kong. The event is covered annually in the Miami Herald, El Nuevo Herald, Miami New Times, the Sun Sentinel, & other publications & receives television coverage throughout S. Florida. Also, the event is featured on worldwide, prominent traveler driven websites including; Travelocity, American Airlines, Marriott, and Virgin Atlantic.

Verbally confirmed media partners for 2013 include The Miami Herald/El Nuevo Herald, Clear Channel & Miami New Times. Hotel rooms are not used for this event.

Detailed production plans and promotion begin after October 1st, once the City of Miami has approved the Trust's FY 2013-14 budget. Live Nation has approached the Trust regarding a possible partnership and discussions continue.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	= Cash Match	Total Cash	In-Kind
Personnel: Administration	\$ 0	\$ 18,093	\$ 18,093	
Personnel: Artistic	\$ 0	\$ 0	0	
Personnel: Technical/Production	\$ 0	\$ 4,500	\$ 4,500	
Outside Artistic Fees/Services	\$ 0	\$ 750	\$ 750	
Outside Other Fees/Services	\$ 0	\$ 15,000	\$ 15,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 6,000	\$ 6,500	\$ 12,500	\$ 7,500
Marketing: Postage/Distribution	\$ 0	\$ 750	\$ 750	
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 750	\$ 750	
Travel: In County	\$ 0	\$ 0	0	
Travel: Out of County	\$ 0	\$ 0	0	
Equipment Rental	\$ 0	\$ 8,000	\$ 8,000	
Space Rental	\$ 0	\$ 25,000	\$ 25,000	
Mortgage/ Loan Payments	\$ 0	\$ 0	0	
Insurance	\$ 0	\$ 0	0	
Utilities		\$ 200	\$ 200	
Fundraising/ Development (Non-Personnel)	\$ 0	\$ 0	0	
Merchandise/ Concessions/ Gift Shops	\$ 0	\$ 0	0	
Supplies/Materials	\$ 0	\$ 0	0	
Other Expenses				
Fireworks/Mr. Neon, Big Orange	\$ 0	\$ 10,000	\$ 10,000	\$ 20,000
City of Miami Police	\$ 9,000	\$ 21,000	\$ 30,000	
City of Miami Fire	\$ 0	\$ 9,000	\$ 9,000	
Waste Removal Service	\$ 0	\$ 6,000	\$ 6,000	
Sponsor/VIP Catering Service	\$ 0	\$ 14,000	\$ 14,000	
Subtotal	\$ 15,000	\$ 139,543	\$ 154,543	\$ 27,500

TOTAL EXPENSES

\$ 182,043

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 0		0
Memberships	\$ 0		0
Tuitions/Enrollment Fees	\$ 0		0
Contracted Services: Outside Programs/ Performances	\$ 0		0
Contracted Services: Special Exhibition Fees	\$ 5,000		3%
Contracted Services: Other	\$ 17,500		10%
Rental Income	\$ 0		0
Corporate Support		\$ 7,500	0
Foundation Support			0
Private/ Individual Support		\$ 15,000	0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0

Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 57,043		31%
Other Revenues			
Bayside Marketplace Fireworks		\$ 5,000	0
			0
			0
Department of Cultural Affairs Grants			
FEST	\$ 60,000		33%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 139,543	\$ 27,500	10%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 154,543		
Total Revenues	\$ 182,043	Total In- Kind %	15%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: F-2

ORGANIZATION: City of Sunny Isles Beach

GRANT REQUEST: \$15,000

PROJECT TITLE: Sunny Isles Beach Jazz Fest 2013

RECOMMENDATION: \$15,000.00

PROJECT TYPE/CATEGORY: Government/Municipality

FUNDING CATEGORY:

FUNDING YEAR: 1ST

STATUS: Government - Municipal

DATE(S) OF EVENT: 11-15-2013 - 11-17-2013

EVENT LOCATION: Heritage Park Acqualina Resort & Spa on the Beach

PROJECT SYNOPSIS:

Grant funds are requested to support the 6th annual Sunny Isles Beach Jazz Fest taking place on Saturday, November 16, 2013 at Heritage Park, located at 19200 Collins Avenue. This year's Jazz Fest is a tribute to the great women in Jazz. Local performers Nicole Yarling, Wendy Pedersen, Paulette Dozier, and Ashlee Moss accompanied by The Melton Mustafa Orchestra will celebrate the songs of jazz music greats like Ella Fitzgerald, Sarah Vaughn, Peggy Lee, Billie Holiday, and Nina Simone.

HOTEL CONFIRMATION:

Acqualina Resort and Spa	20 room blocked
Trump International Beach Resort	40 rooms blocked
Marenas Resort	20 rooms blocked

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	15	600
Out of County	6	300
Out of State	0	50

Foreign	0	50
TOTAL	21	1000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	100	
# of hotel room nights anticipated to be booked:	100	
Actual number of hotel room nights used last year:	73	73

MARKETING DETAILS: Our media sponsors for Jazz Fest consists of local radio stations WDNA and WLRN, Sunny Isles Beach local cable access channel, Channel 77, and advertisements on the Atlantic Broadband cable network. WDNA, 88.9 FM, broadcasts to the Miami-Fort Lauderdale area and WLRN, 91.3 FM serves Monroe, Miami-Dade, Broward, and Palm Beach counties. Coverage between both stations is over 5 million people. Channel 77 and Atlantic broadband advertisements are aimed towards Sunny Isles Beach residents which is an estimated 21,522. Each of our media sponsors will bring a unique element to our event and aid in branding and promoting Jazz Fest to a diverse population.

PREVIOUS TDC FUNDING:

(\$12,000 (12-13) - End of cycle); \$10,500 (10-11); \$15,000 (09-10); \$15,000 (08-09); \$15,000 (07-08)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The City of Sunny Isles Beach, in partnership with the Sunny Isles Beach Tourism & Marketing Council, will be holding the 6th annual Sunny Isles Beach Jazz Fest from November 15, 2013-November 17, 2013. The main event will be held at Heritage Park on November 16, 2013, and feature Paulette Dozier, Ashlee Moss, Wendy Pedersen, Nicole Yarling, and The Melton Mustafa Orchestra. This year's Jazz Fest is a tribute to the great women in Jazz. Our featured performers will celebrate the songs of jazz music greats like Ella Fitzgerald, Peggy Lee, Billie Holiday, and Nina Simone. Entrance to the main event is \$10 for Sunny Isles Beach residents and \$15 for non-residents.

This year, we moved Jazz Fest to November in hopes that its synchronization with Miami Live Music Month will increase tourism to Sunny Isles Beach and Miami-Dade County. We expect to attract at least 1000 spectators, as we have lowered ticket prices this year and are expanding our marketing efforts.

On November 15, we plan to offer a reception, with live jazz music, at Acqualina Resort & Spa for \$25/ticket. The final day of the event will include a Sunday brunch at the Trump International Beach Resort for \$35/ticket. The reception and brunch will be the only two ancillary events planned for Jazz Fest. Both of these events will be open to the public, and tickets can be purchased directly through the hosting hotels. Special offers and packages will be available to guests staying at participating hotels, and we intend to block a total of 100 rooms at our sponsoring hotels.

In order to promote all events involved in this year's Jazz Fest, we plan to use various media and marketing outlets. Our main source of marketing includes commercials provided by Atlantic Broadband, advertisements on WDNA and WLRN radio stations, The Miami Herald, Community newspaper, and Welcome and Around Town magazines. We will also be working with South Florida Opulence Magazine and Fisher Island Magazine for additional promotion efforts. Lastly, we will promote via the City's website, eSIBi email blasts, and do various press releases.

TDC funding will make an important contribution to our efforts. Having support from Miami-Dade County to host Jazz Fest will help us to better brand and market our event. Our city prides itself on creating a self-sufficient budget, but would greatly benefit from assistance, as it would allow for us to expand our efforts at producing a memorable event.

In order to ensure the success of Jazz Fest, a detailed marketing plan must be followed. The time frame for our marketing campaign begins in July and runs through the weekend of Jazz Fest. Our goal is to have all advertisements and publications in circulation by September. All marketing efforts will lead up to the day of the main event. The timeline for the main event has not been finalized, but we will have the City's Event Specialist along with other event production representatives on hand to ensure that Jazz Fest is a sensation.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 0	\$ 4,000	\$ 4,000	
Personnel: Artistic		\$ 7,500	\$ 7,500	
Personnel: Technical/Production		\$ 16,800	\$ 16,800	
Outside Artistic Fees/Services	\$ 3,000	\$ 10,500	\$ 13,500	
Outside Other Fees/Services		\$ 3,150	\$ 3,150	
Marketing ADV/ PV/ Printing/ Publication	\$ 11,250	\$ 13,895	\$ 25,145	\$ 15,000
Marketing: Postage/Distribution		\$ 100	\$ 100	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County	\$ 0	\$ 500	\$ 500	
Travel: Out of County			0	
Equipment Rental	\$ 500	\$ 1,730	\$ 2,230	
Space Rental			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 1,500	\$ 1,500	
Supplies/Materials	\$ 250	\$ 250	\$ 500	
Other Expenses				
Miami-Dade County permit for street pole banners		\$ 75	\$ 75	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 60,000	\$ 75,000	\$ 15,000
TOTAL EXPENSES	\$ 90,000			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 10,000		11%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 15,000	\$ 15,000	17%
Foundation Support	\$ 0		0
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0

Merchandise/ Concessions/ Gift Shop Revenues	\$ 1,000		1%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 33,000		37%
Other Revenues			
Revenue from vendor fees charged	\$ 1,000		1%
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 60,000	\$ 15,000	20%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 75,000		
Total Revenues	\$ 90,000	Total In-Kind %	17%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: G-1

ORGANIZATION: Board of Trustees for Florida International University **GRANT REQUEST:** \$14,400

PROJECT TITLE: 2014 Inter-American Conference of Mayors and Local Authorities **RECOMMENDATION:** \$14,400.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY:

FUNDING YEAR:

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 06-09-2014 - 06-12-2014

EVENT LOCATION: Hilton Downtown Hotel

PROJECT SYNOPSIS:

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

HOTEL CONFIRMATION:

Hilton Downtown	360 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		15
Out of County		
Out of State		50

Foreign		535
TOTAL	0	600

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:	360	
Actual number of hotel room nights used last year:	513	

MARKETING DETAILS: Not applicable at this time. Usually a few days before the event, the Office of the Mayor issues a press release. FIU also contacts local media. Those media outlets interested will come to the conference venue. Usually Spanish speaking local radio stations and TV (Univision, Telemundo) will cover the Conference.

PREVIOUS TDC FUNDING:

\$14,400 (11-12); \$14,400 (10-11); \$14,400 (09-10); \$14,400 (08-09)

OTHER GOVERNMENT FUNDING:

Miami Dade Seaport - \$77,063

PROJECT NARRATIVE:

The Institute for Public Management & Community Service (IPMCS) at Florida International University will again organize under the leadership, and on behalf of Miami-Dade and the Board of County Commissioners, a conference for the municipal leaders of the Hemisphere. The Conference will be the Twentieth Inter-American Conference of Mayors and Local Authorities, and will be held at the in downtown Miami, in June 2014. Again, as was the case with the prior eighteen conferences, it will be co-chaired by Miami-Dade County Mayor Carlos Gimenez and by Miami-Dade County Commissioner Javier D. Souto.

It is expected that the Conference will attract around 500/600 people. The conference will provide an opportunity for many of these participants -and their families- to see and enjoy the many attractions the County has to offer. It is expected that the majority of participants will be from out of the state and foreigners. During the Conference, information booths about the County will be available. Tourist information will be displayed and distributed among participants. Besides the Conference meetings, a welcoming reception is planned at the hotel, and a dinner reception is planned at the Seaport.

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

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

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

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

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 116,264	\$ 116,264	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 2,000	\$ 23,000	\$ 25,000	
Marketing: Postage/Distribution	\$ 2,400	\$ 20,600	\$ 23,000	
Marketing: Web Design/ Support/ Maintenance		\$ 500	\$ 500	
Travel: In County		\$ 1,700	\$ 1,700	
Travel: Out of County			0	
Equipment Rental		\$ 1,500	\$ 1,500	
Space Rental			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities		\$ 2,000	\$ 2,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 2,500	\$ 2,500	
Other Expenses				
Luncheons/Reception		\$ 60,000	\$ 60,000	
Translation Services	\$ 10,000	\$ 5,000	\$ 15,000	
			0	
			0	
			0	
Subtotal	\$ 14,400	\$ 233,064	\$ 247,464	0
TOTAL EXPENSES	\$ 247,464			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 106,001		43%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support			0
Foundation Support			0
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
Miami Dade Seaport	\$ 77,063		31%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0

Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
World Bank	\$ 50,000		20%
			0
			0
Department of Cultural Affairs Grants			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 233,064	0	6%
Grant Amount	\$ 14,400		
Cash Revenues + Grant Amount	\$ 247,464		
Total Revenues	\$ 247,464	Total In-Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: G-2

ORGANIZATION: MDGLCC Foundation, Inc.

GRANT REQUEST: \$20000

PROJECT TITLE: LGBT Visitor Center

RECOMMENDATION: \$20,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Set-Aside

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

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

EVENT LOCATION: LGBT Visitor Center

PROJECT SYNOPSIS:

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

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

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

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

Center advertising will be supplemented by the GMCVB.

HOTEL CONFIRMATION:

Beachcomber Hotel

Breakwater South Beach

Catalina Hotel

TOURISM IMPACT PROJECTION:

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

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0	
# of hotel room nights anticipated to be booked:	10,000	
Actual number of hotel room nights used last year:	4029	

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

PREVIOUS TDC FUNDING: \$20,000 (12-13)

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

PROJECT NARRATIVE:

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

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

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

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

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

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

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

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

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

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

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

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

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

PROJECT EXPENSE BUDGET FY 2011-2012

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

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

PROJECT REVENUE BUDGET FY 2011-2012

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

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

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: G-3

ORGANIZATION: Miami Beach Chamber of Commerce

GRANT REQUEST: \$20,000.00

PROJECT TITLE: Miami Beach Chamber of Commerce Visit Miami Beach

RECOMMENDATION:
\$20,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Set-Aside

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

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

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

PROJECT SYNOPSIS:

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

HOTEL CONFIRMATION:

N/A

TOURISM IMPACT PROJECTION:

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

Foreign	0	60000
TOTAL	0	139000

HOTEL ROOM NIGHTS PROJECTION:

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

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

PREVIOUS TDC FUNDING: \$20,000 (12-13); \$20,000 (11-12); \$20,000 (10-11); \$20,000 (09-10); \$20,000 (08-09)

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

PROJECT NARRATIVE:

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

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

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

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

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

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

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

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

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

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

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

PROJECT EXPENSE BUDGET FY 2011-2012

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

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

PROJECT REVENUE BUDGET FY 2011-2012

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

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: G-4

ORGANIZATION: Miami Beach Latin Chamber of Commerce, Inc. **GRANT REQUEST:** \$20,000

PROJECT TITLE: Tourist Hospitality Center

RECOMMENDATION: \$20,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Set-Aside

FUNDING YEAR:

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2013 - 09-30-2014

EVENT LOCATION: Tourist Hospitality Center

PROJECT SYNOPSIS:

Funds will be used to operate the Tourist Hospitality Center, a well organized tourist satisfier program at Lincoln Road w/ 18 yrs. of track record in Miami Beach, all year round, 9 a.m. to 5:30 p.m., Monday to Friday, providing direct customer service to an avg. of 8,500 domestic and international visitors annually. Multilingual Concierge staff assist walk-in visitors, by phone and internet on everything there is to do and see in Miami, create itineraries and assist with travel emergencies.

HOTEL CONFIRMATION:

N/A

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		100
Out of County	0	400
Out of State	0	3,000

Foreign	0	5,000
TOTAL	0	8500

HOTEL ROOM NIGHTS PROJECTION:

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

MARKETING DETAILS: 1) Internet: direct visits to website miamibeach.org expected to receive 50,000 page views/hits annually.

2) Pay-per-clicks on Google Latin America campaign: 3,500 expected

3) Internet page views of the Center services and location through partners and paid ads: 2 million+

Impressions/Circulations

1) Welcome/Bienvenidos/Bemvindos: 1,200,000

2) Le Soleil de la Floride: 300,000

3) Visit Florida: 1,000 guides

Mailings to Inbound Visitors Upon Request: 350 individual mailings on average

Telephone/E-Mail fulfillment: 3,000 on average

PREVIOUS TDC FUNDING:

\$20,000 (12-13); \$20,000 (11-12); \$20,000 (10-11); \$20,000 (09-10); \$20,000 (08-09)

OTHER GOVERNMENT FUNDING:

Miami Beach VCA - \$25,000

City of Miami Beach - \$18,000

Miami Dade CBO - \$13,016

PROJECT NARRATIVE:

The Tourist Hospitality Center is a customer service program that is well organized and accredited as an official Visitor Center in the State of Florida. It has 18 yrs. of track record, funded by the City of Miami Beach, Miami Dade County and Miami Beach Latin Chamber members. It opens Mondays through Fridays from 9 to 5:30 - all year round, at an attractive facility at Lincoln Road, corner of Drexel Avenue. It is a short walking distance to popular commercial corridors, districts, convention center, hotels and restaurants frequented by visitors.

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

The Center anticipates to address 8,500 visitors yearly via walk-ins and telephone, advising and assisting free of charge with action-packed itineraries; provide detailed vehicular directions; bookings and reservations of tours, excursions; information about cultural and ethnic attractions, special events and festivals, reservations assistance for car rentals, locating hotels and room rates, restaurant reservations, how to get around; bus routes, locate museums, galleries, historic districts, clubs, lounges, shopping, recreational attractions, where to buy "easy access" tickets, as well as performing/concert events and tickets. It also assists visitors and convention delegates to resolve travel emergencies and issues that may come up.

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

The Center adds incremental revenue to hotels through our Concierge referrals, assisting visitors to locate hotel rates and locations upon request, resulting in an avg. of 750 hotel referrals annually, with an estimated incremental revenue value of \$292,500 in hotel nights. It also helps other businesses with tourists' referrals such as tour companies, car rentals, leisure/recreational centers, restaurants and shopping centers. Direct visitor referrals by the Center to businesses helps to retain more purchasing power in our city and generate more resort taxes for our economy.

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

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 7,714	\$ 7,714	
Personnel: Artistic			0	
Personnel: Technical/Production	\$ 15,609	\$ 30,573	\$ 46,182	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services	\$ 700	\$ 558	\$ 1,258	
Marketing ADV/ PV/ Printing/ Publication		\$ 500	\$ 500	
Marketing: Postage/Distribution	\$ 823	\$ 17	\$ 840	
Marketing: Web Design/ Support/ Maintenance		\$ 6,500	\$ 6,500	
Travel: In County		\$ 1,800	\$ 1,800	
Travel: Out of County			0	
Equipment Rental	\$ 908	\$ 60	\$ 968	
Space Rental	\$ 800	\$ 8,125	\$ 8,925	
Mortgage/ Loan Payments			0	
Insurance		\$ 406	\$ 406	
Utilities		\$ 1,967	\$ 1,967	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials	\$ 320	\$ 98	\$ 418	
Other Expenses				
Janitorial/Maint.	\$ 840		\$ 840	
Licenses		\$ 397	\$ 397	
			0	
			0	
			0	
Subtotal	\$ 20,000	\$ 58,715	\$ 78,715	0
TOTAL EXPENSES	\$ 78,715			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support			0
Foundation Support			0
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			
Miami Beach VCA	\$ 25,000		32%
City of Miami Beach	\$ 18,000		23%
Miami Dade CBO	\$ 13,016		17%
Gov't Grants: The Children's Trust			0

(Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income			0
(Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Miami Beach Latin Chamber of Commerce	\$ 2,699		3%
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 58,715	0	25%
Grant Amount	\$ 20,000		
Cash Revenues + Grant Amount	\$ 78,715		
Total Revenues	\$ 78,715	Total In-Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: G-5

ORGANIZATION: Miami-Dade County Days, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: Miami-Dade County Days in Tallahassee 2014 - Paella Fest

RECOMMENDATION:
\$15,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY:

FUNDING YEAR:

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-02-2014 - 04-03-2014

EVENT LOCATION: N/A - ALL VENUES ARE IN TALLAHASSEE

PROJECT SYNOPSIS:

Grant Funds are requested to support Miami-Dade County Days in its 26th year of showcasing Miami-Dade County during the annual Florida Legislative session on April 2nd and 3rd, 2014 in Tallahassee, Florida.

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

HOTEL CONFIRMATION:

N/A

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		500
Out of County		400

Out of State		100
Foreign		
TOTAL	0	1000

HOTEL ROOM NIGHTS PROJECTION:

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

MARKETING DETAILS: Comcast will be running a minimum of 75-30 second PSA's this fall showcasing Miami-Dade County Days. Community Newspapers will be printing a special commemorative edition honoring our 25th anniversary.

We send out flyers and letters regarding our annual Kick-Off Party as well as information on the upcoming Dade Days events in Tallahassee.

Press releases are sent out monthly, beginning in 2014, to the Miami Herald and all major newspapers in the state showcasing Dade Days and our upcoming events. Traditionally, all major newspapers, as well as local press, covers the "Paella Fest", and often includes a photo of the Paella being served to the public.

Our website site: www.dadedays.com includes downloadable information including: sponsorship opportunities, applications and the history of Miami-Dade County Days.

PREVIOUS TDC FUNDING:

\$15,000 (12-13); \$15,000 (11-12); \$15,000 (10-11); \$15,000 (09-10)

OTHER GOVERNMENT FUNDING:

MDC Expressway Authority - \$2,000
MDC Seaport/Airport/Intergovernmental Affairs - \$20,000
MDC Municipalities - \$15,500

PROJECT NARRATIVE:

Miami-Dade County Days in Tallahassee is a two-day celebration of our community during the Florida Legislative Session. Participants in Dade Days are flown to Tallahassee on a charter flight departing from Miami International Airport or make their own arrangements. The participants in Dade Days are local business owners and elected officials, as well as members of our community. They bring with them important community ideas and issues, to our state Capitol, to be heard and discussed during our seminars and events.

On the first day we hold our annual "Paella Fest," which is the signature event in Tallahassee. This is the event that the Tourist Development Council sponsors each year. Approximately 1,000 - 3,000 people, representing over 200 organizations from both the private and public sectors, are in attendance at our "Paella Fest". Both the Governor and Florida Legislative Delegation members take part in serving the Paella to everyone.

Following "Paella Fest" our first seminar is at the Capitol with a welcome from our Dade Delegation members. That evening we have two networking events for our sponsors, participants and guests - "Mambo Kings" and "It's So Miami".

The following morning we hold a seminar with over 24 Florida Department heads discussing current Florida topics being addressed by the legislators. This is followed by our annual Awards Luncheon honoring people in our community who make a difference. All events are included in an admission price of \$175 to offset the costs of seminars, evening events, and a awards luncheon, transportation for the participants to and from the Tallahassee airport. The "Paella Fest" is not included since it is free and open to the public.

By showcasing Miami-Dade in a positive environment during the Legislative Session, people are encouraged to visit Miami-Dade County. The culture of Miami-Dade County is exhibited through the Tourist Development Council's sponsored event, "Paella Fest", as this event includes the cooking and serving of the traditional Spanish dish - Paella. The event attracts the private and public sectors of the community, and also is a welcome for all tourists in the Capitol visiting Tallahassee during our event.

We distribute our informational mailers and flyers about our events each year, along with applications and sponsorship opportunities to a database of over 1,000 names. We hold a Kick-Off event each fall to promote and discuss Dade Days. Word of mouth is one of our most successful marketing tools. Most of our participants return year-after-year bring new colleagues and interested parties along with them. Our informative website: www.dadedays.com contains all the information for anyone who is interested in joining Dade Days.

We hold our signature event, "Paella Fest" every year because of the TDC grant. The grant money from the Tourist Development Council for the past 25 years has been the foundation of Miami-Dade County Days in Tallahassee.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	=	Cash Match	Total Cash	In- Kind
Personnel: Administration			\$ 21,610	\$ 21,610	
Personnel: Artistic				0	
Personnel: Technical/Production				0	
Outside Artistic Fees/Services			\$ 2,500	\$ 2,500	
Outside Other Fees/Services			\$ 26,220	\$ 26,220	
Marketing ADV/ PV/ Printing/ Publication			\$ 9,312	\$ 9,312	
Marketing: Postage/Distribution				0	
Marketing: Web Design/ Support/ Maintenance				0	
Travel: In County			\$ 2,797	\$ 2,797	
Travel: Out of County			\$ 54,098	\$ 54,098	
Equipment Rental			\$ 1,699	\$ 1,699	
Space Rental			\$ 6,700	\$ 6,700	
Mortgage/ Loan Payments				0	
Insurance			\$ 1,500	\$ 1,500	
Utilities			\$ 1,067	\$ 1,067	
Fundraising/ Development (Non-Personnel)				0	
Merchandise/ Concessions/ Gift Shops			\$ 11,109	\$ 11,109	
Supplies/Materials			\$ 3,333	\$ 3,333	
Other Expenses					
Hotels			\$ 36,756	\$ 36,756	
Paella Fest	\$ 15,000			\$ 15,000	
Food			\$ 8,700	\$ 8,700	
Awards			\$ 3,613	\$ 3,613	
				0	
Subtotal	\$ 15,000		\$ 191,014	\$ 206,014	0
TOTAL EXPENSES	\$ 206,014				

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 92,264		45%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 61,250		30%
Foundation Support			0
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			
MDC Expressway Authority	\$ 2,000		1%
			0
			0
Gov't Grants: Local			
MDC(Seaport/Airport/Intergovernmental Affairs	\$ 20,000		10%
MDC Municipalities (Homestead/Miami Beach/Palmetto Bay/Pinecrest	\$ 15,500		8%
			0

Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
			0
			0
			0
			0
Department of Cultural Affairs Grants			0
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 191,014	0	7%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 206,014		
Total Revenues	\$ 206,014	Total In- Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: G-6

ORGANIZATION: The Key Biscayne Chamber of Commerce, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: Key Biscayne Chamber of Commerce and Visitors Center

RECOMMENDATION:
\$15,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Set-Aside

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

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

EVENT LOCATION: Key Biscayne Chamber of Commerce

PROJECT SYNOPSIS:

Grant funds are requested to support the Visitors Center of the Key Biscayne Chamber of Commerce, located at 88 W. McIntyre Street, Suite 100, Key Biscayne, FL. The Visitors Center is an ongoing project as it is open 365 days a year, 24 hours a day.

The Visitors Center has knowledgeable staff and offers international, national, and local guests an ADA compliant information center with over 150 brochures, multilingual visitors guides, maps, Miami-Dade transit information, and other publications.

HOTEL CONFIRMATION:

Ritz-Carlton Key Biscayne

TOURISM IMPACT PROJECTION:

Projected # of
Performing/Instructing

Projected #
Audience/Attending

Miami-Dade County	
Residents	1000
Out of County	2000
Out of State	1000
Foreign	2000
TOTAL	6000

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

MARKETING DETAILS: Print: International signs, multilingual publications, Key Biscayne Map, Island Life, the Islander News, Travel Magazine, a general brochure

Electronic: Website,

Social Media: Facebook, Twitter, and YouTube

Television: Channel 77,

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

OTHER GOVERNMENT FUNDING: N/A

PROJECT NARRATIVE:

The proposed project is the Visitors Center of the Key Biscayne Chamber of Commerce. The Visitors Center is located in the Village Hall of Key Biscayne, 88 W. McIntyre Street, Suite 100. It offers international, national, and local tourists an ADA compliant facility with over 150 brochures, multilingual visitors guides, maps, transit information, newspapers, and magazines, all of which are complimentary.

The Center is open 365 days a year, 24 hours a day and is air-conditioned and connected to the main Chamber office by a door, which is open when the Chamber is staffed. The Visitors Center is staffed Monday through Friday from 9 a.m. until 5 p.m. and is self-service outside of these hours. There are no fees or charges associated with the Visitors Center, all is given to the tourists for free and no commissions are received from referrals.

The Chamber has two full-time employees. One employee specializes in social media and website maintenance and the other assists on-site in office duties and in helping the tourists as she really enjoys meeting the international and local visitors. English and Spanish are spoken in the office and volunteers and local language schools assist when French, German, Italian, and Portuguese are needed. When tourists walk into the Visitors Center, they are the top priority and are attended to promptly and with courtesy, regardless of what is happening in the Chamber's office. Even the Mayor of Key Biscayne has helped tourists in the Center because they wandered in while he was in a meeting at the Chamber. The value of tourism is appreciated by all who have a stake in our South Florida economy.

Visitors to Key Biscayne are on an island five miles from the mainland and she/he might not be able to drive to another area within the County without directions, maps, and advice. We have the ability to promote our County's tourist attractions that vacationers and residents might not otherwise notice.

The Visitors Center will attract more tourists to Miami-Dade County by assisting tourists with friendly, knowledgeable service regarding the County's many attractions and hotels. The Center also attracts visitors through its Internet presence.

The Key Biscayne Visitors Center should be an attractive project for the use of Tourist Development Council (TDC) Funds because it is on the "front lines," attracting tourists and helping them have an enjoyable stay while they are here. Key Biscayne is an undeniable tourist magnet with hundreds of thousands of visitors drawn to the beaches, parks, and Sony Ericsson Tennis Open. Even if tourists are staying elsewhere, a day-trip to to Key Biscayne enriches the overall vacation experience.

TDC funding is very important to the staffing of the Center, website maintenance, and the upkeep of our ongoing social media marketing.

The Visitors Center is an ongoing project without a timeline as it is open 365 days a year, 24 hours a day.

PROJECT EXPENSE BUDGET FY 2011-2012

EXPENSES	GRANT DOLLARS ALLOCATED	CASH MATCH	TOTAL CASH EXPENSES	IN-KIND
Personnel: Administration	\$ 2,500	\$ 38,500	\$ 41,000	
Personnel:				
Artistic		0		
Personnel: Technical /				
Production		0		
Outside Artistic Fees / Services		0		
Outside Other Fees / Services		0		
Marketing: ADV / PR / Printing /				
Publication	\$8,500	\$ 5,120	\$ 13,620	
Marketing: Postage / Distribution		\$ 500	\$ 500	
Marketing: Web Design / Support				
/ Maintenance	\$4,000	\$ 500	\$ 4,500	
Travel: In County		0		
Travel: Out of County		0		
Equipment Rental		0		
Equipment Purchase		0		
Space Rental		0		\$
Mortgage / Loan Payments		0		14,000
Insurance		\$ 1,300	\$ 1,300	
Utilities		\$ 2,600	\$ 2,600	
Fundraising / Development (Non-				
Personnel)		0		
Merchandise / Concessions / Gift				
Shops		0		
Supplies /				
Materials		0		
Other				
Expenses:	-	-	-	-
[Itemize below]				
		0		
		0		
		0		

		0		
		0		
SUBTOTALS	\$ 15,000	\$ 48,520	\$ 63,520	\$ 14,000
TOTAL PROJECT EXPENSES			\$ 77,520	-

PROJECT REVENUE BUDGET FY 2011-2012

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

Merchandise / Concession / Gift Shop Revenues	-	-
Investment Income (Endowment)	-	-
Interest & Dividends	-	-
Cash on Hand	-	-
Other Revenues	-	-
(list detail below)	-	-
Village of Key Biscayne portion of rent allocated to Visitor Center		\$ 14,000
Key Biscayne Chamber of Commerce	\$ 48,520	
Other Dept of Cultural Affairs Grants		
(select from drop-downs below) - Do NOT list grant amount requested here.	-	-
		-
		-
		-
		-
		-
		-
		-
		-
		-
CASH MATCH / In-Kind Subtotals	\$ 48,520	\$ 14,000
GRANT AMOUNT REQUESTED	\$ 15,000	-
TOTAL PROJECT REVENUES	\$ 77,520	-

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: G-7

ORGANIZATION: Tropical Everglades Visitor Association, Inc.

GRANT REQUEST: \$20,000

PROJECT TITLE: Tropical Everglades Visitor Center

RECOMMENDATION: \$20,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY:

FUNDING YEAR:

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2013 - 03-31-2014

EVENT LOCATION: Tropical Everglades Visitor Center

PROJECT SYNOPSIS:

Grant funds are requested to support the Tropical Everglades Visitor Center located in Florida City. This 25 year old Visitor Center has helped close to 2 million visitors and works to promote hotels, attractions & restaurants in southern Miami-Dade County. Last year over 80,000 visitors used the services provided through our visitor center.

HOTEL CONFIRMATION:

N/A

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		7,000
Out of County		19,000
Out of State		26,000
Foreign		28,000
TOTAL	0	80000

HOTEL ROOM NIGHTS PROJECTION:

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

MARKETING DETAILS: The Tropical Everglades Visitor Center promotes tourism in southern Miami-Dade County through the production of 50,000 visitor guides each year. We work to promote the national parks and we are working to promote agri-tourism in our area. This year we produced 200,000 Historic Redland Tropical Trail Brochures. Other marketing includes a toll map to explain the sunpass system to visitors. We produce rack cards that are distributed in the 5 Florida Welcome Centers and along the Florida Turnpike. We also work with different travel writers and travel guides. This year, we are working on an app for the droid and I-phone to further promote the tourism businesses in our area. Other ongoing items include the pursuit of better road signage and public and private(tour) transportation into our area. Our website also averages nearly 30,000 hits per month.

PREVIOUS TDC FUNDING:

\$20,000 (12-13); \$20,000 (11-12); \$20,000 (10-11); \$20,000 (09-10)

OTHER GOVERNMENT FUNDING:

Office of Management & Budget - \$11,400

Visit Florida - \$ 2,500

PROJECT NARRATIVE:

This proposed project is for the continued operational support of the Tropical Everglades Visitor Center. The visitor center provides year round information on hotels, restaurants, attractions, national parks and agri-tourism venues. Our welcoming all-volunteer staff provides information, and in doing so, improves the chances that these visitors will continue to make future return trips to our area. The visitor center is located on US One in Florida City in an area that acts as the crossroad to 3 major state road arteries....to include SR 997, the Florida Turnpike and US Highway #1...giving the visitor center a prime location for the traveling public. The Florida Department of Transportation numbers show an estimated 9 million vehicles passing our visitor center each year coming to and from Miami and the Florida Keys. July 2013 marks 25 years that our visitor center has been serving the local economy. The visitor center is open year around seven days a week (except holidays) with hours of 8 A.M. to 5 P.M. Monday through Saturday with seasonal hours of 10 A.M. to 2 P.M. on Sundays during the Summer months. Over 80,000 tourists stop at our visitor center each year. Our visitor center also receives thousands of additional inquires through our website and phone calls. Our visitor center is ADA compliant. There is no ticketing. The visitor center helps to create local bedtax each day of the year by providing information on local hotels and promoting area attractions to include our 2 national parks. In 2012, the visitor center helped to book 1,069 hotel nights in southern Miami-Dade County. Marketing includes the production of visitor guides, brochures, and rack cards that are distributed throughout Florida and the world. Our website receives over 300,000 hits a year and we are in the process of producing an app for the I-phone and droid. There is no specific need for media sponsors at our visitor center. Operational support from this TDC grant enables the visitor center to better provide for and help create a positive experience for tourists visiting southern Miami-Dade County. Our visitor center is supported by 100 members. Our Association works closely with the local chamber, Visit Florida and the Greater Miami Convention & Visitor Bureau. This project will help us to continue to provide quality services that not only help the traveling public, but, also help to provide an economic boost to our local tourism economy.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	= Cash Match	Total Cash	In-Kind
Personnel: Administration	\$ 5,000	\$ 31,400	\$ 36,400	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services		\$ 4,500	\$ 4,500	
Marketing ADV/ PV/ Printing/ Publication		\$ 8,600	\$ 8,600	
Marketing: Postage/Distribution	\$ 2,000	\$ 3,000	\$ 5,000	
Marketing: Web Design/ Support/ Maintenance		\$ 6,500	\$ 6,500	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental		\$ 800	\$ 800	
Space Rental	\$ 7,000	\$ 2,500	\$ 9,500	
Mortgage/ Loan Payments			0	
Insurance	\$ 2,200	\$ 10,300	\$ 12,500	
Utilities	\$ 3,800	\$ 10,000	\$ 13,800	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 20,000	\$ 20,000	
Supplies/Materials		\$ 2,800	\$ 2,800	
Other Expenses				
volunteer hours			0	\$ 11,550
			0	
			0	
			0	
			0	
Subtotal	\$ 20,000	\$ 100,400	\$ 120,400	\$ 11,550
TOTAL EXPENSES	\$ 131,950			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships	\$ 58,000		44%
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support			0
Foundation Support			0
Private/ Individual Support		\$ 11,550	0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			
visit florida	\$ 2,500		2%
			0
			0
Gov't Grants: Local			
office management & budget grants	\$ 11,400		9%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0

Merchandise/ Concessions/ Gift Shop Revenues	\$ 28,500		22%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 100,400	\$ 11,550	17%
Grant Amount	\$ 20,000		
Cash Revenues + Grant Amount	\$ 120,400		
Total Revenues	\$ 131,950	Total In-Kind %	9%

HOT TICKETS!

What are the must-see opera events of the 2013-14 season? It's a long list, but here are our top twelve.

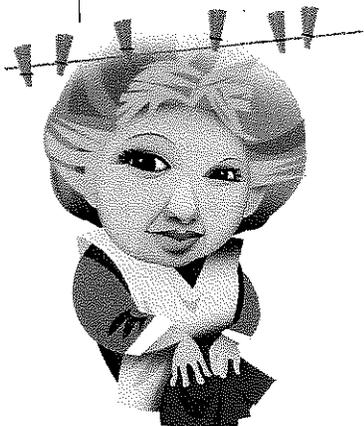


September 17

Opera's newest bad girl hits Brooklyn when Mark-Anthony Turnage's *Anna Nicole* has its New York City Opera premiere at BAM's Next Wave Festival.

September 18

Dolora Zajick pins the title role in the world premiere of Tobias Picker's *Dolores Claiborne* at San Francisco Opera. (For more on *Dolores*, see "The Claiborne Case," p. 16.)



September 24

James Levine returns to the Met to lead one of his signature operas, *Così Fan Tutte*, marking his first in-house conducting appearance since 2011.

November 7

Mourning Becomes Electra takes in some southern sun when Marvin David Levy's opera has its Florida Grand Opera premiere. Lauren Flanigan stars.



November 20

The Bay State's favorite mystery woman gets away with murder – again – when Jack Beeson's *Lizzie Borden* arrives at Boston Lyric Opera.



December 6

Stephanie Blythe's *Mistress Quickly* makes merry in the Met premiere of Robert Carsen's 1950s-style *Falstaff*. Ambrogio Maestri is Sir John.



IRREVERSIBLE

Presents

GIANTS IN THE CITY

Founder Artist | Alejandro Mendoza - Project Director | Norelkys Blazekovic
WWW.GIANTSINTHECITY.COM

Paula Urbano (SWE) - Martin Kaupp (GER) - Othon Castañeda (MX) - Bartus Bartolomes. (FR-VZLA)
Luis Delgado (CUB) - Astolfo Funes (VNZLA) - Miguel Fleitas (CUB) - Maximo Caminero (CUB) - Sandra Garcia (COL)
Frank Hyder (EE.UU) Angel Vapor (CUB) Yovani Bauta (CUB) - Blanca Caraballo (CUB) - Mariano Costa Peuser (ARG)
Cecilia Lueza (ARG) - Miguel Rodez (EE.UU) Collaboration: David Elgena (EE.UU) - Giselle Delgado (COL)
Katy Stallfus (EE.UU) - Brian Perez (EE.UU) - Brian Buck (EE.UU)

GIANTS IN THE CITY

WWW.GIANTSINTHECITY.COM

Monumental Inflatables Public Art Exhibition by founder artist/curator Alejandro Mendoza
Bayfront Park Miami Downtown Dec 2011



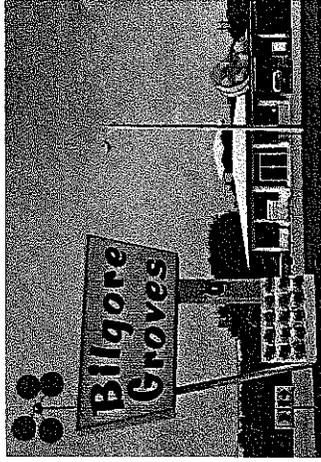


JEWISH MUSEUM OF FLORIDA - FIU
CONGREGATION BETH JACOB
and MORRIS & RHODA LEVITT & FAMILIES

Cordially invite you to attend a Members' Opening Reception
GROWERS, GROCERS & GEFILTE FISH:
A GASTRONOMIC LOOK AT FLORIDA JEWS & FOOD

**Monday, October 14 at 6:00 p.m. 301 Washington Avenue,
 South Beach - RSVP by October 4 to 786-972-3175 or info@jewishmuseum.com**

From the "King of Citrus" and groves three times the size of Manhattan, to sixth generation dairy farmers, Jews in the Sunshine State are better known for serving up delicious corned beef on rye than for their work in the fields. This exhibit spans nearly 200 years of Florida Jews in the food industry, with artifacts, figures and photographs that will feed your memories and tempt your taste buds, including produce growers, "ma and pa" grocers, gefilte fish distributors, butchers, bakers and world renowned chefs.



Billgore Groves, Clearwater, FL, c.1967.

Complimentary admission to the exhibit opening for Museum Members at the \$125 level and higher. All other Museum Members: \$18 per person.



Jewish Museum of Florida
 FLORIDA INTERNATIONAL UNIVERSITY
 301 Washington Avenue, Miami Beach, FL 33139
 305-672-5044 • Fax 305-672-5933
 www.jewishmuseum.com



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The Jewish Museum of Florida-FIU collects, preserves and interprets material evidence of the Jewish experience of Florida. This helps ensure Jewish continuity for the nation's third largest Jewish community. The Museum is housed in two adjacent lovingly restored historic buildings that were once synagogues for Miami Beach's first Jewish congregation. The focal point of the Museum is its core exhibit:

MOSAIC: Jewish Life in Florida - 1763 to the Present and Jewish history and art exhibits that change periodically. A Collections & Research Center, films, Timeline Wall of Jewish history, Museum Store and Bessie's Bistro complete the experience for visitors of all ages and backgrounds. Accredited by the American Alliance of Museums, the Museum is open daily 10 a.m. to 5 p.m. except Mondays and holidays. For information: 305-672-5044 or www.jewishmuseum.com

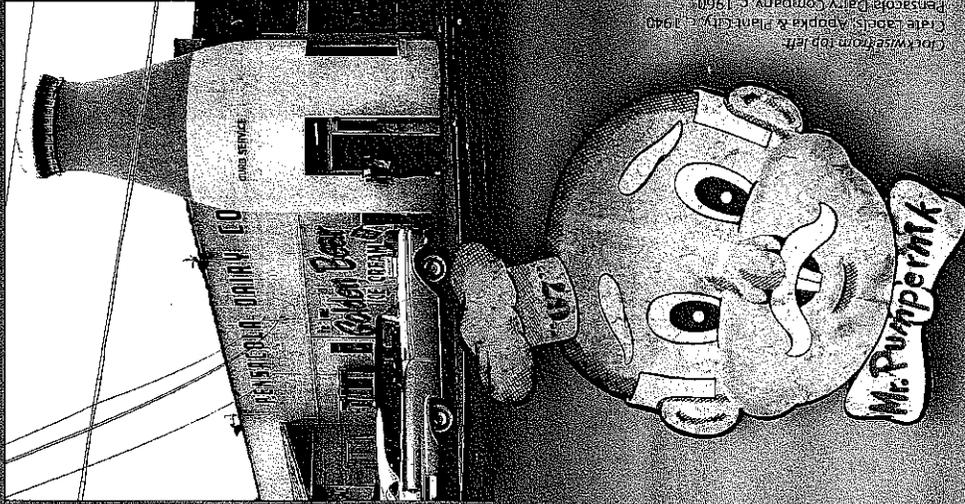
The Museum is supported by individual contributions, foundations, memberships and grants from the State of Florida, Department of State, Division of Cultural Affairs and the Florida Council on Arts and Culture, the Miami-Dade County Tourist-Development Council, the Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council, the Miami-Dade County Mayor and Board of County Commissioners and the City of Miami Beach, Cultural Affairs Program, Cultural Arts Council.

Additional exhibit supporters as of 8/30/13: Public Super Markets Charities; Southern Wine & Spirits; Dolly Harris & Family in loving memory of Ernest E. Harris; Mardi & Ron Shader; Dottie Jacobs in memory of Marvin "Buddy" Jacobs; Harriet Singer in memory of Lawrence Singer; Isabel Bernfeld Anderson in memory of Leon & Anita Bernfeld; David Posnack Foundation, Robert Arthur Segall Family Foundation, Inc.; Kenneth Bloom in memory of Harold & Ilse Posner.



MIAMI BEACH





Clark from top left
 Cate, Look, Appoka & Plant City, 1940
 Pumpernick's, Rids, Mead, Miami Beach, c. 1960
 Pumpernick's, Rids, Mead, Miami Beach, c. 1960
 Sheldon's Drug Store, Miami Beach, c. 1960

JEWISH MUSEUM OF FLORIDA - FIU • OCTOBER 15, 2013 - OCTOBER 5, 2014