



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

February 06, 2014
As Advertised

Harvey Ruvlin, 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
FEBRUARY 6, 2014**

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 11:00 a.m. on February 6, 2014. The members present were Chairman Esteban Bovo, Jr., Mr. William Perry III, Ms. Olga Ramudo, Mr. Hemant Patel, Ms. Danielle Torres, Mr. Gene Prescott, and Mr. Stuart Blumberg; (City of Miami Beach representative and City of Miami Commissioner Keon Hardemon were absent).

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

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

Chairman Bovo called the meeting to order at 11:03 a.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 (2/6) 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 September 23, 2013 Meeting

It was moved by Mr. Stuart Blumberg that the minutes of the September 23, 2013 Tourist Development Council (TDC) meeting be approved. This motion was seconded by Ms. Olga Ramudo and upon being put to a vote, passed 7-0 (City of Miami Beach representative and City of Miami Commissioner Keon Hardemon were absent).

B. FY2012-2013 Deferred Applicant

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

Mr. Spring advised this applicant was 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. Stuart Blumberg that the Junior Orange Bowl Committee, Inc. be awarded \$6,000.00 for their event and 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 representative and City of Miami Commissioner Keon Hardemon were absent). Mr. Gene Prescott and Mr. William Perry declared conflicts of interests, and abstained from voting.

IV. Reports and Discussion Items

A. Updated budget/Financial Position and Funding Recommendations for FY 2013-14 Second Funding Period

Mr. Spring advised this was the second funding period of the fiscal year and he stated the TDC started the fiscal year in a very strong financial position, with more than \$1.3 million in the TDC's coffers. He noted roughly \$200,000.00 was carried over from the FY 2012-2013, this also included the funds from the ongoing agreement with the 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 thirty-two (32) applications were received for the second funding quarter requesting a total of \$625,500.00 in funding. He stated all thirty two (32) applicants were non-profit. He advised nine (9) applicants were new or first time projects, seventeen (17) were continuing projects, and six (6) applicants were eligible as ongoing projects that had completed a five year cycle.

Mr. Spring announced that the TDC Subcommittee recommended a total of \$399,700.00 in funding on behalf of the 32 applicants and commented that the Junior Orange Bowl Committee was just approved from last fiscal year. He stated if the current figures remained the same, then the balance in the reserves would be \$88,000.00, which leaves a strong reserve balance and a healthy budget for the remaining funding periods of the year.

Mr. Blumberg inquired whether it would be possible to provide the results of the sub-committee actions, in order to display for the other committee members how some applicants requested amounts have already been increased. Mr. Spring stated that was a great suggestion and he announced the applicants whose amounts had been increased at the sub-committee level. Those applicants were; The City of Miami Gardens increased from \$22,500 to \$25,000; Coconut Grove Arts & Historical Association, Inc. increased from \$22,500 to \$25,000; Dr. Martin Luther King, Jr. Parade and Festivities Committee, Inc. increased from \$6,000 to \$10,000; Homestead Rodeo Association, Inc. increased from \$12,000 to \$15,000. He also noted this information would be listed on the future agendas.

V. Citizen's Presentations

Mr. Spring explained the procedures regarding today's (2/06) citizen's presentations, and he requested the representatives of those organizations 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 – Second Funding Period

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

VI. A-6. IFCM Corp.	Final Recommendation
FILMGATE	\$5,000

Ms. Diliaa Alexander Slavchev appeared before the Council representing the foregoing applicant and advised they support film makers in South Florida, so they will continue to film in this region. She noted their premiere event was Filmgate Interactive, which was South Florida's first ever Interactive Film and New Technology Festival. Ms. Alexander stated last year they had two international filmmakers and this year they have brought in twenty five international filmmakers and have received a great amount of attention on social media. Ms. Alexander explained their programs exhibit creativity as well as new technology and they were focused on keeping talent in the South Florida area, but also to bring in other companies to participate. A few of the past participating companies were; PBS National Film Board of Canada, Canon and Sony. She noted these companies were interested in coming back to the festival and desired to make it bigger and better by offering to bring in award and Oscar winning directors to be a part of this festival that they believed was valuable to the region and the world.

Chairman Bovo inquired if this applicant received funding in the past and if so, how much was granted from the TDC. Mr. Spring stated this was their second year and they previously received \$5,000. He also advised Chairman Bovo of the rule, noting once an applicant received an initial sum of \$5,000, future amounts received would not be any lower.

VI. A-7. Miami City Ballet, Inc.	Final Recommendation
West Side Story Suite	\$9,000

Ms. Marialaura Leslie appeared before the Council representing the foregoing applicant, she noted this project was a production of West Side Story Suites and it would be opening at the February 6, 2014

Adrienne Arsht Center on February 14, 2014. She advised they were very excited to have George Chakiris, who played the original "Bernardo" to join them for the weekend festivities. Ms. Leslie announced that the Tides hotel was the official hotel partnership for this event.

**VI. A-9. Miami Light Project, Inc.
Global Cuba Fest**

**Final Recommendation
\$13,500**

Ms. Regina Moore representing the foregoing applicant thanked the Council for their support of the Global Cuba Fest. She stated this was the festival's seventh year and they were excited about bringing the festival to the Wynwood neighborhood. Ms. Moore noted they were receiving positive press due to the talented musicians that were being brought in from Cuba and she recommended that the Council look at today's (2/6) edition of the Miami Herald, which showcased the talented Latino artist that were a part of the festival. She also commented this positive feedback further aids Miami-Dade County to have a high standard for arts and culture.

In response to Chairman Bovo's inquiry regarding who were the artists that were coming from Cuba; Ms. Moore stated the artist in attendance would be Danay Suarez; a famous singer and rapper and noted this would be her second time in Miami-Dade County, along with Dfanis Prieto, a talented drummer and the winner of the 2011 MacArthur Fellowship award.

**VI. A-10. National Gay and Lesbian Task Force
Winter Party Festival**

**Final Recommendation
\$10,000**

Mr. Victor Diaz-Herman appeared before the Council and advised last year they had a great event, which brought in a huge international market from Brazil. He noted they have partnered with an international company to market and promote their events regularly. Mr. Diaz-Herman stated they have a continued relationship with WE Party in Spain, and in the United States they have partnered with Super S Travel to produce kickoffs for Winter Party Festival 14. He announced they have ramped up social media efforts for their Spanish and Portuguese markets, and year to date they have brought in \$80,000 more than last year, of which 20% came from international guest.

Ms. Ramudo inquired about the 250% increase for hotel stay and asked why they did not have more rooms reserved. Mr. Diaz-Herman stated the major boost was due to the international promotions and the success of last year's event, so they projected major growth for this year's event, he also stated the host hotel could only reserve a selected number and those were the numbers they would be able to track.

Mr. Blumberg expressed concern regarding the applicant being in their fifth cycle for funding and enquired why he did not see any funding from the Miami Beach Visitor and Convention Authority (VCA) where the event was being held. Mr. Spring clarified there was funding from the VCA, but the information was inadvertently missing from the worksheet.

It was moved by Mr. Stuart Blumberg that the TDC Subcommittee recommended amount be increased from \$6,000 to \$10,000. This motion was seconded by Mr. Gene Prescott and upon being put to a vote, the vote passed 7-0. (City of Miami Beach representative and City of Miami Commissioner Keon Hardemon were absent).

**VI. A-13. The Miami Bach Society
Tropical Baroque Music Festival XV**

**Final Recommendation
\$10,000**

Ms. Kathy Gaubatz appeared before the Council and noted this was the fifteenth year presenting the "Tropical Baroque" Music Festival. She also advised this year they have more corporate support and the host hotels were The Biltmore Hotel and The Hyatt Regency. Ms. Gaubatz stated this year for the first time the festival will also take place in Miami Beach and it would be entitled "Bach to the Beach". She thanked the Council for all of their past support.

It was moved by Ms. Olga Ramudo that the TDC Subcommittee recommended amount be increased from \$6,000 to \$10,000. 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 representative and City of Miami Commissioner Keon Hardemon were absent; and Mr. Gene Prescott declared a conflict of interest and abstained from voting on this item).

**VI. A-11. Rotary Foundation of South Miami, Inc.
South Miami Rotary Art Festival**

**Final Recommendation
\$6,000**

Ms. Wendy Lappidus appeared before the Council and advised four years ago they started using a national application system, which increased the number of participating artist from various locations besides Miami-Dade County. Ms. Lappidus stated she went to a conference in Louisville, KY where she was able to network with artist and directors and she noted more out of town artist were acquired since the submission of the application to the Tourist and Development Council. She asked the Council to increase their recommended funding amount and thanked them for their continued support.

It was moved by Ms. Danielle Torres that the TDC Subcommittee recommended amount be increased from \$5,000 to \$6,000. This motion was seconded by Mr. Gene Prescott and upon being put to a vote, the vote passed 7-0. (City of Miami Beach representative and City of Miami Commissioner Keon Hardemon were absent).

**VI. A-14. The National Auxiliary Association, Inc.
The Dream Girl Twirling Extravaganza!**

**Final Recommendation
\$3,500**

Ms. Tanya Jackson appeared before the Council and thanked them for their past support. She advised they have educational events which were normally held in the Tri-County area, but in order to garner more support, they staged a performance event which was very successful and noted this event brought in participants from Orlando, North Florida and New York. Ms. Jackson commented they were able to obtain more support by having Jennifer Marcus from the Miami Heat street band, as one of the registered performers for this event. Ms. Jackson stated they were asking for additional funding, because they were trying to bring more international participants from the Virgin Islands and the Bahamas in an effort to attract more people to the event.

It was moved by Mr. Gene Prescott that the FY 2013-2014 TDC second funding period award recommendations by the TDC 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 (2/06) TDC meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. A-1.	City of Miami Gardens Jazz in the Gardens	\$25,000
VI. A-2.	Coconut Grove Arts & Historical Association, Inc. 51st Annual Coconut Grove Arts Festival	\$25,000
VI. A-3.	Dr. Martin Luther King, Jr., Parade and Festivities Committee, Inc. Dr. Martin Luther King, Jr., Parade and Festivities Committee, Inc.	\$10,000
VI. A-4.	Historical Association of Southern Florida, Inc. 21st Annual Miami International Map Fair 2014	\$7,000
VI. A-5.	Homestead Rodeo Association, Inc. 65th Annual Homestead Championship Rodeo and Rodeo Days	\$15,000
VI. A-6.	IFCM Corp. FILMGATE	\$5,000
VI. A-7.	Miami City Ballet, Inc. West Side Story Suite	\$9,000
VI. A-8.	Miami Design Preservation League, Inc. Art Deco Weekend 2014	\$17,500
VI. A-9.	Miami Light Project, Inc. Global Cuba Fest	\$13,500
VI. A-12.	The Deering Estate Foundation Inc. 10th Annual Deering Seafood Festival on the Bay	\$9,000
VI. A-14.	The National Auxiliary Association, Inc. The Dream Girl Twirling Extravaganza!	\$3,500
VI. A-15.	Women’s International Film & Arts Festival, Inc. 9th Annual Women’s International Film & Arts Festival	\$7,200

This motion was seconded by Mr. Hemant Patel and upon being put to a vote, the vote passed 7-0. (City of Miami Beach representative and City of Miami Commissioner Keon Hardemon were absent).

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

**VI. B-2. Arts Ballet Theatre of Florida, Inc. Final Recommendation
Great Opera Moments \$10,000**

Ms. Takia Butler representing the foregoing applicant advised this was the second year for Great Opera Moments and last year it was a sold out event that was held in Broward County. She advised some of the enhancements made were the technical advancements in reference to staging and backgrounds; specifically they were incorporating “3D” special effects to draw in the irregular supporters. Ms. Butler stated the hotel stay numbers were low because they normally work in the North Miami area and most of the patrons would be driving to the event in South Dade. Ms. Butler also noted in terms of their social media exposure; they have a Japanese commercial and support from the various locations where the dancers are from, such as Mexico, Russia, Japan and Argentina. In response to Mr. Blumberg’s question, Ms. Butler clarified this was indeed a one night event.

**VI. B-5. McCauley Fund to Cure Paralysis, Inc. Final Recommendation
(dba – Rise Up Gallery) Wynwood Tour Guide \$7,000**

Mr. David McCauley appeared before the Council and advised this was a visual walking and audio tour of the Wynwood neighborhood. He noted they were not drawing many heads to the beds but were enhancing the experience of the street art murals in that area.

**VI. B-3. Finger Lakes GrassRoots Festival Organization, Inc. Final Recommendation
Virginia Key GrassRoots Festival of Music, \$15,000
Art & Design**

Mr. John McNamera appeared before the Council and advised the festival was entering into their 24th year and what differed about their festival was the fact they were a non-profit organization. Mr. McNamara stated they have given millions of dollars to arts, education, and sustainability for the fight against aids. He noted their programming was a celebration of cultural music from local representation as well as an international showcase; this was the 3rd year the festival was being held in Miami, and sales were up 300%. Mr. McNamara commented they have seen tremendous growth and festivals held in other locations were very accomplished also. Specifically, the New York festival was named as one of the top ten musical festivals in America, and it made CNN’s 50 best music festivals in the world. Mr. McNamara announced they consider this to be their winter festival; he stated they were thrilled to be in Miami, and were blown away by all that the City of Miami has to offer and he thanked the TDC for their support.

Mr. McNamara apologized for not having any hotel sponsorship. In response to Ms. Ramudo’s question regarding the absence of booked hotel rooms considering the amount of out of state and international patrons that would be attending the festival; he noted that 20% of the patrons

would be camping on site, the international travelers find their own hotel rooms and the remaining patrons were local.

Mr. Spring stated the TDC along with Mr. Bill Talbert and the Visitors Convention Bureau would be able to assist in connecting him with potential hotel sponsors. Mr. McNamara stated this was a new process, his staff was small, and as a result of them being a non-for-profit agency, they were not where they need to be and appreciated any assistance.

VI. B-6. National Marine Manufacturers Association Final Recommendation
Miami International Boat Show and Strictly Sail \$10,000

Mr. Blumberg inquired about the amount shown on the application. Ms. Benjamin clarified that there was a discrepancy in the way the information filters from the application to the system, and noted it was not a valid excuse, but stated she would work to rectify the issue. Mr. Blumberg also commented that the hotel room projections for this applicant should be better and encouraged them to fill up all of the hotels in the area, due to the huge number of projected attendees.

It was moved by Mr. Stuart Blumberg that the FY 2013-2014 TDC second funding period award recommendations by the TDC Subcommittee for the applications in VI-B Section of Special Events/Promotions (Non-Profit) – First Time including those who did not make a presentation in today’s (2/06) meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. B-1.	Area Performance Gallery Inc. DBA Area Stage Company Carnaval	\$12,000
VI. B-2.	Arts Ballet Theatre of Florida, Inc. Great Opera Moments	\$10,000
VI. B-3.	Finger Lakes GrassRoots Festival Organization, Inc. Virginia Key GrassRoots Festival of Music, Art & Design	\$15,000
VI. B-4.	Kiwanis Club of Little Havana Carnaval Miami and Calle Ocho Festival	\$25,000
VI. B-5.	McCauley Fund to Cure Paralysis, Inc. (dba – Rise Up Gallery) Wynwood Tour Guide	\$7,000
VI. B-6.	National Marine Manufacturers Association Miami International Boat Show and Strictly Sail	\$10,000

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| VI. | B-7, Orchestra Miami, Inc.
Beethoven on the Beach: Part III "Clash of the Titans" | \$10,000 |
| VI. | B-8. Theatre South Atlanta, Inc.
I HAVE A DREAM: a musical on the life and times of
Dr. Martin Luther King, Jr. | \$7,500 |

This motion was seconded by Mr. William Perry III and upon being put to a vote, the vote passed 7-0. (City of Miami Beach representative and City of Miami Commissioner Keon Hardemon were absent).

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

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| VI. | C-5. Performing Arts Center Trust, Inc.
dba Adrienne Arsht Center for the
Performing Arts of Miami-Dade County
Flamenco Festival 2014 | Final Recommendation
\$20,000 |
|------------|--|--|

Ms. Jodi Farrell appeared before the Council and advised they were seeking support for the 7th season of Flamenco Festival Miami. She noted this festival has established Miami as a premier site to see the world's best Flamenco dancers, musicians and vocalist outside of Spain. Ms. Farrell stated that Total Bank was the new corporate sponsor and also, Spanish Consulate General, Maria Cristina Barrios was a friend of the festival; holding ancillary events as well as helping to promote this event. She noted since the time of the application two additional performances have been added, and they now expect 13,000 people to attend this sell out event. Ms. Farrell estimated about 2,200 attendees would be tourist; they were bringing sixty-four artist from Spain and the artist would be occupying 137 hotels rooms over a period of ten nights and the partner hotel was the Hilton Grand. Lastly Ms. Farrell pointed out the United Nations Educational, Scientific and Cultural Organization (UNESCO) has established Flamenco as an intangible, cultural, heritage masterpiece.

Discussion ensued among the members regarding the previous amount of funding that was granted to this applicant in prior cycles. Ms. Benjamin stated the determination was made based on the required formula for the specific cycle. Mr. Blumberg expressed concern for increasing the subcommittee recommended amount; he stated as a member of the subcommittee, they deemed that recommended amount of \$15,000 coming from the \$6,000 amount in the last cycle was a substantial amount and showed strong support for a revenue producing not for profit organization.

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 Ms. Danielle Torres and upon being put to a vote, the vote passed 4-3. (City of Miami Beach representative and City of Miami Commissioner Keon Hardemon were absent and Mr. Gene Prescott, Mr. Stuart Blumberg, and Mr. Hemant Patel voted "no" on this item).

It was moved by Mr. Stuart Blumberg that the FY 2013-2014 TDC second funding period award recommendations by the TDC Subcommittee for the remaining applications in VI-C Section of Special Events/Promotions (Non-Profit) – Ongoing including those who did not make a presentation in today’s (2/06) meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. C-1.	Center for Advancement of Jewish Education, Inc. 17th Annual Miami Jewish Film Festival	\$7,500
VI. C-2.	Fairchild Tropical Botanic Garden, Inc. Fairchild’s Garden Music Festival	\$20,000
VI. C-3.	Florida International University Board of Trustees for the benefit School of Hospitality Management SoBch Wine - 7th Annual Fun & Fit as a Family	\$17,500
VI. C-4.	Miami Dade Community College Foundation, Inc. Miami International Film Festival	\$20,000

This motion was seconded by Mr. Gene Prescott and upon being put to a vote, the vote passed 7-0. (City of Miami Beach representative and City of Miami Commissioner Keon Hardemon were absent).

D. Sports (Non-Profit) – Ongoing

Mr. Michael Spring advised there was a conflict of interest concerning the foregoing applicant with Mr. Gene Prescott and Mr. William Perry III and they would not be able to vote on this item.

It was moved by Mr. Stuart Blumberg that the FY 2013-2014 TDC second funding period award recommendations by the Subcommittee for the application in VI-D Section of Sports (Non-Profit) – Ongoing who did not make a presentation in today’s (2/06) meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. D-1	Junior Orange Bowl Committee, Inc. Junior Orange Bowl International Tennis, International Golf, International Chess, Sports Ability Games, National Basketball, and Ice-Hockey	\$12,000

This motion was seconded by Mr. Hemant Patel and upon being put to a vote, the vote passed 5-0. (City of Miami Beach representative and City of Miami Commissioner Keon Hardemon were absent). Mr. Gene Prescott and Mr. William Perry III abstained from voting.

E. Television (Non-Profit) – Continuing

Mr. Michael Spring 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 FY 2013-2014 TDC second funding period award Recommendations by the Subcommittee for the application in VI-E Section of Television (Non-Profit) – Continuing who did not make a presentation in today’s (2/06) meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. E-1.	Community Television Foundation of South Florida, Inc. Art Loft	\$15,750

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 representative and City of Miami Commissioner Keon Hardemon were absent). Ms. Olga Ramudo abstained from voting.

F. Government (Non-Profit) – Ongoing

It was moved by Mr. Stuart Blumberg that the FY 2013-2014 TDC second funding period award Recommendations by the TDC Subcommittee for the application in VI-F Section of Government (Non-Profit) – Ongoing who did not make a presentation in today’s (2/06) be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. F-1.	Village of Pinecrest – Pinecrest Gardens 11th Annual Pinecrest Gardens Fine Arts Festival	\$6,750

This motion was seconded by Mr. William Perry III and upon being put to a vote, the vote passed 7-0. (City of Miami Beach representative and City of Miami Commissioner Keon Hardemon were absent).

G. Government (Non-Profit) – First Time

It was moved by Mr. Gene Prescott that the FY 2013-2014 TDC second funding period award Recommendations by the Subcommittee for the application in VI-G Section of Government (Non-Profit) – First Time who did not make a presentation in today’s (2/06) meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. G-1.	Miami Dade County Military Affairs Board Golden Veteran Parade and Concert	\$25,000

This motion was seconded by Mr. Stuart Blumberg and upon being put to a vote, the vote passed 7-0. (City of Miami Beach representative and City of Miami Commissioner Keon Hardemon were absent).

Adjournment

Hearing no further questions or comments, the TDC meeting adjourned at 11:55 a.m.



Chairman Esteban Bovo Jr.
Tourist Development Council



TOURIST DEVELOPMENT COUNCIL

February 6, 2014

Prepared by: Tawana Parker

EXHIBITS LIST

NO.	DATE	ITEM #	DESCRIPTION
1	02/06/2014	-	Memorandum to the TDC Members Re: Scheduled Meeting
2	02/06/2014	-	Agenda
3	02/06/2014	-	Roll Call
4	02/06/2014	-	Application Summary Worksheet
5	02/06/2014	-	Memorandum Re: Budget Recommendations for FY 2013-2014 Second Funding Period
6	02/06/2014		FY 2012-2013 Deferred Applications
7	02/06/2014		Applications for Second Funding Period
8	02/06/2014	A-6	IFCM Corp.- FILMGATE
9	02/06/2014	A-13	The Miami Beach Society, Inc. – Tropical Baroque Music Festival XV
10	02/06/2014	B-3	Finger Lakes GrassRoots Festival Organization, Inc. – Virginia Key GrassRoots Festival of Music, Art, & Dance
11	02/06/2014	C-5	Performing Arts Center Trust, Inc. dba Adrienne Arsht Center for the Performing Arts of Miami-Dade County Flamenco Festival Miami 2014
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Panel Meeting
Thursday, February 6, 2014 11 AM
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 September 23, 2013 Meeting

B. FY 2012-2013 Deferred Applicant

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

IV. Reports and Discussion Items

**A. Updated Budget / Financial Position and Funding Recommendations
 for FY 2013-14 Second Funding Period**

V. Citizens' Presentations

VI. Grant Applications and Recommendations - Second Funding Period

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

	Request	Subcommittee Recommendation
1. City of Miami Gardens <i>Jazz in the Gardens</i>	25,000	25,000
2. Coconut Grove Arts & Historical Association, Inc. <i>51st Annual Coconut Grove Arts Festival</i>	25,000	25,000
3. Dr. Martin Luther King, Jr., Parade and Festivities Committee, Inc. <i>Dr. Martin Luther King, Jr. Parade and Festivities Committee, Inc.</i>	15,000	10,000
4. Historical Association of Southern Florida, Inc. <i>21st Annual Miami International Map Fair 2014</i>	15,000	7,000
5. Homestead Rodeo Association, Inc. <i>65th Annual Homestead Championship Rodeo and Rodeo Days</i>	15,000	15,000

	Request	Subcommittee Recommendation
6. IFCM Corp. <i>FILMGATE</i>	18,000	5,000
7. Miami City Ballet, Inc. <i>West Side Story Suite</i>	25,000	9,000
8. Miami Design Preservation League, Inc. <i>Art Deco Weekend 2014</i>	25,000	17,500
9. Miami Light Project, Inc. <i>Global Cuba Fest</i>	15,000	13,500
10. National Gay and Lesbian Task Force <i>Winter Party Festival</i>	10,000	6,000
11. Rotary Foundation of South Miami, Inc. <i>South Miami Rotary Art Festival</i>	7,500	5,000
12. The Deering Estate Foundation, Inc. <i>10th Annual Deering Seafood Festival on the Bay</i>	15,000	9,000
13. The Miami Bach Society, Inc. <i>Tropical Baroque Music Festival XV</i>	25,000	6,000
14. The National Auxilliary Association, Inc. <i>The Dream Girl Twirling Extravaganza!</i>	15,000	3,500
15. Women's International Film & Arts Festival, Inc. <i>9th Annual Women's International Film & Arts Festival</i>	25,000	7,200
B. Special Events/Promotions (Non-Profit) – First Time		
1. Area Performance Gallery Inc. DBA Area Stage Company <i>Carnaval</i>	15,000	12,000
2. Arts Ballet Theatre of Florida, Inc. <i>Great Opera Moments</i>	15,000	10,000
3. Finger Lakes GrassRoots Festival Organization, Inc. <i>Virginia Key GrassRoots Festival of Music, Art, & Dance</i>	25,000	15,000
4. Kiwanis Club of Little Havana <i>Carnaval Miami and Calle Ocho Festival</i>	25,000	25,000
5. McCauley Fund To Cure Paralysis, Inc. (dba - Rise Up Gallery) <i>Wynwood Tour Guide</i>	15,000	7,000
6. National Marine Manufacturers Association <i>Miami International Boat Show & Strictly Sail</i>	25,000	10,000
7. Orchestra Miami, Inc. <i>Beethoven on the Beach: Part III "Clash of the Titans"</i>	15,000	10,000
8. Theatre South Atlanta, Inc. <i>I HAVE A DREAM: a musical on the life and times of Dr. Martin Luther King, Jr.</i>	15,000	7,500

	Request	Subcommittee Recommendation
C. Special Events/Promotions (Non-Profit) – Ongoing		
1. Center for Advancement of Jewish Education, Inc. <i>17th Annual Miami Jewish Film Festival</i>	15,000	7,500
2. Fairchild Tropical Botanic Garden, Inc. <i>Fairchild's Garden/Music Festival</i>	25,000	20,000
3. Florida International University Board of Trustees for the benefit School of Hospitality Management SoBch Wine <i>7th Annual Fun & Fit as a Family</i>	25,000	17,500
4. Miami Dade Community College Foundation, Inc. <i>Miami International Film Festival</i>	20,000	20,000
5. Performing Arts Center Trust, Inc. dba Adrienne Arsht Center for the Performing Arts of Miami-Dade County <i>Flamenco Festival Miami 2014</i>	25,000	15,000
D. Sports (Non-Profit) - Ongoing		
1. Junior Orange Bowl Committee, Inc. <i>Junior Orange Bowl International Tennis, International Golf, International Chess, Sports Ability Games, National Basketball, and Ice-Hockey</i>	15,000	12,000
E. Television (Non-Profit) - Continuing		
1. Community Television Foundation of South Florida, Inc. <i>Art Loft</i>	20,000	15,750
F. Government (Non-Profit) - Continuing		
1. Village of Pinecrest - Pinecrest Gardens <i>11th Annual Pinecrest Gardens Fine Arts Festival</i>	15,000	6,750
G. Government (Non-Profit) – First Time		
1. Miami-Dade County Military Affairs Board <i>Golden Veteran Parade and Concert</i>	25,000	25,000

Adjournment



Panel Meeting
 Thursday, February 6, 2014 11 AM
 Stephen P. Clark Center
 111 NW First Street
 6th Floor, Front Conference Room
 Miami, Florida
 AGENDA

Citizens' Presentations

III. Items for Approval

B. FY 2012-2013 Deferred Applicant

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

VI. Grant Applications and Recommendations - Second Funding Period

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

	Request	Subcommittee Recommendation
6. IFCM Corp. <i>Diliana Alexander Slavchev</i>	18,000	5,000
7. Miami City Ballet, Inc. <i>Marialaura Leslie</i>	25,000	9,000
9. Miami Light Project, Inc. <i>Regina Moore</i>	15,000	13,500
10. National Gay and Lesbian Task Force <i>Lisa Mercado / Victor Diaz-Herman</i>	10,000	6,000

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

12. Arts Ballet Theatre of Florida, Inc. <i>Ruby Issaev / Takiq Butler</i>	15,000	10,000
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C. Special Events/Promotions (Non-Profit) – Ongoing

15. Performing Arts Center Trust, Inc. dba Adrienne Arsht Center for the Performing Arts of Miami-Dade County <i>Jodi Farrell</i>	25,000	15,000
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A-13 The Miami Bach Society, Inc 25,000 6,000

Kathy Gaubatz

A-11 Rotary Foundation of South Miami, Inc. 7,500 5,000
 Wendy Landius

TOURIST DEVELOPMENT COUNCIL

Roll Call Sheet for 02/06/14

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

NOTE: Five (5) members constitute a quorum

Revised on 02/06/2014

FY 2013-2014 Tourist Development Council
 Application Summary Worksheet
 Panel Meeting – February 6, 2014 11 am
 Second Funding Period

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	Requesting Recommendation Difference	D / R*	Final Panel Action
III. B	Junior Orange Bowl Committee, Inc.	6,000	Junior Orange Bowl International Tennis, Golf, Chess, Sports Ability Games & National Basketball	12/01/12 to 01/14/13	10,000	Continuing / 5th	8,750	12,500	0.6	4,000	R	
Subtotals:					6,000					4,000		0
											*D = Direct R = Reimbursement	

Special Events/Promotions
 Nonprofit 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	Requesting Recommendation Difference	D / R*	Final Panel Action
VI. A-1	City of Miami Gardens	25,000	Jazz in the Gardens	03/14/14 to 03/16/14	25,000	Continuing / 2nd	25,000	25,000	0.9	0	R	
VI. A-2	Coconut Grove Arts & Historical Association, Inc.	25,000	51st Annual Coconut Grove Arts Festival	02/15/14 to 02/17/14	25,000	Continuing / 2nd	25,000	25,000	0.9	0	R	
VI. A-3	Dr. Martin Luther King, Jr. Parade and Festivities Committee, Inc.	10,000	Dr. Martin Luther King, Jr. Parade and Festivities Committee, Inc.	01/13/14 to 01/20/14	15,000	Continuing / 5th	15,000	10,000	0.6	5,000	R	
VI. A-4	Historical Association of Southern Florida, Inc.	7,000	21st Annual Miami International Map Fair 2014	02/02/14 to 02/09/14	15,000	Continuing / 4th	8,000	10,000	0.7	8,000	R	
VI. A-5	Homestead Rodeo Association, Inc.	15,000	65th Annual Homestead International Map Fair 2014 and Rodeo Days	01/22/14 to 01/28/14	15,000	Continuing / 3rd	13,500	15,000	0.8	0	R	
VI. A-6	IFCM Corp.	5,000	FLMGA TE	02/01/14 to 02/05/14	18,000	Continuing / 2nd	5,000	5,000	Exempt	13,000	R	
VI. A-7	Miami City Ballet, Inc.	9,000	West Side Story Suite	02/14/14 to 02/16/14	25,000	Continuing / 5th	15,000	15,000	0.6	16,000	R	
VI. A-8	Miami Design Preservation League, Inc.	17,500	Art Deco Weekend 2014	01/17/14 to 01/19/14	25,000	Continuing / 4th	20,000	25,000	0.7	7,500	R	
VI. A-9	Miami Light Project, Inc.	13,500	Global Cula Fest	02/07/14 to 02/09/14	15,000	Continuing / 2nd	15,000	15,000	0.9	1,500	R	
VI. A-10	National Gay and Lesbian Task Force	6,000	Winter Party Festival	03/05/14 to 03/10/14	10,000	Continuing / 5th	7,000	10,000	0.6	4,000	R	
VI. A-11	Rotary Foundation of South Miami, Inc.	5,000	South Miami Rotary Art Festival	02/22/14 to 02/23/14	7,500	Continuing / 3rd	5,000	5,000	0.8	2,500	R	
VI. A-12	The Deerling Estate Foundation, Inc.	9,000	10th Annual Deerling Seafood Festival on the Bay	03/30/14 to 03/30/14	15,000	Continuing / 2nd	10,000	10,000	0.9	6,000	R	
VI. A-13	The Miami Beach Society, Inc.	6,000	Tropical Baroque Music Festival XV	02/24/14 to 03/06/14	25,000	Continuing / 5th	12,000	10,000	0.6	18,000	R	
VI. A-14	The National Auxiliary Association, Inc.	3,500	The Dream Girl Twirling Extravaganza!	01/01/14 to 01/25/14	15,000	Continuing / 4th	3,500	3,500	N/A	11,500	R	
VI. A-15	Women's International Film & Arts Festival, Inc.	7,200	9th Annual Women's International Film & Arts Festival	03/05/14 to 03/09/14	25,000	Continuing / 3rd	8,100	9,000	0.8	17,800	R	
Subtotals:					163,700					114,800		0
											*D = Direct R = Reimbursement	

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. B-1	Area Performance Gallery Inc. DBA Area Stage Company	12,000	Carnaval	01/02/14 to 02/16/14	15,000	First Time / 1st	N/A	N/A	N/A	3,000	R	
VI. B-2	Arts Ballet Theatre of Florida, Inc.	10,000	Great Opera Moments	03/01/14 to 03/22/14	15,000	First Time / 1st	N/A	N/A	N/A	5,000	R	
VI. B-3	Finger Lakes GrassRoots Festival Organization, Inc.	15,000	Virginia Key GrassRoots Festival of Music, Art, & Dance	02/20/14 to 02/23/14	25,000	First Time / 1st	N/A	N/A	N/A	10,000	R	
VI. B-4	Kiwanis Club of Little Havana	25,000	Carnaval Miami and Calle Ocho Festival	02/22/14 to 03/09/14	25,000	First Time / 1st	N/A	N/A	N/A	0	R	
VI. B-5	McCaughey Fund To Cure Paralysis, Inc. (dba - Rise Up Gallery)	7,000	Wynwood Tour Guide	01/01/14 to 09/30/14	15,000	First Time / 1st	N/A	N/A	N/A	8,000	R	
VI. B-6	National Marine Manufacturers Association	10,000	Miami International Boat Show & Strictly Sail	02/13/14 to 02/17/14	25,000	First Time / 1st	N/A	N/A	N/A	15,000	R	
VI. B-7	Orchestra Miami, Inc.	10,000	Beethoven on the Beach: Part III: Clash of the Titans	02/02/14 to 03/31/14	15,000	First Time / 1st	N/A	N/A	N/A	5,000	R	
VI. B-8	Theatre South Atlanta, Inc.	7,500	I HAVE A DREAM: a musical on the life and times of Dr. Martin Luther King, Jr.	01/03/14 to 01/27/14	15,000	First Time / 1st	N/A	N/A	N/A	7,500	R	
Subtotals:					95,500					53,500		0
										D = Direct		R = Reimbursement

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. C-1	Center for Advancement of Jewish Education, Inc.	7,500	17th Annual Miami Jewish Film Festival	01/23/14 to 02/03/14	15,000	First Time / 1st	5,000	6,000	N/A	7,500	R	
VI. C-2	Fairchild Tropical Botanic Garden, Inc.	20,000	Fairchild's GardenMusic Festival	01/06/14 to 01/19/14	25,000	First Time / 1st	12,000	20,000	N/A	5,000	R	
VI. C-3	Florida International University Board of Trustees for the Bennett School of Hospitality Management Sobch Wine	17,500	7th Annual Fun & Fit as a Family	02/22/14 to 02/23/14	25,000	First Time / 1st	10,500	17,500	N/A	7,500	R	
VI. C-4	Miami Dade Community College Foundation, Inc.	20,000	Miami International Film Festival	03/07/14 to 03/16/14	20,000	First Time / 1st	12,000	20,000	N/A	0	R	
VI. C-5	Performing Arts Center Trust, Inc. dba Adrienne Arsht Center for the Performing Arts of Miami-Dade County	15,000	Flamenco Festival Miami 2014	02/27/14 to 03/08/14	25,000	First Time / 1st	6,000	10,000	N/A	10,000	R	
Subtotals:					80,000					30,000		0
										D = Direct		R = Reimbursement

Sports
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	Junior Orange Bowl Committee, Inc.	12,000	Junior Orange Bowl International Tennis, International Golf, International Chess, Sports Ability Games, National Basketball, and Ice-Hockey	12/05/13 to 01/26/14	15,000	First Time / 1st	6,000	10,000	N/A	3,000	R	
Subtotals:					12,000					3,000		0
											*D = Direct	R = Reimbursement

Television
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	Community Television Foundation of South Florida, Inc.	15,750	Art Loft	10/01/13 to 09/30/14	20,000	Continuing / 2nd	17,500	17,500	0.9	4,250	R	
Subtotals:					15,750					4,250		0
											*D = Direct	R = Reimbursement

Special Events/Promotions
Government (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. F-1	Village of Pinecrest - Pinecrest Gardens	6,750	11th Annual Pinecrest Gardens Fine Arts Festival	01/11/14 to 01/12/14	15,000	Continuing / 2nd	7,500	7,500	0.9	8,250	R	
Subtotals:					6,750					8,250		0
											*D = Direct	R = Reimbursement

Special Events/Promotions
Government (First-Time)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. G-1	Miami-Dade County Military Affairs Board	25,000	Golden Veteran Parade and Concert	11/08/13 to 11/09/13	25,000	First Time / 1st	N/A	N/A	N/A	0	R	
Subtotals:					25,000					0		0
											*D = Direct	R = Reimbursement

Beginning Balance for FY 2013-2014: 1,150,000
Carry-over/Recaptured Funds: 196,027
Total Available for FY 2013-2014: 1,346,027

Beginning Balance for 2nd Funding Quarter: 393,700
Total in the Reserve Fund: 88,000

Remaining Balance for the Program: 487,427

Total number of Applications: 33
Grant request grand total: 620,500
Request to recommendation grand total: 214,800
Subcommittee Recommendation Grand Total: 405,700

Final Panel Recommendation Grand Total: 0



MEMORANDUM

Date: February 6, 2014

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 Second Funding Period

FY 2013-2014 Available Budget

The allocation of funds to the Tourist Development Council's budget for fiscal year 2013-2014 is \$1,346,027. The 2% Tourist Development Room Tax Revenue will provide the Council with \$1,150,000, 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, \$196,027 was carried over from FY 2012-2013.

2nd Funding Period Overview

There are thirty-two (32) applications requesting a total of \$625,500 for the second funding period. All 32 applications are from non-profit organizations.

Nine (9) of these 32 organizations represent New and/or First-time projects to the Tourist Development Council; seventeen (17) are Continuing projects; and six (6) are eligible under the Ongoing projects category (i.e., nonprofit organizations that have completed a five year TDC funding cycle). The appropriate formulas have been applied in determining funding recommendations for applicant organizations that fall into the Continuing projects categories subject to the organizations' satisfying eligibility requirements and meeting program criteria.

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

Recommended Allocation for this Funding Period

A total of \$399,700 has been recommended for 32 organizations by the TDC Subcommittee for this second funding period. In addition, \$6,000 is recommended for one (1) application that was carried over from the FY 2012-2013 first quarter funding period as a result of lack of quorum for the necessary voting approval bringing the total TDC Subcommittee recommendation for this second funding period to \$405,700. The remaining balance for the program as appropriated at the beginning of the year is \$487,427. The current balance in the Reserve Fund is \$88,000. Reserve funds are available to address unforeseen or needed adjustments and/or unanticipated major project requests.

<u>Funding Period/Category</u>	<u>Budgeted + Allocations</u>	<u>Set-Aside +</u>	<u>Reserve</u>	<u>Actual Recommended = /Expended # of grants</u>	<u>Remaining Balance</u>
First Funding Period	\$ 328,500	\$ 124,400	\$	\$ 452,900 ³⁶	\$
Second Funding Period	393,700		12,000	\$ 405,700 ³³	
Third Funding Period	208,750				208,750
Fourth Funding Period	190,677				190,677
Reserve	100,000				88,000
Set-Aside Grants	124,400				
TOTAL	\$1,346,027	\$ 124,400	\$ 12,000	\$ 858,600 ⁶⁹	\$ 487,427

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
Second Funding Period**

BUDGET UPDATE CHART

	Special Events / Promotions	Sports Events	Television	Government	Total
Total TDC Funding Available in FY 2013-2014					\$1,346,027
Total TDC First Funding Period Allocations					\$452,900
Continuing (Reduction Formula) Projects - Funding Formula Amounts (# of requests)	\$ 163,700 (15)	\$ 6,000 (1)	\$ 15,750 (1)	\$ 6,750 (1)	\$ 192,200 (18)
Ongoing Projects (Beginning New Cycle) - Recommended Amounts (# of requests)	\$ 80,000 (5)	\$ 12,000 (1)	N/A	N/A	\$ 92,000 (6)
New and/or First- time Projects - Recommended Amounts (# of requests)	\$ 96,500 (8)	N/A	N/A	\$ 25,000 (1)	\$ 121,500 (9)
Total Recommended for Second Funding Period (# of requests)	\$ 340,200 (28)	\$ 18,000 (2)	\$ 15,750 (1)	\$ 31,750 (2)	\$ 405,700 (33)
Balance Remaining (3rd + 4th + Reserve Fund)					\$ 487,427

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

Miami-Dade County Department of Cultural Affairs

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

Agenda Item No.: III.B-1

ORGANIZATION: Junior Orange Bowl Committee, Inc.

GRANT

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

REQUEST: \$15,000.00

PROJECT TYPE/CATEGORY: Sport

RECOMMENDATION:

\$6,000.00

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 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:				
temize 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 - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-1

ORGANIZATION: City of Miami Gardens

GRANT REQUEST: \$25,000

PROJECT TITLE: Jazz in the Gardens

RECOMMENDATION: \$25,000

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing (Reduction Formula)

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 03-14-2014 - 03-16-2014

EVENT LOCATION: Sun Life Stadium, 2269 NW 199th St; Calder Racetrack, 21001 NW 27th Ave

PROJECT SYNOPSIS: Grant funds are requested to support the Jazz in the Gardens music festival presented by the City of Miami Gardens, being held from March 14-16, 2014, at Sun Life Stadium with a Friday (March 14) kick-off party at Calder Casino & Racetrack. Celebrating its ninth year, the event will be hosted by celebrity comedian, DL Hugley and will feature performances by Trey Songs, LL Cool J, Kelly Rowland, Jennifer Hudson, Rachele Farelle, R. Kelly, Mint Condition and Franke Beverly featuring Maze.

HOTEL CONFIRMATION:

Don Shula'a Resort and Golf Club	400 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	40	45000
Out of County	10	6000
Out of State	150	14000
Foreign	0	5000
TOTAL	200	70000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	400	
# of hotel room nights anticipated to be booked:	1500	
Actual number of hotel room nights used last year:	300	

MARKETING DETAILS: Celebrating its ninth year, Jazz in the Gardens is breaking records. Over 63,000 people attended the festival in 2013. Thanks to strategic local, regional, national and international marketing efforts, the event continues to be successful. The City is taking the event to the next level by partnering with celebrity comedian DL Hugley to host the weekend festival. With a new syndicated radio show heard in 39 markets including Chicago, Cleveland, Nashville, Memphis, Detroit and New Orleans. The show is a daily themed, music intensive afternoon drive program from 3-7pm ET hosted by one of the brightest comedic minds. His show is sure to be a great medium for promoting the festival nationwide. Clear Channel returned as a sponsor in 2013 and agrees to support the event in 2014. The City continues to be aggressive with social media, with a fan base/followers of 55,000. Specifically in 2014, we are working with the artists and their publicists to have the artists become involved in promoting their appearance at Jazz in the Gardens on the festival's social media networks. Fans will be able to communicate with artists and vice versa. The social media platforms are consistently updated and specifically promote various aspects of the event including travel and tourism in South Florida. The City's destination marketing efforts and partnership with the Greater Miami Convention & Visitor's Bureau (GMCVB) continues to be fruitful. The GMCVB has assisted with satisfying travel promotions with on-line promotions in a variety of "cold weather" feeder markets. The GMCVB partnership will continue in the 2014 event year. In addition, we have partnered with Visit Florida, and they have been and will continue to be instrumental in helping the event by providing rooms promotional travel packages that have allowed us to be very creative in leveraging free radio promotions throughout the country. The City will continue to distribute content specific flyers, email blasts and print media targeting the various aspects of the event: ticket sales, travel and tourism, artists and other ancillary events. Radio and television promotions have been the heart of our marketing efforts and will continue to be for the 2014 year. A combination of paid and free promotional advertising has been the key to "getting the word out"! Using these mediums of promotion have been successful to the event. The Jazz in the Gardens website has been an extreme success for the event. A-hub for all the event information, the site features all the need to know info, including ticket prices, artists' line-up and a well enhanced travel page that enables visitors to book hotel rooms, travel packages and group tickets through the site. In an effort to draw more visitors, have them stay longer and enhance their Jazz in the Gardens experience, the City is focused on promoting ancillary events including the Women's Impact Conference and Luncheon (WICL), and a festival kick-off party on Friday March 14th.

PREVIOUS TDC FUNDING: \$25,000 (12-13); \$20,000 (11-12) - End of Cycle; \$15,000 (10-11); \$12,000 (08-09); \$13,500 (07-08); \$15,000 (06-07)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The project, the 2014, ninth annual Jazz in the Gardens music festival, will offer a live talent line-up featuring various musical performers, including Trey Songs, Kelly Rowland, Jennifer Hudson, Mint Condition, Frankie Beverly, and LL Cool. South Florida is the mecca of cultural diversity and people flock from all over to participate in the diversity the area offers. About 70,000 spectators are expected. Jazz in the Gardens will take place at Sun Life Stadium located in Miami Gardens. Other than the two-day weekend music festival, for the fifth consecutive year, the Women's Impact Conference & Luncheon will be held the Friday prior in Miami Lakes at Don Shula's Hotel and Golf Resort. A Kick-off pre festival party will also be held on Friday, March 14th at Calder Casino in Miami Gardens. The festival is a ticketed event with prices ranging from \$45 to \$300 depending on the section purchased and whether or not it is a one-day ticket, two-day weekend ticket or VIP ticket package. The event is marketed throughout the nation and abroad. Nationally the City partners with radio stations and through various cross promotional efforts the City is able to leverage promotional trips for contest winners selected by radio partners along with other added value. Marketing includes radio, television, internet, print, social media and public relations. We have a number of media partners, the major ones being Comcast Cable, Radio One, HOT 105, 99 JAMZ (all radio), Miami Herald, New Times and Clear Channel outdoor media. As for hotel sponsors, Don Shula's Resort and Golf Club is confirmed as a returning sponsor and we are working on solidifying others.

Through TDC funding the City will enhance and expand our marketing efforts to reach a broader audience nationally and internationally, positioning Jazz in the Gardens as the destination for mature adults looking to get away from the cold to enjoy South Florida's Sunshine as well as an amazing weekend of music, food and shopping. In addition, Public Relations efforts will focus on what South Florida offers tourists beyond what they get at home and beyond what the festival offers, which is an amazing vacation destination with beautiful beaches, spas, golf, fine dining and shopping. The Jazz in the Gardens team is comprised of several organizations combining talents to execute a magnificent production. These organizations include a production team back for a third year, AEG Live Entertainment Productions who is charged with production, talent acquisition and operations; Roane Consulting, charged with sponsorship solicitation, management and activation; Circle of One Marketing, charged with marketing and public relations; and the City of Miami Gardens, executive producer/ host of Jazz in the Gardens. Currently we are in the phase of setting up operations, soliciting sponsors, purchasing talent and promoting the event. Tickets go on sale November 15, 2013.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 366,200	\$ 366,200	
Personnel: Artistic		\$ 8,000	\$ 8,000	
Personnel: Technical/Production		\$ 144,500	\$ 144,500	
Outside Artistic Fees/Services		\$	\$	
		1,179,000	1,179,000	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 284,500	\$ 309,500	\$ 300,000
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 5,000	\$ 5,000	
Travel: In County		\$ 142,100	\$ 142,100	
Travel: Out of County			0	
Equipment Rental		\$ 523,950	\$ 523,950	
Space Rental		\$ 132,000	\$ 132,000	\$ 100,000
Mortgage/ Loan Payments			0	
Insurance		\$ 20,000	\$ 20,000	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 19,200	\$ 19,200	
Other Expenses				
Decor		\$ 35,000	\$ 35,000	
Catering		\$ 91,600	\$ 91,600	
Women's Impact Conference & Luncheon		\$ 40,000	\$ 40,000	
Sponsor Reception		\$ 5,950	\$ 5,950	
Police Services		\$ 11,800	\$ 11,800	
	\$ 25,000	\$	\$	\$ 100,000

Subtotal	\$ 25,000	3,008,800	3,033,800	\$ 400,000
TOTAL EXPENSES	\$ 3,433,800			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 3,200,000		75%
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	\$ 420,000	\$ 400,000	10%
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	\$ 110,000		3%

Revenues	\$ 149,000		3%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Ticket Service Fee Rebate	\$ 30,000		1%
VIP Portolet Access	\$ 35,000		1%
ATM Service Fee	\$ 3,000		0%
Women's Impact Conference & Luncheon	\$ 5,000		0%
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 3,842,000	\$ 400,000	1%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 3,867,000		
Total Revenues	\$ 4,267,000	Total In- Kind %	9%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-2

ORGANIZATION: Coconut Grove Arts & Historical Association, Inc. **GRANT REQUEST:** \$25,000

PROJECT TITLE: 51st Annual Coconut Grove Arts Festival **RECOMMENDATION:** \$25,000

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing (Reduction Formula)

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 02-15-2014 - 02-17-2014

EVENT LOCATION: Streets of Coconut Grove, Florida, McFarlane Road, South Bayshore Drive, Pan American Drive; ,

PROJECT SYNOPSIS: Grant funds are requested to support the 51st Annual Coconut Grove Arts Festival, which continues to be a Miami tradition by maintaining its position as one of the largest and most prestigious events of its kind in the world. The Festival is one of the most visible and celebrated events in Miami-Dade County. Held annually during Presidents' Day Weekend, The Festival will be celebrating 51 years of excellence February 16, 17, 18, 2013.

HOTEL CONFIRMATION:

None	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	15	50000
Out of County	95	54300
Out of State	265	16200
Foreign	5	4500
TOTAL	380	125000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	0 ⁰⁰	
# of hotel room nights anticipated to be booked:	1000	
Actual number of hotel room nights used last year:	While we do not block hotel rooms, it is estimated that 1,000 hotel rooms nights are utilized each year.	

MARKETING DETAILS: The Coconut Grove Arts Festival staff and Board of Directors strive to create a marketing plan that is dynamic and exciting. To that end, the Festival employs both an advertising agency and a local public relations firm year round to work hand-in-hand with the event.

The public relations program and strategy, in addition to showcasing the three-day event, also focuses on highlighting the Festival's ongoing presence in the the cultural arts community in South Florida. Our public relations and media plan have resulted in increased coverage in publications throughout the U.S. and Latin America.

Significant local coverage is attained through our relationships with local media outlets such as the Miami Herald, el Nuevo Herald, Comcast Cablevision, NBC6 and Telemundo 51. More than six hours of spot television news coverage keeps us top of mind throughout the weekend. Additionally, the Festival works with Clear Channel radio group to broaden our reach on both Spanish and English radio stations.

To round out our marketing efforts, the Festival produces television spots, print ads, collateral material, banners, billboards and dioramas. The Festival also has a newly re-designed website www.cgaf.com and FREE apps for both the iphone and Droid platforms. The utilization of electronic media and a focus on providing the Festival experience to people around the globe with a few taps to a touch screen has ensured that the 51 year old event will keep up with the changing times. .

Additionally the Festival has increased the Social Media efforts to include Facebook, Twitter, and YouTube. So much so, that the Festival is launching a campaign on social media to select one of our fans to be featured in our 2014 advertising!

The efforts for the 51st annual event, while still in their infancy, will again be comprised of a broad mix of media. The commitment to producing first class advertising is closely monitored by a Marketing Committee comprised of Board Members and outside advisors. The Festival Staff and Marketing Committee are energized to create the best plan yet in celebration of 51 years of bringing art to our community.

PREVIOUS TDC FUNDING: \$25,000 (12-13); { End of Cycle \$15,000 (11-12)}; \$17,500 (10-11); \$20,000 (09-10); \$22,500 (08-09); \$25,000 (07-08)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The Coconut Grove Arts Festival continues in its position as one of the largest and most prestigious events of its kind in the world. While celebrating its roots and revitalizing the local arts, the Festival draws patrons from our local community, and all over the US, Canada, Latin America and Europe. The Festival is one of Miami-Dade's most visible and celebrated events drawing attention to the astonishingly beautiful community that hosts it. Held annually during Presidents' Day Weekend, the Festival will be celebrating its 51st anniversary February 15, 16, 17 and will proudly display the works of more than 380 fine artists in the streets of Coconut Grove to more than 120,000 patrons. The Festival is an affordable form of entertainment for families! Children 12 & under receive free admission; adult tickets are \$15.

The Festival, conceived as a publicity stunt to promote "Irma la Douce" at the Coconut Grove Playhouse in 1963, continues four decades later to strive to expose the South Florida community to the extensive treasures art has to offer. An artist applying is vying for a spot in a show that has been dubbed the "Festival of the Decade" by Sunshine Artist Magazine because of consistent top rankings.

In an effort to ensure the Festival has something for everyone, we not only celebrate the Visual Arts, but also bring both Performing and Culinary Arts to our patrons. Local artists entertain the crowds by crooning familiar tunes and exposed patrons to innovative forms of artistic expression via dance and music. The Culinary Pavilion, now in its 9th year, has developed quite a fan base among Festival-goers. Featuring celebrities like Douglas Rodriguez & Giorgio Rapicavoli from Chopped fame, and exhibits from local chefs occurring through the day, there is always something to tickle your taste buds. This programming allows us to attract a broader audience to the event furthering our commitment to expose our community and tourists to the arts.

It takes a year-round full time staff to conceptualize, plan and implement this 3-day event. Our planning and implementation is an ongoing process that is driven by our professional staff and monitored by our Board of Directors assuring the best quality event. The Festival employs full time advertising and public relations firms who work in concert year round. The media plan includes OOH, TV, Radio, Web, Social Media and Print. In addition to the advertising and communications plan, the Festival is supported by local TV and media outlets. The CGAF enjoys long standing relationships with NBC6, T51, Comcast, WMIA, and Miami Herald. The CGAF is sponsored by all of the local hotels including Sonesta, Ritz-Carlton, Marriott(2), Mutiny and Mayfair. While we do not secure room blocks, we work with the hotels to provide rooms for artists and sponsors. Funds received from the TDC help to offset the cost of producing the Festival allowing us to continue to promote our local community.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 223,000	\$ 223,000	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 113,000	\$ 113,000	
Outside Artistic Fees/Services		\$ 1,500	\$ 1,500	
Outside Other Fees/Services		\$ 360,000	\$ 360,000	\$ 10,000
Marketing ADV/ PV/ Printing/ Publication		\$ 200,000	\$ 200,000	\$ 20,000
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 12,500	\$ 12,500	
Travel: In County		\$ 14,000	\$ 14,000	\$ 20,000
Travel: Out of County		\$ 3,300	\$ 3,300	
Equipment Rental	\$ 25,000	\$ 105,000	\$ 130,000	\$ 6,500
Space Rental		\$ 163,635	\$ 163,635	
Mortgage/ Loan Payments			0	
Insurance		\$ 34,000	\$ 34,000	
Utilities		\$ 82,000	\$ 82,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 55,000	\$ 55,000	
Other Expenses				
Artist Awards		\$ 28,000	\$ 28,000	
Other Festival Expenses		\$ 37,495	\$ 37,495	
Permits, Fees, Taxes & Licenses		\$ 68,000	\$ 68,000	
Sponsorship & Volunteer Expense		\$ 32,000	\$ 32,000	
Gallery Expenses		\$ 10,000	\$ 10,000	
Subtotal	\$ 25,000	\$ 1,542,430	\$ 1,567,430	\$ 56,500
TOTAL EXPENSES	\$ 1,623,930			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 546,721		34%
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	\$ 335,481	\$ 56,500	21%
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			
Coconut Grove Business Improvement	\$ 20,000		1%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)	\$ 10,000		1%
Merchandise/ Concessions/ Gift Shop Revenues	\$ 30,000		2%

Investment Income (Endowment)	\$ 6,600		0%
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Artist Booth Fees & Sculpture Garden Fees	\$ 316,628		19%
Jury Fees	\$ 45,000		3%
Food Vendor Concessions	\$ 125,000		8%
Artist Portfolio / Gallery of the Grove	\$ 2,000		0%
Department of Cultural Affairs Grants			
Festival & Special Events (FEST)	\$ 100,000		6%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 1,542,430	\$ 56,500	2%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 1,567,430		
Total Revenues	\$ 1,623,930	Total In- Kind %	3%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-3

ORGANIZATION: Dr. Martin Luther King, Jr., Parade and Festivities Committee, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: Dr. Martin Luther King, Jr. Parade and Festivities Committee, Inc

RECOMMENDATION: \$6,000

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing (Reduction Formula)

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 01-13-2014 - 01-20-2014

EVENT LOCATION: MLK PARADE AND FESTIVITIES - JOSEPH CALEB, 5400 NW 22ND AVE; ,

PROJECT SYNOPSIS: Grant funds are requested to support the 2014 Martin Luther King Parade Festivities. This year's parade will include a nondenominational, nonsectarian spiritual breakfast, an Oratorical Essay Contest featuring Miami-Dade County Public School students, an awards and scholarship banquet and the traditional parade through Liberty City/Brownsville on MLK Blvd.

HOTEL CONFIRMATION:

Pending	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	700	325,000
Out of County	300	95,000
Out of State	300	20,000
Foreign	200	10,000

TOTAL	1500	450000
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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:	Pending	Pending
# of hotel room nights anticipated to be booked:	Pending	Pending
Actual number of hotel room nights used last year:		

MARKETING DETAILS: We are continuing our partnerships with local radio stations WEDR 99 JAMZ, WMBM and HOT 105 to reach their target audiences, which are urban youth, gospel listeners and black adult contemporary listeners. Each station provides on air advertising prior to the parade. In addition, each station sponsors a thematic stage providing performers and a mistress/master of ceremonies. The MLK Day Committee also partners with WQBA radio station OT provide Latin performers and on air marketing for the MLK Day parade, which targets their Hispanic listeners. The MLK Day Committee also supports WQBA's Parade and each parade exchanges talent thereby supporting Dr. Martin Luther JR's philosophy of brotherhood. We are also in the process of creating a Facebook and Instagram social media page for the orgination and we currently advertise in the local newspapers and post postes throughout the community.

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

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

WHAT - The 2014 observance will mark our Organization's 36th year in producing and sponsoring this National holiday celebration. This parade and its festivities continue to foster unity and awareness in our inner-city youth and residents. It serves as a reminder of the impact that Dr. King made on our society and the road that he paved for us. Not only does this parade honor Dr. King; it provides a much-needed economic boost to our inner city. With more than 1000 participants, it allows us to display the talents of our youth through their participation with more than 20 elementary, junior high and senior high schools bands.

WHEN & HOW MANY EVENTS – During January 13 -20, 2014, the State of Florida and Miami-Dade County will join the rest of the Nation in observing the birth, legacy, and life works of the late Reverend Dr. Martin Luther King, Jr. The 2014 celebration will consist of an Oratorical Essay contest, a joint venture between MLK and Miami- Dade County Public Schools. The celebratory activities that will close the MLK festivities is the traditional parade through the heart of the African American enclave of Liberty City/Brownsville on MKL Blvd, the parade starts at 54th Street NW 8th Avenue – 32nd Avenue and 62nd Street (22 blocks) .

The Martin Luther King, Jr., Committee was successful in increasing the number of Asians, Caribbean Blacks, Anglos and Hispanics that attended the 2013 parade. This project has tourist appeal because it is a National Holiday with all of the accompanying amenities that attract people from all of our neighboring counties, other states and the Caribbean and Latin America.

The MLK Day Committee partners with local radio stations WEDR 99 JAMZ, WMBM and HOT 105 to reach their target audiences, which are urban youth, aged 15-30, and gospel listeners, aged 18-70 and black adult contemporary listeners, aged 25-50. Each station provides on air advertising prior to the parade. In addition, each station sponsors a thematic stage providing performers and a mistress/master of ceremonies. The MLK Day Committee also partners with WQBA radio station to provide Latin performers and on air marketing for the MLK Day parade, which was targeted at their Hispanic listeners.

This project has tourist appeal because it is a National Holiday with all of the accompanying amenities that attract people from all of our neighboring counties, other states and the Caribbean and Latin America. The Caribbean and Latin American artists contribute significantly to our international tourist appeal. The funds are used to support the culminating activity of this celebration, the MLK Parade and Festivities on Dr. King's national holiday.

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	\$ 5,000	\$ 20,000	\$ 25,000	
Outside Other Fees/Services		\$ 25,000	\$ 25,000	
Marketing ADV/ PV/ Printing/ Publication		\$ 23,000	\$ 23,000	
Marketing: Postage/Distribution		\$ 500	\$ 500	
Marketing: Web Design/ Support/ Maintenance		\$ 5,000	\$ 5,000	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental	\$ 10,000	\$ 38,000	\$ 48,000	
Space Rental		\$ 1,500	\$ 1,500	
Mortgage/ Loan Payments			0	
Insurance		\$ 14,000	\$ 14,000	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 3,000	\$ 3,000	
Other Expenses				
Parade Floats		\$ 18,000	\$ 18,000	
Security		\$ 10,000	\$ 10,000	
CITY OF MIAMI POLICE			0	\$ 10,000
CITY OF MIAMI SANITATION			0	\$ 10,000
MIAMI-DADE POLICE			0	\$ 23,000
Subtotal	\$ 15,000	\$ 158,000	\$ 173,000	\$ 43,000
TOTAL EXPENSES	\$ 216,000			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 20,000		9%
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	\$ 35,000		16%
Foundation Support	\$ 30,000		14%
Private/ Individual Support	\$ 35,000		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	\$ 13,000		6%

Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 10,000		5%
Other Revenues			
CITY OF MIAMI POLICE		\$ 10,000	0
CITY OF MIAMI SANITATION		\$ 10,000	0
MIAMI-DADE COUNTY POLICE		\$ 23,000	0
			0
Department of Cultural Affairs Grants			
COMMUNITY GRANT	\$ 15,000		7%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 158,000	\$ 43,000	9%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 173,000		
Total Revenues	\$ 216,000	Total In- Kind %	20%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-4

ORGANIZATION: Historical Association of Southern Florida

GRANT REQUEST: \$15,000

PROJECT TITLE: 21st Annual Miami International Map Fair 2014

RECOMMENDATION: \$7,000

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing (Reduction Formula)

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 02-07-2014 - 02-09-2014

EVENT LOCATION: HistoryMiami, 101 W. Flagler Street; ,

PROJECT SYNOPSIS: Grant funds are requested to support the 21st Annual Miami International Map Fair, a 3-day map extravaganza to be held February 7 - 9, 2014 at the HistoryMiami Museum in downtown Miami. Over 1,600 map dealers, collectors and the curious converge to meet, mix, buy, sell, browse and talk "mapdom". Educational lectures are offered, which along with the Map Fair, draw in participants from all over the world. The Map Fair is now considered the #1 event of its kind in the world.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	0	660
Out of County	20	384
Out of State	80	384
Foreign	100	172
TOTAL	200	1600

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	410	
# of hotel room nights anticipated to be booked:	900	
Actual number of hotel room nights used last year:	900	

MARKETING DETAILS: HistoryMiami has a comprehensive multi-pronged marketing strategy for it's 21st Annual Miami International Map Fair. This includes placement of calendar listings and advertisements in a broad variety of local, national and international media that target map enthusiasts and professionals while enticing the curious and interested. A significant amount of marketing is done through social media activities including Facebook, Twitter and other similar outlets. The majority of marketing efforts center around calendar listings and print advertisements in local, regional and international general and specialty publications. Voluntary surveys reflect that Miami Herald advertising continues to be the most effective in encouraging walk-in attendance. International attendance is most effectively generated by word of mouth and signage at other international map fairs. Print pieces are developed and distributed including Save the Date postcards (distribution 10,500, sent 5-months in advance of the event), registration brochures (distribution 6,500) and Map Fair programs (distribution 2,000). A press release is circulated to local media outlets to encourage attendance and media coverage. In addition, the Map Fair is widely promoted in HistoryMiami publications including weekly e-newsletters (sent to 2,600 people), South Florida History magazine (distribution 4,000) and Museum Happenings publication (distribution 15,000). Large outdoor banners and posters advertising the Map Fair are displayed on the exterior of the museum building and on Flagler Street, ensuring visibility by MetroRail commuters and downtown workers and residents.

Our advertising schedule includes aggressive placement of ads in map related professional journals and publications throughout the world. Media placements include: Antiques & Art Around Florida, IMCoS, MapForum, London Map Fair, Imago Mundi, Sun-Sentinel, Palm Beach Post, Coral Gables gazette, Where and the Miami Herald. In addition, 30-second spots run on WLRN. Signage and Save the Date postcards for the Miami International Map Fair are distributed at these events to outreach and entice the international map collecting community.

PREVIOUS TDC FUNDING: \$8,000 (12-13); \$9,000 (11-12); \$10,000 (10-11)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The 21st Annual Miami International Map Fair has been described as the Super Bowl of Mapdom and is a three-day event to be held February 7 - 9, 2014 at the HistoryMiami Museum, with lectures offered in the adjacent Miami-Dade Public Library's auditorium. Over 1,600 map dealers, collectors and curiosity seekers attend to buy, sell, browse and discuss historical maps. In 2012 participants came from 13 countries and 24 US states. Promotional advertisements are placed in local, national and international general and specialist publications with 30-second spots airing continuously on WLRN. The museum operates an email marketing campaign reaching a base of 5,000 individuals and social media program that includes promotion on Facebook, Twitter, YouTube and other outlets. The Map Fair is highlighted on the HistoryMiami website and is advertised in general HistoryMiami publications with a distribution of over 15,000. The event is widely featured on national and international cartography and tourism websites. TDC funds afford specific targeted advertisements to a specialized international audience, who are key to making the event a huge success.

The first Map Fair was held in 1993, with three dealers, one speaker and 40 guests at a single evening event that has since blossomed into a unique global undertaking that highlights South Florida and is now recognized as the #1 event of its kind in the world. This accolade stems from its top ranking based on number of attendees, dealers, maps sold and obtainment of the highest price received for the rarest maps. Dealers come from the world over including Canada, the United Kingdom, Argentina, Australia, France, Belgium, the Netherlands, Germany, Spain and from across the United States. The Miami International Map Fair heads a list of other important international map fairs including London, Paris and Breda (Holland). It is presently the only Map Fair held in the United States.

Three educational lectures will be presented over the weekend: Alex J.C. Johnson, Ph.D.; Margaret Pritchard and Susan Schulten, Ph.D. Lecturers are not paid honoraria. Fair attendees are invited to bring in personal maps for an expert opinion. It is anticipated that over 1,600 attendees will present at the event. Tickets are required for admission (general admission \$10 and \$75 for all the weekend events).

The Map Fair generates wide tourism consumption, particularly from international visitors reached through advertising paid through TDC funds. It is estimated that over 1,100 hotel room nights are used by attendees. A small percentage of hotel rooms are blocked as many attendees prefer to make their own arrangements. In addition, attendees buy a significant number of airline tickets and spend money on Miami transportation, accommodation, dining, shopping and visits to other cultural venues.

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		\$ 5,000	\$ 5,000	
Outside Artistic Fees/Services		\$ 450	\$ 450	
Outside Other Fees/Services		\$ 8,351	\$ 8,351	
Marketing ADV/ PV/ Printing/ Publication	\$ 15,000	\$ 3,480	\$ 18,480	\$ 12,450
Marketing: Postage/Distribution		\$ 1,380	\$ 1,380	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County		\$ 3,090	\$ 3,090	
Equipment Rental			0	
Space Rental			0	\$ 1,000
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 1,323	\$ 1,323	\$ 1,750
Other Expenses				
		\$ 1,971	\$ 1,971	\$ 4,300
		\$ 22,073	\$ 22,073	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 75,118	\$ 90,118	\$ 19,500
TOTAL EXPENSES	\$ 109,618			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 22,449		20%
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	\$ 27,700	\$ 17,700	24%
Foundation Support			0
Private/ Individual Support	\$ 1,750	\$ 3,550	2%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds	\$ 10,760		9%
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			
Ad Sales in Program	\$ 8,723		8%
Sale of Map tubes	\$ 2,760		2%
Print rack rental	\$ 975		1%
Miscellaneous In-Kind Support - Includes Maps for Door Prizes, Food, Facility Rental & Equipment Fees and Champagne & Wine		\$ 3,750	0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 75,117	\$ 25,000	17%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 90,117		
Total Revenues	\$ 115,117	Total In- Kind %	22%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-5

ORGANIZATION: Homestead Rodeo Association, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: 65th Annual Homestead Championship Rodeo and Rodeo Days

RECOMMENDATION: \$12,000

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing (Reduction Formula)

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 01-22-2014 - 01-26-2014

EVENT LOCATION: Doc DeMilly Rodeo Arena at Harris Field (US1 & Campbell Dr), 1034 NE 8th St, ,

PROJECT SYNOPSIS: Grant funds are requested to support the 65th annual presentation of the southernmost rodeo in the United States and related events which will take place January 22-26, 2014 at the Doc DeMilly Rodeo Arena at Harris Field in Homestead. This is most well attended community and cultural event in far South Dade and is expected to draw over 24,000 attendees to the three-day rodeo and over one dozen events that lead up rodeo weekend.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

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

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	40	
# of hotel room nights anticipated to be booked:	80	
Actual number of hotel room nights used last year:	85+	

MARKETING DETAILS: The Homestead Championship Rodeo is a PRCA rodeo and receives tremendous marketing support through this prestigious membership. Annually, the PRCA sanctions about 600 of the most elite multiple-event rodeos on the continent, in 37 states and three Canadian provinces – the cream of the crop among thousands of rodeo-related events that take place each year in North America. Most significantly, the PRCA promotes the Homestead Championship Rodeo all year long through the PRCA's television coverage on Great American Country and the Pursuit channel, the PRCA's ProRodeo Sports News and ProRodeo.com as well as other rodeo-related media outlets.

PREVIOUS TDC FUNDING: \$13,500 (12-13); \$15,000 (11-12)

OTHER GOVERNMENT FUNDING:

PROJECT NARRATIVE:

WHAT/WHEN/WHERE: The Homestead Championship Rodeo and Rodeo Days is the primary community and cultural event in South Miami-Dade County. The 65th annual rodeo and frontier days will take place January 22 through January 26, 2014. All events take place in Homestead, Florida, an agricultural city of nearly 59,000 residents (2009 est.).

Rodeo events range in price from free to \$15. Events begin with a Family Night and Little Miss & Mister Homestead Rodeo Contest on Wednesday, January 22nd. On Thursday evening, the popular Mechanical Bull "Buck-Off" Night will be open to participants and spectators, free of charge. Then, on Friday, January 24th, the rodeo begins with the annual "Tough Enough to Wear Pink" night in partnership with the Susan B. Komen local chapter. Saturday, January 25th will once again bring the annual Rodeo Parade through downtown Homestead. This year's theme is "65th Diamond Anniversary of the Homestead Rodeo".

The Homestead Rodeo is one of the oldest annual professional sporting events in South Florida, the only PRCA rodeo in Miami-Dade County and the Southernmost Rodeo in the Continental USA. The PRCA specialty act for all three rodeo performances will be Rodeo Clown Slim Garner. Slim has been clowning rodeos for 15 years and is well known on the PRCA circuit. We are honored to have 2005 & 2010 PRCA Announcer of the Year Wayne Brooks as our announcer again this year.

HOW/MARKETING/MEDIA: The rodeo receives tremendous marketing support through this prestigious PRCA membership. Annually, the PRCA sanctions about 600 of the most elite multiple-event rodeos on the continent, in 37 states and three Canadian provinces – the cream of the crop among thousands of rodeo-related events that take place each year in North America. Most significantly, the PRCA promotes the Homestead Championship Rodeo all year long through the PRCA's television coverage on Great American Country and the Pursuit channel, the PRCA's ProRodeo Sports News and ProRodeo.com.

HOTEL SPONSORS: The 2014 Homestead Championship Rodeo will partner with the Ramada Inn which will serve as the event's host hotel. The Ramada Inn is currently holding 40 room night for our event.

WHO: As a PRCA event, the rodeo is PRCA talent exclusive (all performers are active members of the PRCA). The PRCA's membership includes more than 7,000 cowboys and performers (including permit holders and contract personnel), the largest segment of the association's membership – more than 5,300 of who are actively competing. This membership segment includes a full range of contestants, from cowboys who compete in professional rodeo for a living, crisscrossing the country with their own horses or equipment, as well as those who work at other jobs during the week and compete in nearby rodeos on the weekends. The PRCA includes two \$3 million earners and more than 80 million-dollar earners, yet most of its competing members participate in fewer than 30 rodeos each year.

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			0	
Outside Other Fees/Services		\$ 20,000	\$ 20,000	
Marketing ADV/ PV/ Printing/ Publication		\$ 32,600	\$ 32,600	
Marketing: Postage/Distribution		\$ 500	\$ 500	
Marketing: Web Design/ Support/ Maintenance		\$ 500	\$ 500	
Travel: In County			0	
Travel: Out of County		\$ 2,000	\$ 2,000	
Equipment Rental			0	
Space Rental			0	
Mortgage/ Loan Payments			0	
Insurance		\$ 5,400	\$ 5,400	
Utilities		\$ 8,000	\$ 8,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 6,500	\$ 6,500	
Other Expenses				
Community Partner Orgs.		\$ 10,000	\$ 10,000	
Concessions/Hospitality/Rodeo Parade/Rodeo Days/Literacy Program		\$ 17,000	\$ 17,000	
Police/Security/Sanitation/Repairs/City		\$ 27,000	\$ 27,000	
Rodeo (Announcer, Stock Judges, Additional Talent)	\$ 15,000	\$ 23,000	\$ 38,000	
Prizes/Working Capital		\$ 60,000	\$ 60,000	
Subtotal	\$ 15,000	\$ 212,500	\$ 227,500	0
TOTAL EXPENSES	\$ 227,500			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 110,000		48%
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	\$ 75,000		33%
Foundation Support			0
Private/ Individual Support	\$ 2,500		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
City of Homestead	\$ 5,000		2%
			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			
Homestead Chamber of Commerce	\$ 5,000		2%
Vendors	\$ 15,000		7%
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 212,500	0	7%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 227,500		
Total Revenues	\$ 227,500	Total In- Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-6

ORGANIZATION: IFCM Corp.

GRANT REQUEST: \$18,000

PROJECT TITLE: FILMGATE

RECOMMENDATION: \$5,000

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing (Reduction Formula)

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 02-01-2014 - 02-05-2014

EVENT LOCATION: O Cinema, 90 NW 29 ST; The Light Box at Goldman Warehouse, 404 NW 26 ST

PROJECT SYNOPSIS: Grant funds are requested to support the production of Filmgate 2014, an interactive film festival that exhibits the cutting edge of filmmaking technology and transmedia storytelling. Filmgate will be hosted at a number of venues; O Cinema, MB Cinematheque, Bass Museum, Lab Miami, Gallery Diet, New World Symphony Wallcast, Betsey Hotel, Freehand Hotel, Rubell Family Collection, Lester's Cafe, Sweat Records and The Light Box. The festival is open to the public and runs February 1-5, 2014.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	50	7,000
Out of County	30	1,500
Out of State	20	1,000

Foreign	15	500
TOTAL	115	10000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	350	
# of hotel room nights anticipated to be booked:	350	
Actual number of hotel room nights used last year:	100	

MARKETING DETAILS: In order to attract diverse audiences to FILMGATE program activities, Indie Film Club Miami will work with a small firm recognized internationally as an excellent marketing and communications firm, NCSM.

NCSM is a strategic marketing firm offering organizations marketing, public relations and communications solutions across the globe. Among the many strengths of NCSM, the firm has a long and strong track record for supporting cultural and tourism based initiatives.

Founded by Avi Yair, a veteran in marketing and communications in Israel, NCSM Strategic Marketing offers international services with the perfect balance of a small, personal firm with large agency experience. Boasting a talented, multi-cultured team of professionals, NCSM manages communications initiatives worldwide, whether in North or South America or European countries such as Germany, France, England, Spain and Russia, among others.

All of our marketing materials will be in English and Spanish, as would our new website. This year we have spotlighted the following countries: Canada, Brazil, France and Russia. We are also working closely with the Miccosukee Tribes and their organization LOVE THE EVERGLADES on several panels and workshops. We will be utilizing street banners, flyers sponsored by Club Flyers, press releases, radio and television spots, and social media.

Filmgate 2013 received a minimum of 500,000 impressions in its inaugural year, measured in retrospect by ads published online and in local press such as Miami New Times, Tropicult, The Cultist, Knight Foundation, The Miami Herald, international press releases and social media.

As of the application date, IFCM has secured contracts confirming a total of 1,004,452 media impressions with radio ad purchases on WLRN and WVUM combined. Our marketing firm, NCSM, has committed to a minimum of 4,000,000 impressions to-date.

PREVIOUS TDC FUNDING: \$5,000 (12-13)

OTHER GOVERNMENT FUNDING:

PROJECT NARRATIVE:

FILMGATE is a three-day new media festival and independent film, media, TV, web and music festival. It will exhibit artists and filmmakers from South Florida and the world. It will host world-reknown keynote speakers like Spike Jonze and Philip Bloom. It will explore the new technology and creative development in media and introduce those to the South Florida film, television, artist and musician community, along with the South Florida film and art loving audience.

Transmedia is defined as the technique of telling a single story or story experience across multiple platforms and formats using current digital technologies. It is the new space where visual storytelling exists, accessible by internet video, audio text and images. The objective of exploring transmedia in the context of this festival is to deepen the dialogue of filmmaking.

In its second year, FILMGATE Miami takes place in Miami and Miami Beach over the course of five days , from January 29th to February 2nd, 2014. We intentionally wanted to have one leg in Miami/Wynwood and Little Haiti and the second leg in Miami Beach. The event will have five components; Film Screenings and Film Walk, Gallery Installations, Workshops and Lectures, Dance Transmedia, and Mini Concerts.

On February 1st, Saturday, we will hold our first annual Film Walk, with participating galleries, cafes, restaurants and bars opening their doors to musicians, interactive exhibits and interactive experiences. LAB Miami will be the host of workshops and also our first transmediathon, a hackaton with the goal to create interactive filmmaking right here in South Florida. Our Dance Transmedia Component will be held at The Light Box at Goldman Warehouse. This program includes film, live performances and curated food experiences. All film screenings throughout the festival will be held at O Cinema, Miami Beach Cinematheque, and New World Symphony Wallcast.

All of our programs are open to the public. Movie screenings are \$10/ticket to the public, with \$5 discounts to students, seniors and members. We will also have a festival pass of \$50 that will allow the visitors to attend a package of programming including 3 screenings and two workshops. Scholarships and volunteer opportunities will be available to the public. The audience of the event is South Florida filmmakers and film lovers, as well as international and national filmmakers, industry executives and production professionals. we see this as an event that people will travel to from surrounding states and abroad.

Indie Film Club Miami arose from need. IFCM's annual FILMGATE festival showcases original, trailblazing visual story stealers, which in turn we hope stimulates the spirit of creativity within the South Florida media producing and media loving community. This event will help South Florida create and experience projects which are at the forefront of technological development and creative development.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration	\$ 1,500	\$ 0	\$ 1,500	\$ 2,500
Personnel: Artistic	\$ 3,000	\$ 7,500	\$ 10,500	\$ 4,500
Personnel: Technical/Production		\$ 4,000	\$ 4,000	\$ 3,500
Outside Artistic Fees/Services		\$ 7,500	\$ 7,500	
Outside Other Fees/Services		\$ 5,500	\$ 5,500	
Marketing ADV/ PV/ Printing/ Publication	\$ 7,000	\$ 0	\$ 7,000	\$ 3,000
Marketing: Postage/Distribution		\$ 350	\$ 350	
Marketing: Web Design/ Support/ Maintenance	\$ 2,000	\$ 11,175	\$ 13,175	\$ 2,000
Travel: In County		\$ 43,500	\$ 43,500	\$ 1,000
Travel: Out of County		\$ 5,500	\$ 5,500	\$ 1,000
Equipment Rental	\$ 4,500	\$ 45,500	\$ 50,000	
Space Rental		\$ 2,500	\$ 2,500	
Mortgage/ Loan Payments		\$ 10,000	\$ 10,000	
Insurance		\$ 41,500	\$ 41,500	
Utilities		\$ 500	\$ 500	
Fundraising/ Development (Non-Personnel)		\$ 725	\$ 725	
Merchandise/ Concessions/ Gift Shops		\$ 750	\$ 750	
Supplies/Materials		\$ 2,500	\$ 2,500	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 18,000	\$ 189,000	\$ 207,000	\$ 17,500
TOTAL EXPENSES	\$ 224,500			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 12,500		6%
Memberships	\$ 7,500		3%
Tuitions/Enrollment Fees	\$ 21,000		9%
Contracted Services: Outside Programs/ Performances	\$ 6,500		3%
Contracted Services: Special Exhibition Fees	\$ 5,500		2%
Contracted Services: Other	\$ 9,500		4%
Rental Income			0
Corporate Support	\$ 10,000		4%
Foundation Support			0
Private/ Individual Support	\$ 8,500		4%
Other Private Support: Auxiliary Activities	\$ 4,500		2%
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			
MBVCA	\$ 45,000		20%
Knight Foundation	\$ 50,000		22%
			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	\$ 26,500		12%
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
CG	\$ 7,500		3%
TDC			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 214,500	0	4%
Grant Amount	\$ 10,000		
Cash Revenues + Grant Amount	\$ 224,500		
Total Revenues	\$ 224,500	Total In- Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-7

ORGANIZATION: Miami City Ballet, Inc.

GRANT REQUEST: \$25,000

PROJECT TITLE: West Side Story Suite

RECOMMENDATION: \$9,000

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing (Reduction Formula)

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 02-14-2014 - 02-16-2014

EVENT LOCATION: Adrienne Arsht Center, 1300 Biscayne Boulevard; Miami City Ballet, 2200 Liberty Avenue

PROJECT SYNOPSIS: Grant funds are requested to support West Side Story Suite, based on the Tony Award-winning Broadway musical with the special participation of Academy Award-winning actor, George Chakiris, the original "Bernardo" in the 1961 West Side Story film, who will give a pre-show lecture. Rarely seen outside of New York City, Jerome Robbins' celebrated work West Side Story Suite (Arsht Center February 14-16) will attract international and national tourists, as well as visitors from other counties.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	73	4900
Out of County	24	700
Out of State	0	250
Foreign	1	150
TOTAL	98	6000

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:	160	
Actual number of hotel room nights used last year:	282	

MARKETING DETAILS: Jerome Robbins' West Side Story Suite (WSSS) is one of the most recognizable and popular ballets in the company's repertory, with a natural appeal and familiarity to tourism audiences traveling to Miami during the peak winter and early spring months. In an effort to build momentum for the performance, MCB has invited two celebrities from the film and Broadway productions of West Side Story to help generate excitement surrounding the premiere: Chita Rivera, the Tony Award-winning star of the original Broadway production of West Side Story, will make a presentation at MCB's Open Barre series in November as a sneak peek for WSSS. George Chakiris, who starred as Bernardo in the 1961 film, will be a special guest for opening night at the Arsht Center with a pre-show lecture, followed by his attendance at the Gala after the performance.

Marketing will focus on increasing visibility and ticket sales in local as well as international markets (primarily Latin America). MCB will promote the WSSS premiere through billboard and electronic advertisements, e-mail campaigns, social media and public relations. Based on the popularity of the musical and film versions, the company anticipates that it will receive significant attention from local and national media interested in covering the performance. Efforts will include:

- Out-of-Home: Venue signage, Direct Mail
- Online/e-mail: Aroundtown.com, Artburst.com, Elnuevo.com, Socialmiami.com, Travelzoo.com, Miamiartguide.com, Miami New Times, Herald.com, Miami Herald - Steve Rothaus blog (LGBT focus), Miami.com, Yahoo, Momsmiami.com, Munchkinfun.com, Miami Modern Luxury, Venue Magazine.com, Miami Art Guide, Urbandaddy.com. Google Adwords, Google Display Network, Bing/Yahoo Ad Network
- Print: Achei USA, Art Circuits, Bal Harbour Magazine, Community Newspapers, Coral Springs Tribune, Delray Tribune, Miami Herald, El Nuevo Herald, Miami Family Life, Miami New Times, Miami Modern Luxury Magazine, Selecta, Venue Magazine, Worth Avenue Magazine.

These performances will be virtually indistinguishable from a Broadway production, with the added benefit of world-class MCB dancers bringing the story to life. As such, we expect this production to attract a new audience to MCB - and ballet in general - from the wide variety of patrons that regularly enjoy Broadway and musical theatre in Miami. The marketing strategy for WSSS, therefore, takes its cue from Broadway; adopting the visual style, promotional strategies and marketing channels utilized by popular productions that are well-attended by Miami tourism audiences.

In addition, MCB is building partnerships with organizations that serve and promote Miami Tourism in order to publicize the production and offer bundled promotional deals:

Greater Miami Convention & Visitors Bureau

Florida Tourism Industry Marketing Corporation
TripAdvisor
DowntownMiami.com
Miami-Dade County Department of Cultural Affairs
GoGayMiami.com
Nighttours.com
Orbitz
American Airlines
Avianca Airlines

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

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

MCB will present the company premiere of West Side Story Suite (WSSS) by American choreographer Jerome Robbins. WSSS is the tale of two rival New York City gangs, tackling social issues, ethnic and cultural clashes and love in times of conflict. It is set to a score by Leonard Bernstein, with lyrics by Stephen Sondheim. WSSS is unusual for a classical ballet company, showcasing not only dancing skill but also vocal and acting talent as MCB dancers will sing the popular ballads from the musical live. Such versatility has drawn interest from the media and public at large. It will enhance tourism to Miami-Dade County due to its mass appeal. Not just for lovers of ballet, those interested in musical theater or fans of the film may be enticed to visit Miami and experience something new. MCB is one of only three ballet companies nationwide licensed to perform WSSS, another factor that will attract tourists interested in the show.

WSSS is part of MCB's Program III at the Arsht Center from February 14-16, 2014 (ticket range \$20-\$175). Anticipated attendance for the three performance run is 6,000. The Arsht Center is known for hosting tours of award winning productions. This season, competitors include the musical Once, the symphonic presentation of Igor Stravinsky's The Rite of Spring and Alvin Ailey American Dance Theater.

Marketing will capitalize on the uniqueness of this production by negotiating value-add deals for media sponsors and securing feature stories in major publications to increase awareness about the company premiere outside of the county. Cross-promotion with tourism/travel/hotel industries will help MCB increase awareness among key market segments that have high tourism potential for Miami. Hotel partners include W South Beach and The Raleigh South Beach. WSSS will attract the current patron base, younger audiences and various demographics with its energetic dance numbers, beloved music, familiar storyline, Hispanic characters and popularity tied to the movie and Broadway production, while telling the story of social conflict and love.

TDC funds will help MCB reach broader market segments through enhanced marketing efforts, and further demonstrate that MCB and the county are sources of cultural activities worthy of financial support. Funds allow the ballet to produce historically and culturally significant works, providing the region with unprecedented artistic opportunities. WSSS further reflects MCB's commitment to bringing dynamic acquisitions to tourists and local audiences, enhancing cultural knowledge and appreciation.

Timeline:

June-July: Répétiteur Jean-Pierre Frohlich spent three weeks with dancers setting Robbins' choreography

August 2013-February: Dancers rehearse the ballet. MCB launches marketing campaign

October-November: MCB reaches out to local hotels and coordinates cross-promotion strategies

February: Jean-Pierre Frohlich returns to Miami to rehearse dancers and prepare the work before its premiere

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 35,115	\$ 35,115	
Personnel: Artistic	\$ 6,250	\$ 54,961	\$ 61,211	
Personnel: Technical/Production		\$ 8,727	\$ 8,727	
Outside Artistic Fees/Services		\$ 56,270	\$ 56,270	
Outside Other Fees/Services		\$ 23,162	\$ 23,162	
Marketing ADV/ PV/ Printing/ Publication	\$ 15,000	\$ 3,568	\$ 18,568	
Marketing: Postage/Distribution		\$ 0	0	
Marketing: Web Design/ Support/ Maintenance		\$ 1,010	\$ 1,010	
Travel: In County		\$ 999	\$ 999	
Travel: Out of County		\$ 0	0	
Equipment Rental		\$ 46,600	\$ 46,600	
Space Rental	\$ 3,750	\$ 24,625	\$ 28,375	
Mortgage/ Loan Payments		\$ 0	0	
Insurance		\$ 0	0	
Utilities		\$ 0	0	
Fundraising/ Development (Non-Personnel)		\$ 0	0	
Merchandise/ Concessions/ Gift Shops		\$ 0	0	
Supplies/Materials		\$ 4,175	\$ 4,175	
Other Expenses				
Music License/Rental		\$ 1,192	\$ 1,192	
			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 260,404	\$ 285,404	0
TOTAL EXPENSES	\$ 285,404			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 101,884		36%
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	\$ 83		0%
Foundation Support	\$ 83		0%
Private/ Individual Support	\$ 74,021		26%
Other Private Support: Auxiliary Activities	\$ 0		0
Other Private Support: Special Event Proceeds	\$ 0		0
Gov't Grants: Federal NEA	\$ 13,333		5%
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local Funding Arts Network	\$ 15,000		5%
			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
Department of Cultural Affairs Grants			
MCI	\$ 56,000		20%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 260,404	0	9%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 285,404		
Total Revenues	\$ 285,404	Total In- Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-8

ORGANIZATION: Miami Design Preservation League, Inc.

GRANT REQUEST: \$25,000

PROJECT TITLE: Art Deco Weekend 2014

RECOMMENDATION: \$17,500

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing (Reduction Formula)

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 01-17-2014 - 01-19-2014

EVENT LOCATION: Ocean Drive, Ocean Drive; Art Deco Welcome Center, 1001 Ocean Drive

PROJECT SYNOPSIS: Grant funds are requested to support the 37th Annual Art Deco Weekend. The Art Deco Festival was started in 1976 by the Miami Design Preservation League to attract visitors to Miami Beach's Art Deco District and to raise awareness of the arts and culture of the Art Deco era. Art Deco Weekend draws over 300,000 people for the three-day event (in the middle of January each year), and features more than 85 events. This year we will celebrate the toys and characters of the Art Deco era.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	190	113000
Out of County	25	85000
Out of State	12	116000
Foreign	3	6000
TOTAL	230	320000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	106	
# of hotel room nights anticipated to be booked:	124	
Actual number of hotel room nights used last year:	102	

MARKETING DETAILS: The integrated marketing plan includes direct advertising, multi-faceted promotion, and joint ventures in collaboration with other related entities. Leveraging all of these ensures promotion throughout all markets from the local community to an international audience.

After analyzing our survey from the 2013 Art Deco Weekend (ADW), we discovered that most attendees heard about us from The Miami Herald, Facebook and Google AdWords. We have partnered with the Miami Herald in order to develop a strong advertising campaign with them for the 2014 festival. Furthermore, we created an impactful google AdWords campaign and hired a highly recommended social media company called The Real Time Marketing Group for a 45 day social media campaign to promote the 2014 festival. In addition, we are also working with the Miami Newtimes and other print media including Miami Beach magazine, Arts and Antiques Around Florida, The Antique Shoppe Newspaper and more. We have partnered with Atlantic Broadband in order to air eight hundred and fifty-five (855) 30-second commercial spots on cable stations leading up to ADW. We have an extensive PR plan in order to gain media attention leading up to and during the ADW festival, including live TV and Radio interviews. An on-air personality from Local10 is the MC for our fashion show. We have created banners, rack cards, a program guide and flyers to distribute around town in order to promote the festival. Partnerships with the Greater Miami Convention & Visitors Bureau, Art Deco & Historic Preservation Societies, The City of Miami Beach, The South FL Concierge Assn. expands the reach of advertising and promotion nationally and internationally. The event is promoted year round through a variety of opportunities including an on-line presence and through the Art Deco Welcome Center.

A detailed Marketing Plan is attached.

PREVIOUS TDC FUNDING: \$20,000 (12-13); \$22,500 (11-12); \$25,000 (10-11); (\$12,000 (09-10) - End of Cycle); \$14,000 (08-09); \$20,000 (07-08); \$20,000 (06-07); \$20,000 (05-06)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

Art Deco Weekend (ADW) 2013 (Jan. 17h – Jan. 19th) will celebrate the toys and characters of the Art Deco era for the 37th Annual ADW. The theme is titled, "Art Deco at Play." MDPL will have an exhibit of Antique Toys on display in the Exhibit Hall of the Art Deco Welcome Center. Toy Experts will be on hand to appraise vintage toys, discuss the history of toys and answer everyone's questions.

We will continue to host our annual ADW events including Art Deco Walking tours, Lecture Series, Film Series, Classic Car Show and Parade, Fashion Show, Live Music, Children's Activities, Arts & Vintage Vendors, Exhibits, Dog Promenade, and Food Vendors. Our programming will be theme related.

For the 37th Annual Art Deco Weekend, we are adding a new component to the festival called "The Antique Experience." We will build two climate-controlled tents in Lummus Park to house antique vendors. We have partnered with Modernism.com and The Original Miami Bach Antique Show in order to create this new event. In between the tents, we will have a beautiful garden with outdoor antique furniture, live Jazz, Art Deco films and a bar. This will be a wonderful addition to our festival and a way to highlight our mission.

The street fair will run along Ocean Drive from 5th street to 15th street. The Main Stage will be located at Lummus Park at 11th Street and Ocean Drive. The Toy Exhibit and origination of the guided tours (\$20/each) will be housed in the Art Deco Welcome Center 1001 Ocean Drive. The Lecture series will be hosted at the Wolfsonian-FIU Lecture Facility Museum at 1001 Washington Ave. The Antique Experience and Film Series will be at Lummus Park and 9th Street. Most events are free and open to the public.

Art Deco Weekend appeals to a cross-cultural international, national and local audiences of all ages. Reaching tourist clientele is one of the main focuses of the marketing plan. The Marketing Plan includes promotion in the historic preservation community nationally and internationally. Also projected are Facebook and Google Advertisements, pre and post articles in local and national Magazines, rack cards for highlighted ADW events to be placed throughout the state, advertisements in the Miami New Times print and online outlets, advertisements in the Miami Herald print and online leading up to the event, weekly press releases and paid press releases to secure media attention prior to the event, partnering with local businesses and organizations who will provide their own promotions leading up to the festival, creating a commercial which will be broadcast on cable stations leading up to the event, and developing cross promotions with other festivals leading up to the event. We have secured Media sponsors and Hotel sponsors for the 2014 Art Deco Weekend.

TDC funding will enhance our project's tourism attractiveness by improving the quality of the event with enhanced production, securing of renowned talent and expanding the marketing efforts.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 30,000	\$ 30,000	
Personnel: Artistic		\$ 0	0	
Personnel: Technical/Production		\$ 0	0	
Outside Artistic Fees/Services	\$ 10,000	\$ 26,000	\$ 36,000	\$ 5,000
Outside Other Fees/Services		\$ 149,848	\$ 149,848	\$ 28,000
Marketing ADV/ PV/ Printing/ Publication	\$ 15,000	\$ 6,700	\$ 21,700	\$ 10,000
Marketing: Postage/Distribution		\$ 0	0	
Marketing: Web Design/ Support/ Maintenance		\$ 0	0	
Travel: In County		\$ 1,000	\$ 1,000	\$ 8,000
Travel: Out of County		\$ 500	\$ 500	
Equipment Rental		\$ 127,600	\$ 127,600	
Space Rental		\$ 13,700	\$ 13,700	
Mortgage/ Loan Payments		\$ 0	0	
Insurance		\$ 1,500	\$ 1,500	
Utilities		\$ 1,300	\$ 1,300	
Fundraising/ Development (Non-Personnel)		\$ 0	0	
Merchandise/ Concessions/ Gift Shops		\$ 0	0	
Supplies/Materials		\$ 0	0	
Other Expenses				
Scholarship		\$ 2,000	\$ 2,000	
			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 360,148	\$ 385,148	\$ 51,000
TOTAL EXPENSES	\$ 436,148			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 12,500		3%
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	\$ 237,400		54%
Rental Income	\$ 0		0
Corporate Support	\$ 30,500	\$ 30,000	7%
Foundation Support	\$ 0		0
Private/ Individual Support	\$ 10,000	\$ 21,000	2%
Other Private Support: Auxiliary Activities	\$ 0		0
Other Private Support: Special Event Proceeds	\$ 0		0
Gov't Grants: Federal			
	\$ 0		0
	\$ 0		0
	\$ 0		0
Gov't Grants: State			
	\$ 0		0
	\$ 0		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			
Program Ad's	\$ 5,000		1%
Vendor App Fee	\$ 3,500		1%
			0
			0
Department of Cultural Affairs Grants			
Festivals & Special Events	\$ 61,248		14%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 360,148	\$ 51,000	6%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 385,148		
Total Revenues	\$ 436,148	Total In- Kind %	12%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council -

Agenda Item No.: A-9

ORGANIZATION: Miami Light Project, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: Global Cuba Fest

RECOMMENDATION: \$13,500

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing (Reduction Formula)

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 02-07-2014 - 02-08-2014

EVENT LOCATION: The Light Box at Goldman Warehouse, 404 NW 26 Street; ,

PROJECT SYNOPSIS: Grant funds are requested to support Miami Light Project's 7th Annual Global Cuba Fest at The Light Box at Goldman Warehouse in Wynwood on February 7-8, 2014. Global Cuba Fest is a diverse Cuban music event that celebrates the roots of Cuban music and the genre's funkier innovations exploring jazz, son montuno, bolero, trova, timba and Afro-Cuban rhythms.

HOTEL CONFIRMATION:

The Hotel of South Beach	24 hotel room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	6	320
Out of County	0	40
Out of State	3	20
Foreign	9	20
TOTAL	18	400

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	24	
# of hotel room nights anticipated to be booked:	40	
Actual number of hotel room nights used last year:	36	

MARKETING DETAILS: Our marketing plan focuses on various radio outlets and is augmented with extensive print press and online marketing coverage including English and Spanish speaking media.

VIDEO: Starting in our 2010-11 season, we began producing promotional videos for our season that include performance clips and interviews with artists and MLP's artistic director. We produced the video for our 2013-2014 season, which include the promotion of the Global Cuba Fest.

WEB, SOCIAL MEDIA: We have an active presence on the social networking sites Facebook, Twitter and Instagram where we are able to interact with our patrons as well as the artist that we will present for the Global Cuba Fest. By leveraging electronic media, including email, websites, interactive blogs, and social networking sites, MLP reaches a much wider audience than if it relied solely on a traditional and more costly marketing mix. As our audience surveys have indicated, more of our customers are learning about our programs via the web, so we have increased our online marketing on sites including, but not limited to, Google adwords, Facebook, Fabrika Link, The Miami New Times and The Miami Herald. MLP has a robust email list (4,400+ subscribers), all of whom receive monthly newsletter and information about our upcoming performances. We link to partner websites, and reach their constituencies through e-mails, flyers, cross promotions and joint advertising. In collaboration with FUNDarte, we advertise GCF's performances with Spanish speaking media such as El Nuevo Herald and Mega TV.

PRINT: For our 2014 GCF, we will print flyers and hire a street team to distribute them at select local business and events. We have 20 Light Pole Banners advertising the Global Cuba Fest's two performances in and around The Light Box in Wynwood.

RADIO: Based on results from our audience survey, we are aware that between 35-45% of our audience learn about our programs through WLRN, WDNA and WVUM radio stations. As such, we advertise the Global Cuba Fest on the radio.

PRESS: Over 300 local and national arts and features writers and editors receive press kits, calendar listings and PSAs one month prior to performances. The high caliber and interest of our programs generate extensive media coverage.

LIVE-STREAMING: It will be our first time live streaming Global Cuba Fest performances. The live streaming technology will allow us to connect in real time with a new audience from across the world. We seek to attract the highest number of visitors as possible to attend to our live performances at The Light Box. We believe that live performances cannot be duplicated. However, we want to give the chance to people to watch our arts performances and feel attracted to visit us soon.

PREVIOUS TDC FUNDING: \$15,000 (11-12); (\$5,000 (08-09) - End of cycle); \$5,000 (06-07); \$5,000 (05-06); \$5,000 (03-04); \$5,000 (02-03)

PROJECT NARRATIVE:

Miami Light Project will present the 7th Annual Global Cuba Fest at The Light Box at Goldman Warehouse. Global Cuba Fest celebrates the contemporary music and artists of Cuba and the Caribbean Diaspora – exploring jazz, son montuno, bolero, trova, timba and Afro-Cuban rhythms. The project will feature a diverse array of talented contemporary Cuban artists including singers Yusa and Danay Suarez, and the 2011 MacArthur Fellow Dafnis Prieto. This is a unique event that brings high caliber and high profile Cuban artists, and gives the opportunity for Miami-Dade residents and tourists to experience a vibrant explosion of music.

There will be two live performances: featuring Yusa and Danay Suarez on Friday February 7, 2014; and featuring Dafnis Prieto on Saturday February 8, 2014, at The Light Box. Performance ticket prices will be \$50 VIP/Festival Pass, \$30 general, \$20 members and \$15 students and senior citizens. MLP will use live video streaming for the first time during our GCF performances. The live streaming technology will allow us to connect in real time with a new audience from across the world. This is an opportunity for people to watch our performances online and feel attracted to visit Miami soon.

MLP anticipates that 400 people will attend the live performances at The Light Box, and that 20% will be tourists.

Global Cuba Fest's variety in programming appeals to everyone interested in experiencing the latest projects from Cuban cutting-edge artists. We present artists who have consistently attracted a large international following, bridging audiences across age, ethnicity and musical interests. By bringing Yusa, Danay Suarez and Dafnis Prieto to Miami-Dade County, we are confident that these renowned Cuban artists will attract regional and national tourists.

Our marketing plan focuses on various radio outlets and is augmented with print press and online marketing coverage including English and Spanish speaking media. Over 300 local and national arts writers receive press kits, calendar listings and PSAs one month prior to performances. We have 20 Light Pole Banners advertising GCF around The Light Box in the Wynwood neighborhood. We engage with our audience via social media tools and via monthly newsletters to subscribers.

The media committed to covering the 2014 GCF include WLRN and WVUM, and online marketing – Miami Herald, Miami New Times, Google adwords and Fabrika link. Anticipated media to cover the GCF include WDNA, El Nuevo Herald, Huffington Post and Mega TV.

The Hotel of South Beach is serving as host hotel for the 2014 GCF. MLP has a total of 24 hotel room nights (6 rooms at 4 nights) blocked at The Hotel.

TDC funding will help MLP to bring renowned Cuban artists to Miami-Dade County; to develop a more aggressive advertising campaign; and to present for the first time the GCF at The Light Box in Wynwood. MLP will present the GCF 2014 in collaboration with FUNDarte, in which will help us attract the Hispanic audience.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration	\$ 1,740	\$ 3,000	\$ 4,740	\$ 0
Personnel: Artistic	\$ 0	\$ 3,500	\$ 3,500	\$ 0
Personnel: Technical/Production	\$ 2,000	\$ 3,020	\$ 5,020	\$ 0
Outside Artistic Fees/Services	\$ 4,260	\$ 3,740	\$ 8,000	\$ 0
Outside Other Fees/Services	\$ 0	\$ 1,200	\$ 1,200	\$ 0
Marketing ADV/ PV/ Printing/ Publication	\$ 4,000	\$ 3,500	\$ 7,500	\$ 2,000
Marketing: Postage/Distribution	\$ 0	\$ 0	0	\$ 0
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 2,000	\$ 2,000	\$ 0
Travel: In County	\$ 0	\$ 1,050	\$ 1,050	\$ 0
Travel: Out of County	\$ 0	\$ 3,600	\$ 3,600	\$ 0
Equipment Rental	\$ 0	\$ 4,250	\$ 4,250	\$ 0
Space Rental	\$ 3,000	\$ 750	\$ 3,750	\$ 0
Mortgage/ Loan Payments	\$ 0	\$ 0	0	\$ 0
Insurance	\$ 0	\$ 900	\$ 900	\$ 0
Utilities	\$ 0	\$ 1,500	\$ 1,500	\$ 0
Fundraising/ Development (Non-Personnel)	\$ 0	\$ 0	0	\$ 0
Merchandise/ Concessions/ Gift Shops	\$ 0	\$ 0	0	\$ 0
Supplies/Materials	\$ 0	\$ 1,000	\$ 1,000	\$ 0
Other Expenses				
Hotel Room Nights	\$ 0	\$ 3,600	\$ 3,600	\$ 2,000
Hospitality	\$ 0	\$ 600	\$ 600	\$ 0
Security	\$ 0	\$ 500	\$ 500	\$ 0
License/Legal Documents	\$ 0	\$ 2,500	\$ 2,500	\$ 0
			0	
Subtotal	\$ 15,000	\$ 40,210	\$ 55,210	\$ 4,000
TOTAL EXPENSES	\$ 59,210			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 8,000		14%
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	\$ 0	\$ 4,000	0
Foundation Support	\$ 15,000		25%
Private/ Individual Support	\$ 4,210		7%
Other Private Support: Auxiliary Activities	\$ 0		0
Other Private Support: Special Event Proceeds	\$ 0		0
Gov't Grants: Federal	\$ 0		0
			0
			0
Gov't Grants: State			
Florida Division of Cultural Affairs	\$ 3,000		5%
			0
			0
Gov't Grants: Local			
	\$ 0		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			0
			0
			0
			0
Department of Cultural Affairs Grants ADV	\$ 10,000		17%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 40,210	\$ 4,000	27%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 55,210		
Total Revenues	\$ 59,210	Total In- Kind %	7%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council -

Agenda Item No.: A-10

ORGANIZATION: National Gay and Lesbian Task Force

GRANT REQUEST: \$10,000

PROJECT TITLE: Winter Party Festival

RECOMMENDATION: \$6,000

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing (Reduction Formula)

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 03-05-2014 - 03-10-2014

EVENT LOCATION: Shelborne Beach Resort, 1801 Collins Avenue; Lummus Park, NW 3rd Ct.

PROJECT SYNOPSIS: Grant funds are requested to support the 2014 Winter Party Festival in Miami, FL. The festival will include 25 paid and free events in Miami Beach over a five day period. 14,000 LGBT people, supporters, and allies are expected to attend this year's event with a large majority attending from out of state and internationally.

HOTEL CONFIRMATION:

Pending	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		2900
Out of County		400
Out of State	80	8600
Foreign	20	2100
TOTAL	100	14000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	550	
# of hotel room nights anticipated to be booked:	15159	
Actual number of hotel room nights used last year:	584	

MARKETING DETAILS: The 2014 marketing strategy draws on local, regional, national and international print and electronic advertising, publications and media as vehicles to market and promote the event. Over 2,000 TV spots have already been secured with Atlantic Broadband. The marketing plan includes a robust on-line strategy leveraging social media and networking sites, blogs, promotional partners, and LGBT media partners. Print advertisements will run in the following national and international outlets: Advocate, Ascension Guide, Black and Blue Festival, Boi Magazine, Circuit Guide, Curve, Dallas Voice, DNA Magazine, Fab Magazine, Frontiers, Fugues, Gloss Magazine, Metro Weekly, Next Magazine, noize Magazine, Out at Night, Out Front Colorado, Outfront Weekly, Philadelphia Gay News, Pride Magazine, Rage Monthly, Washington Blade, and Xstsiar.

PREVIOUS TDC FUNDING: \$7,000 (12-13); \$8,000 (11-12); \$10,000 (10-11); \$10,000 (09-10)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The National Gay and Lesbian Task Force's (the Task Force) Winter Party Festival (WPF) is a six-day celebration in Miami, FL for members of the lesbian, gay, bisexual and transgender (LGBT) community and friends. As you well know, since taking over WPF in 2004, the Task Force has transformed the former dance parties into a major international event and true cultural festival showcasing the very best of Miami's beaches, hotels, clubs, shopping centers, and other aspects of the local culture.

The 2014 Winter Party Festival will be held throughout Miami Beach March 5, 2013 - March 10, 2014. Over twenty five events will take place. Events are ticketed and/or covered by multi-event passes, and will range in cost from \$25.00 - \$590.00.

Each year, we develop a marketing strategy for Winter Party that draws on local, regional, national and international print and electronic advertising, publications and media as vehicles to market and promote the event. 1,942,000 media buys/impressions have been contracted to date. We anticipate a total of 30,331,000 in media impressions (4 agreements for on-line ads exclusively, 8 agreements for print ads exclusively, 9 agreements for combination print/online/e-blasts, 10 agreements for combination print/on-line ads, and over 2,000 TV spots through Atlantic Broadband).

Print advertisements will run in the following national and international outlets: Advocate, Ascension Guide, Black and Blue Festival, Boi Magazine, Circuit Guide, Curve, Dallas Voice, DNA Magazine, Fab Magazine, Frontiers, Fugues, Gloss Magazine, Metro Weekly, Next Magazine, noise Magazine, Out at Night, Out Front Colorado, Outfront Weekly, Philadelphia Gay News, Pride Magazine, Rage Monthly, Washington Blade, and Xsior.

The Shelbourne Hotel will be the host hotel. 380 rooms have been blocked. An additional 170 rooms have been blocked at the Gale Hotel for a total of 550. In addition, Winter Party Festival enjoys strong relationships with other hotels throughout Miami Beach to accommodate the remaining guests.

There are no principal competitors at the time of Winter Party Festival. The target audience are lesbian, gay, bisexual, and transgender people based nationally. TDC funding will enable Winter Party to continue to expand and implement a multi-pronged, comprehensive marketing strategy to bolster tourism to Miami Beach.

Over 60% of WPF attendees are national or international tourists - last year, this totaled nearly 8,400 individuals in the Miami Beach area for Winter Party. The remainder were regional or local guests. The projected tourism impact is based on prior years and surveys submitted by non-Miami Dade respondents, over 30% will visit restaurants, 25% will patronize local shops, and 15% will visit local bars and clubs. 5% are expected to rent a car. Anywhere from 30 - 35 Miami Beach businesses will benefit from vendor employment and 10% percent will visit local attractions/sites.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 84,100	\$ 84,100	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 62,650	\$ 62,650	
Outside Other Fees/Services		\$ 47,000	\$ 47,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 10,000	\$ 78,800	\$ 88,800	
Marketing: Postage/Distribution		\$ 2,000	\$ 2,000	
Marketing: Web Design/ Support/ Maintenance		\$ 10,000	\$ 10,000	
Travel: In County			0	
Travel: Out of County		\$ 51,400	\$ 51,400	
Equipment Rental		\$ 157,950	\$ 157,950	
Space Rental		\$ 81,200	\$ 81,200	
Mortgage/ Loan Payments			0	
Insurance		\$ 11,500	\$ 11,500	
Utilities		\$ 450	\$ 450	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 3,000	\$ 3,000	
Supplies/Materials		\$ 24,000	\$ 24,000	
Other Expenses				
Events Design Fee		\$ 77,500	\$ 77,500	
Grants		\$ 130,820	\$ 130,820	
Catering		\$ 49,800	\$ 49,800	
Event Labor/Clean-up		\$ 22,250	\$ 22,250	
Bank Processing Fees		\$ 16,000	\$ 16,000	
Subtotal	\$ 10,000	\$ 910,420	\$ 920,420	0
TOTAL EXPENSES	\$ 920,420			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 572,420		62%
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	\$ 99,500	\$ 36,000	11%
Foundation Support			0
Private/ Individual Support	\$ 14,000		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			0
			0
			0
Gov't Grants: Local			0
VCA	\$ 32,000		3%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 10,500		1%

Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Drink & Raffle Tickets, Program Ads	\$ 90,000		10%
Shuttle Revenue, Permits & Bar Guarantees	\$ 37,000		4%
Tips/Donations	\$ 10,500		1%
Service Fee Income	\$ 8,500		1%
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 874,420	\$ 36,000	1%
Grant Amount	\$ 10,000		
Cash Revenues + Grant Amount	\$ 884,420		
Total Revenues	\$ 920,420	Total In- Kind %	4%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council -

Agenda Item No.: A-11

ORGANIZATION: Rotary Foundation of South Miami, Inc.

GRANT REQUEST: \$7,500

PROJECT TITLE: South Miami Rotary Art Festival

RECOMMENDATION: \$5,000

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing (Reduction Formula)

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 02-22-2014 - 02-23-2014

EVENT LOCATION: Headquarters - First National Bank of South Miami, 5750 Sunset Drive; ,

PROJECT SYNOPSIS: Grant funds are requested to support The South Miami Rotary Art Festival February 22-23, 2014, 10 AM - 6:00 PM with extended hours on Saturday night, Feb. 22 for the band and beverage tent only. This event is a free juried outdoor art festival comprised of 150 professional artists and crafts people from as far away as California, 11 food vendors, and two bands. The venue is downtown South Miami on Sunset Drive from US1 to Red Road.

HOTEL CONFIRMATION:

None	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	220	20,900
Out of County	100	2,000
Out of State	75	1,200
Foreign	4	900
TOTAL	399	25000

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:	appx 50 plus about 3 camp sites	

MARKETING DETAILS: Our first marketing that begins immediately following the festival is designed to attract artist applications from throughout the country, Canada and the Caribbean. We do this through Sunshine Art Magazine and numerous print and online sites targeting artists. Our most successful strategy was to join the Zapplication online application system which facilitates artist applications and provides email blasts to its thousand of artists. In addition we purchase other email blasts as well as our own list.

Our strategies in advertising for patrons are to promote the festival to a target market of patrons over 40 years old with household incomes over \$100K and to create awareness of the festival within the local media as a well established, popular event. We use 85 pole banners and a cross street banner, over 150 radio spots on WLRN, Classical South Florida, and WFEZ. Our print advertising includes the Miami Herald/El Nuevo Herald, Community Newspapers, SoMi magazine, New Times, Ocean Reef Magazine. To generate tourism we advertise online in multiple sites and calendars as well as sending email blasts through online art festival sites. We advertise the festival as a free event accessible by Metrorail which brings crowds from throughout the county.

PREVIOUS TDC FUNDING: \$5,000 (12-13); \$5,000 (11-12); (\$5,000 (10-11) - End of Cycle); \$3,000 (09-10); \$3,000 (08-09); \$3,000 (07-08); \$3,000 (06-07)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

An art festival by its very nature has both cultural and tourism aspects. We produce a single festival, always the last weekend of February. The South Miami Rotary Art Festival is in its 31st year. It will take place February 22-23, 2014 from 10 am to 6 pm with extended music and food hours on Saturday night until 8 pm. Always located on Sunset Drive from US1 to Red Road, the four blocks of vibrant downtown South Miami, this juried art festival is free to the public and has developed a following at this point among tourists as well as locals and nearby county residents who want to be here for the Coconut Grove Art Festival and St. Stephens Art Festival the week before. They stay on, as do many of the artists, to be at the South Miami Rotary Art Festival.

Our media sponsors include WLRN, WFEZ, Classical South Florida, Miami Herald/El Nuevo Herald, and the Community Newspapers.

Our hotel sponsors who provide special rates to our vendors are listed with links on our website, and they are the Dadeland Marriott, Marriott Residence Inn Dadeland, Hampton Inn Dadeland, Hotel Indigo Dadeland, the Gables Inn, Holiday Inn University of Miami, and Kendall Inn and Suites. We utilize approximately 50 hotel rooms and 3 camp sites.

Other organizations who participate as volunteers are Interact of South Miami Senior High School, Rotaract of U. of M., and Kappa Sigma of U. of M. The first two are Rotary affiliates. All three obtain volunteer credit which they need for school or their service organization.

As soon as one festival is over, the next begins with an update of our website and advertising for artists and food vendors in March for the next year. These professionals plan their schedules far in advance and apply early. We get commitments from our musicians. And, very important, we begin to secure sponsors.

Early in August we contract for our pole and street banners and continue with advertising for artists until our Nov. 1 deadline. September is permitting with the City of South Miami month. Rotary International provides the free insurance that we submit with that application.

In October we contract for equipment, and two-radios. Our volunteers carry radios to provide a high level of service. Our aim is to provide excellence for our artists, international food vendors, musicians, and patrons through instant communications and response.

In November, we jury our applicants, notify those invited, and start a the wait list. In December we receive booth fees from our artists. We then begin to assign booth spaces.

January begins a media blitz for patrons. We also send acceptance packets by email. February is the time to assign volunteers and complete all of the last minute logistical tasks required to produce a festival of this sort. And then there is the festival itself when we work from dawn to dusk to be sure that everything happens in an orderly fashion from set-up through breakdown.

And then we begin again for 2015..

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		\$ 4,500	\$ 4,500	
Outside Other Fees/Services		\$ 1,100	\$ 1,100	
Marketing ADV/ PV/ Printing/ Publication		\$ 35,000	\$ 35,000	\$ 9,598
Marketing: Postage/Distribution		\$ 132	\$ 132	
Marketing: Web Design/ Support/ Maintenance		\$ 700	\$ 700	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental		\$ 6,566	\$ 6,566	
Space Rental		\$ 1,926	\$ 1,926	
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities		\$ 600	\$ 600	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 250	\$ 250	
Other Expenses				
Police and Public works		\$ 15,000	\$ 15,000	
Booth application costs		\$ 4,070	\$ 4,070	
Artist awards		\$ 3,325	\$ 3,325	
Misc. & Printing tips and all artust packet and misc. signage printing		\$ 1,200	\$ 1,200	
Seed money for 2015 \$9000 + transfer to Foundation \$19,202		\$ 28,202	\$ 28,202	

Subtotal	0	\$ 102,571	\$ 102,571	\$ 9,598
TOTAL EXPENSES	\$ 112,169			

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			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:			0
Other			0
Rental Income	\$ 68,500		61%
Corporate Support	\$ 20,000		18%
Foundation Support			0
Private/ Individual Support	\$ 1,500		1%
Other Private Support:			0
Auxiliary Activities			0
Other Private Support:			0
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			
Media sponsorships		\$ 9,598	0
			0
			0
			0
Department of Cultural Affairs Grants			
Community Grant (actual)	\$ 5,071		5%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 95,071	\$ 9,598	7%
Grant Amount	\$ 7,500		
Cash Revenues + Grant Amount	\$ 102,571		
Total Revenues	\$ 112,169	Total In- Kind %	9%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council -

Agenda Item No.: A-12

ORGANIZATION: The Deering Estate Foundation, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: 10th Annual Deering Seafood Festival on the Bay

RECOMMENDATION: \$9,000

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing (Reduction Formula)

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 03-30-2014 - 03-30-2014

EVENT LOCATION: Deering Estate at Cutler, 16701 SW 72 Avenue; ,

PROJECT SYNOPSIS: Grant funds are requested to support marketing and outreach for the 10th Annual Deering Seafood Festival on the Bay on March 30, 2-14. This event provides island themed all-day live entertainment, celebrity chef cooking demonstrations, fresh Florida seafood served up by local restaurants and caterers, a Li'l Shrimp Kids Zone with interactive arts, crafts and recreational activities for children, an Artist Village featuring local artists and artisan crafters and guided tours of the Deering Estate.

HOTEL CONFIRMATION:

Ritz Carlton Coconut Grove	5 rooms blocked
Marriott Dadeland	5 rooms blocked

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	430	4500
Out of County	20	1500
Out of State		1000
Foreign		500
TOTAL	450	7500

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:	8	
Actual number of hotel room nights used last year:	6	

MARKETING DETAILS: The Deering Estate at Cutler is a crown jewel of Miami Dade County's park system and a premier bay front cultural attraction located in South MDC. The objective of the event is to drive tourists and residents alike to the Deering Estate using the allure of fresh seafood and fun so they can discover and enjoy this wondrous legacy to the cultural heritage of South Florida and learn about all of the many programs that are offered throughout the year. The program content of the Deering Seafood Festival is specifically designed to appeal to a broad and diverse audience in search of outdoor family-friendly fun, delicious food and entertainment that includes the best of South Florida: bay breezes, sunshine, fresh seafood, art, culture and history.

Sheila Stieglitz coordinates our public relations and marketing. Her resume is included in the biographies of key staff. Over the years, we have developed excellent partnerships with ABC, NBC, CBS, Clear Channel, WLRN, South Florida Gourmet, Community Newspapers, SocialMiami.com, Miami Family Magazine, Visit Florida and many others. These partners provide a whole host of in-kind coverage leading up to the event.

We attribute much of the draw of out-of-area guests to our aggressive pursuit of placement on websites and internet calendar listings that relate to seafood, culture, festivals, family events and community happenings. Internet and social media usage doubled over the previous year due to heavy emphasis placed on Internet calendar listings, postings and blogs, including Facebook and Twitter. Websites that cater to travelers such as VisitFlorida.com featured the festival and SocialMiami.com highlighted the event over a one-month period. South Florida Gourmet posted a web banner for a month prior to the event.

PREVIOUS TDC FUNDING: \$10,000 (12-13); (\$7,500 (10-11) - End of Cycle); \$7,500 (09-10); \$5,000 (08-09); \$5,000 (07-08); \$5,000 (05-06)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

Celebrating its tenth year, the Deering Seafood Festival (DSF) is a day-long celebration of South Florida's heritage, cultural diversity, native habitats and scrumptious seafood offering live all-day island themed entertainment, celebrity chef demonstrations, an Artist Village featuring up to 20 exhibiting artists and artisan crafters, fresh Florida seafood prepared in a variety of ways by local restaurants and caters and a Lil' Shrimp Kids Zone filled with interactive arts, crafts and educational and recreational activities for children.

The DSF will be held on Sunday, March 30, 2014 from 10am-6pm at The Deering Estate at Cutler. Tickets are \$25 for Adults (\$15 in advance online), \$5 for children 4-14 and children under 4 and Deering Estate Foundation Members are FREE.

The DSF is Miami-Dade County's established Seafood Festival and unique among other longstanding Seafood Festivals by virtue of its venue and overall quality. The tourism impact continues to rise year over year as the event becomes more established and attracts national attention as a signature South Florida "Food" and "Family" event. Surveys results reveal steadily increasing numbers of state, national and international tourists; 2007-6%, 2008-12%, 2009-20%, 2010-30%, 2011-32%, 2012-33%, 2013-35%. In 2012, tickets were purchased from across the country in AR, CA, CO, GA, IL, MD, MI, MN, MO, MT, NJ, NY, OH, SD, TN, TX and VA, as well as from international parties from Germany and France. Surveys also revealed guests from Chile and Malaysia.

DSF is marketed to "Foodies", "Festival Goers" and "Family Travelers" through a multitude of online calendar listings, websites and blogs and is also promoted as a premier cultural and food event in Miami on travel sites, in local and regional publications and on-air. The target audience is multi-generational, non-ethnic specific, ADA and family friendly.

We have developed excellent partnerships with ABC, NBC, Clear Channel, South Florida Gourmet, Community Newspapers, SocialMiami.com, Family Magazine, Visit Florida and many others and expect to renew the support of our past media partners including but not limited to CBS, WLRN Arts Beat, the Miami Herald/El Nuevo Herald, Miami Luxury, Around Town, and Where while continuing to engage new partners.

We are proud to partner with the Ritz-Carlton Coconut Grove and Marriott Dadeland as our host hotels for the DSF who offer discounted room rates to festival attendees through a link on our website. We block 10 rooms each year.

DSF partners with Johnson & Wales University, Miami-Dade County, The Village of Palmetto Bay, 14 local seafood restaurants, 20 local artists, Fresh From Florida Seafood, 450 volunteers and the Estate staff to produce this event.

TDC Funding enables us to continue investing in strategic marketing specifically targeting visitors and tourists while maintaining component quality that further establishes the DSF as one of S. Florida's premier annual events.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 10,000	\$ 10,000	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 30,000	\$ 30,000	
Outside Artistic Fees/Services	\$ 5,000	\$ 8,000	\$ 13,000	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 10,000	\$ 10,000	\$ 20,000	\$ 10,000
Marketing: Postage/Distribution		\$ 1,000	\$ 1,000	
Marketing: Web Design/ Support/ Maintenance		\$ 2,000	\$ 2,000	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental		\$ 24,000	\$ 24,000	\$ 5,000
Space Rental			0	\$ 10,000
Mortgage/ Loan Payments			0	
Insurance		\$ 4,000	\$ 4,000	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 14,000	\$ 14,000	\$ 5,000
Supplies/Materials		\$ 26,000	\$ 26,000	\$ 5,000
Other Expenses				
Police		\$ 4,500	\$ 4,500	
Fire Rescue		\$ 1,800	\$ 1,800	
CC Processing Fees/Sales Tax		\$ 4,000	\$ 4,000	
Permits & Inspections		\$ 3,000	\$ 3,000	
Discover Cove Educational Outreach Program		\$ 1,200	\$ 1,200	
Subtotal	\$ 15,000	\$ 143,500	\$ 158,500	\$ 35,000
TOTAL EXPENSES	\$ 193,500			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 60,000		31%
Memberships	\$ 12,000		6%
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			0
Contracted Services:			0
Special Exhibition Fees	\$ 7,500		4%
Contracted Services:			0
Other			0
Rental Income			0
Corporate Support	\$ 34,000	\$ 21,400	18%
Foundation Support			0
Private/ Individual Support			0
Other Private Support:			0
Auxiliary Activities			0
Other Private Support:			0
Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
FLA Dept of Agriculture - Fresh From Florida	\$ 2,000		1%
			0
			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop	\$ 00,000		0%

Revenues	\$ 28,000		14%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
MDCPROS		\$ 10,000	0
Village of Palmetto Bay Transportation Shuttles		\$ 3,600	0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 143,500	\$ 35,000	9%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 158,500		
Total Revenues	\$ 193,500	Total In- Kind %	18%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council -

Agenda Item No.: A-13

ORGANIZATION: The Miami Bach Society, Inc.

GRANT REQUEST: \$25,000

PROJECT TITLE: Tropical Baroque Music Festival XV

RECOMMENDATION: \$6,000

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing (Reduction Formula)

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 02-24-2014 - 03-06-2014

EVENT LOCATION: Biltmore Hotel, 1200 Anastasia Avenue; St Philip's Episcopal Church, 1121 Andalusia Avenue

PROJECT SYNOPSIS: Grant funds are requested to support the Miami Bach Society's fifteenth annual Early Music (western classical music written before 1800) festival featuring the most celebrated musicians of this genre from around the world from February 24 through March 6, 2014. Venues will include the Miami Beach Community Church on Lincoln Road as well as venues in Coral Gables, including the Biltmore Hotel, the Coral Gables Congregational Church, The Church of the Little Flower and the Palace.

HOTEL CONFIRMATION:

Miami Beach Hotel	156 room nights
Coral Gables Hotel	140 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	30	2500
Out of County	8	200
Out of State	16	300
Foreign	53	100
TOTAL	107	3100

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	We are in the process of negotiating with the Courtyard Inn by Marriott in Coral Gables because their rates keep going up, after 10 years as our host hotel. We are talking to the Hyatt in Coral Gables to see if we can get a better price for our 140 room nights. We are also talking to hotels on Miami Beach for our 156 room nights on the Beach	
# of hotel room nights anticipated to be booked:	Anticipating the tourists we expect 300 room nights.	
Actual number of hotel room nights used last year:	170	

MARKETING DETAILS: The marketing strategy for Tropical Baroque Music Festival XV includes offering performances by the finest musicians schooled in the Baroque/Early Music repertory, holding the concerts in beautiful and acoustically superior venues and locating the performances in Coral Gables and Miami Beach, two upscale communities with culturally sophisticated and economically advantaged residents and active business communities. Visitors to the South Florida area will be attracted not only by the exquisite musical programming and elegant concert settings, but also by Festival publicity highlighting local attractions and vacation destinations. These include other cultural activities, natural, botanical and wildlife attractions, sports, shopping and restaurants which are mentioned in the Festival literature. These local, cultural and retail businesses will also advertise in the Festival program and distribute Festival literature and information. Timing the Festival events during the last week in February and the first week in March, when the weather in the rest of the continental United States and Europe is inclement, is also part of the strategy for attracting visitors. The Society has invited musicians from several European and South American countries to participate. The international community, through its consulates, is participating both socially and financially. They will give receptions for their artists and publicize their events. The marketing plan includes paid radio, television and print advertising, direct mail* and press releases. Ads in other musical programs and magazines are to be bought or exchanged. Also, the new Tropical Baroque Music Festival website will be updated to include information publicizing the concerts and selling tickets. It will also provide links to artists' web pages, local lodgings and restaurants as well as other cultural groups' sites. The cover of Welcome Magazine is being purchased again for the weeks before and during the Festival.

Email blasts from three different email advertisers, Organiste, Constant Contact and South Florida Concert Advertisers are being purchased. Paid ads are being placed in the Miami Herald and on WLRN as well as Classical South Florida, 89.7 F.M. They are also being bought for BachTrac, a British online magazine which will include editorial information about the Festival's themes as well as to two paid ads one in November and the other in January.

A Festival brochure will be sent to the Bach Society's 21,000-person mailing list in January. It features festival artist, Lisa Remeny and is going to individuals and press outlets throughout the country and the press in Canada, Mexico, Latin America and Europe. We are also planning to repeat the Save the Date card, sent in November, which was a great success.

*We have augmented our mailing list with names from the Concert Association's List, making ours 18,000 strong.

See attached marketing plan.

PREVIOUS TDC FUNDING: \$12,000 (12-13); \$8,000 (11-12); \$9,000 (10-11); \$10,000 (09-10); (\$6,000 (08-09) - End of Cycle); \$7,200 (07-08); \$8,000 (06-07); \$9,000 (05-06); \$10,000 (04-05)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The up-coming Tropical Baroque Music Festival XV will take place in venues in Miami Beach and Coral Gables. Named Bach to the Beach, Festival Part I will begin on Monday, February 24, 2014 with Fuoco e Cenere from France performing Complètement Toquée, a concert/play followed by a tasting of French specialties celebrating legendary French cuisine, at the Miami Beach Community Church. The four following concerts will also be held in this venue on Lincoln Road. Tuesday is Les Voix Humaines from Montrael featuring viola da gamba players Suzie Napper and Margaret Little, Wednesday, Jordi Savall, the King of Early Music from Spain with two colleagues directs students from the Juilliard School's renowned period instrument program, Thursday, Pedro Memelsdorff leads his group Mala Punica in a concert of Mediaeval music and on Friday Bruce Dickey brings his ensemble, Concerto Palatino from Basel Switzerland to perform early brass works.

The second half of the Festival, Bach to the Gables, will begin Saturday, March 1st with Musica Ficta of Spain performing with La Fontegara of Mexico, in a program celebrating Spain's arrival in the New World 500 years ago. Sunday the 2nd, Brian Neal's Brass Miami, now a Festival tradition, returns to the Biltmore Hotel courtyard to play Latin American early music with his dynamic nine-member group augmented by vocal soloists and choruses from Miami Dade Community College as well as local high schools. He closes with George Frederick Handel's Royal Fireworks Music accompanied by a live fireworks display.

Monday, March 3rd, Argentine violinist Manfredo Kraemer performs a program of Latin American Baroque pieces with Jay Bernfeld, viola da gamba and Eduardo Egüez, lute. Tuesday, March 4th Capilla del Sol from Buenos Aires returns to play music from the Misiones in 16th and 17th century Bolivia, Paraguay and Argentina at the Coral Gables Congregational Church.

Wednesday, a newly formed Festival Orchestra directed by Miles Morgan will make its debut at the Church of the Little Flower's Comber Hall. The Festival will conclude with La Chimera, directed by Eduardo Egüez performing Buenos Aires Madrugal in the theater at the newly opened Palace in downtown Coral Gables.

Tickets to the Festival events are free to students 18 years old and younger, college and graduate students and New World Symphony Fellows pay \$5, general and preferred seating prices range from \$35 to \$60.

Tickets to the Festival are already selling on line, the earliest sales we have ever made. All tickets sold are to people from out of town.

Our marketing efforts target the general public and national and international tourists who follow Early Music events around the United States and Canada, in Europe and Central and South America. Currently, The Bach Society's greatest need is funding for advertising, in the print and electronic media. Increased support from the TDC will help ameliorate this lack.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 74,000	\$ 74,000	\$ 49,470
Personnel: Artistic		\$ 22,000	\$ 22,000	\$ 10,000
Personnel: Technical/Production		\$ 23,000	\$ 23,000	\$ 5,000
Outside Artistic Fees/Services		\$ 88,000	\$ 88,000	
Outside Other Fees/Services		\$ 37,960	\$ 37,960	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 16,400	\$ 41,400	
Marketing: Postage/Distribution		\$ 18,000	\$ 18,000	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 34,520	\$ 34,520	
Travel: Out of County		\$ 38,500	\$ 38,500	
Equipment Rental		\$ 13,000	\$ 13,000	
Space Rental		\$ 21,000	\$ 21,000	\$ 45,000
Mortgage/ Loan Payments			0	
Insurance		\$ 3,000	\$ 3,000	
Utilities		\$ 2,000	\$ 2,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 3,000	\$ 3,000	
Other Expenses				
Recordings		\$ 6,000	\$ 6,000	
Gov fees and services		\$ 2,500	\$ 2,500	
Fireworks		\$ 10,000	\$ 10,000	
			0	
			0	
Subtotal	\$ 25,000	\$ 412,880	\$ 437,880	\$ 109,470
TOTAL EXPENSES	\$ 547,350			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 60,000		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	\$ 59,000	\$ 55,000	11%
Foundation Support	\$ 31,000		6%
Private/ Individual Support	\$ 134,880	\$ 54,470	25%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds	\$ 20,000		4%
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			
State of Florida	\$ 5,142		1%
			0
			0
Gov't Grants: Local			
City of Coral Gables	\$ 8,000		1%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 7,000		1%

Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Foreign Gov: French \$3000; Argentina \$3000; Spanish \$2000; Italian \$4000; Mexican \$4000	\$ 16,000		3%
Ads sold in programs	\$ 11,858		2%
Boutique and Recordings			0
			0
Department of Cultural Affairs Grants			
FEST Grant	\$ 60,000		11%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 412,880	\$ 109,470	6%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 437,880		
Total Revenues	\$ 547,350	Total In- Kind %	20%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council -

Agenda Item No.: A-14

ORGANIZATION: The National Auxiliary Association, Inc

GRANT REQUEST: \$15,000

PROJECT TITLE: The Dream Girl Twirling Extravaganza!

RECOMMENDATION: \$3,500

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing (Reduction Formula)

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 01-01-2014 - 01-25-2014

EVENT LOCATION: Miami Jackson Sr. High School, 1751 NW 36 Street; Miami Job Corp, 3050 NW 183 Street

PROJECT SYNOPSIS: Grant funds are requested to support The Dream Girl Twirling Extravaganza scheduled for January 1 - 25, 2014 at Miami Jackson Senior High.

HOTEL CONFIRMATION:

None	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	100	260
Out of County	215	210
Out of State	20	20
Foreign	15	10
TOTAL	350	500

HOTEL ROOM NIGHTS PROJECTION:

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

MARKETING DETAILS: This event is targeted toward children. The NAA plans to target children ages 4-18 and above who are most engaged electronically. According to Saachi and Saachi of Kid Connection service, 4 million children become engaged in activities as a result of computer interaction. We have therefore incorporated advertisement posts in the following Facebook pages, Instagram, and Twitter Feeds: Fans of Football Twirling; Athletes in Focus Photography; Palm Beach Twirling Classic Camp; South Florida Superstars; The South Florida Dynamics; Viasam Marjorettes of the Virgin Islands; Clinics Contests, and Camps OH MY!; The United States Twirling Association, Inc.; Ms.Majorette of Florida; US Collegiate and High School Twirlers; Showbiz Baton Twirlers; AAU Olympic Games South East Regional Qualifier; and all known professional private twirling coaches pages and feeds, Twirlmania and High School Band Auxiliary pages and feeds, as well as individual twirlers who are our friends and followers. This represents a worldwide social media marketing effort spanning in excess of 100,000 friend and followers. Our website generates weekly usage reports that provide us with subscription requests, page views, and hits through Converge web management software.

We presently are in negotiating media coverage from the Miami Times and Miami Herald.

PREVIOUS TDC FUNDING: 12-13 (\$3,500); 11-12 (\$3,500); 10-11 (\$3,500)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

Our website is jewelstwirlingacademy.com. The National Auxiliary Association, Inc.'s (NAA) Dream Girl Extravaganza is the outgrowth of 13 year old youth development program at our annual summer camp—Camp Kanya.

The Dream Girl Extravaganza emerged from the formalization of this event which has doubled the event's participation rate, locally sanctioned it, broadened its appeal and most importantly, congealed cultures of community performers. The event is held around the time of Dr. Martin Luther King Jr. Day and its name, "Dream Girl", presents a take on the prayer in his I have a dream speech that one day little Black & White girls and boys will play together. We are most proud to boast of the racially rich atmosphere of children and their parents celebrating one another's creativity. The NAA's group of performers is called the Jewels Twirling Academy (JTA) and its members are 100% female and 99% African American. The remaining Dream Girl performers are predominately White and also include Hispanic and Asian Americans who hail from Orlando, Coral Springs, Boca Raton, Palm Beach Gardens, and upstate New York.

Specifically, the Dream Girl extravaganza is a display of performing art that captures students of various ages and abilities to display their choreography for the ensuing touring year. The groups dance and twirl and display their work before a panel of nationally recognized evaluators who rate their performances. The choreographed numbers in which the youth perform are of extremely high quality. The numbers include renditions of "Basil", "Libertango", "Dr. Seuss", "When I Get My Name in Lights", and many other culturally rich works of art as interpreted by baton twirling.

A series of preparation clinics for local groups will occur January 1-14, 2014. The Extravaganza event will take place at Miami Jackson Sr. High on January 18, 2014. Tickets to enter the event are modestly priced at \$5 in order to encourage attendance of the surrounding community.

The DGE has become known as the inaugural competition of competition season. It is the earliest held event of its kind in the country and serves as a barometer for readiness for team performances and soloists.

Our marketing efforts include social media, local news paper ads, email blasts, and radio spots. The media sponsors are generation Nexxt and Artlove. There are no hotel sponsors at this time. There are other youth organizations are generation Nexxt which provides coverage for youth sporting event activities. Discussions are taking place to engage The Miami-Dade Sports Commission. County Public School system is allowing the venue.

The TDC funding will bring much fiscal credibility to the project that will attract additional funders in the future.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration			0	\$ 5,000
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 2,500	\$ 2,500	
Outside Artistic Fees/Services	\$ 6,000	\$ 7,000	\$ 13,000	
Outside Other Fees/Services		\$ 4,200	\$ 4,200	
Marketing ADV/ PV/ Printing/ Publication	\$ 1,200	\$ 1,500	\$ 2,700	
Marketing: Postage/Distribution		\$ 200	\$ 200	
Marketing: Web Design/ Support/ Maintenance		\$ 500	\$ 500	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Space Rental	\$ 3,700	\$ 3,700	\$ 7,400	\$ 2,100
Mortgage/ Loan Payments			0	
Insurance		\$ 500	\$ 500	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops	\$ 1,000	\$ 1,500	\$ 2,500	
Supplies/Materials		\$ 1,000	\$ 1,000	
Other Expenses				
Costuming	\$ 2,100	\$ 2,100	\$ 4,200	
Photography	\$ 1,000	\$ 1,000	\$ 2,000	
Volunteer Labor Hours			0	\$ 3,000
			0	
			0	
Subtotal	\$ 15,000	\$ 25,700	\$ 40,700	\$ 10,100
TOTAL EXPENSES	\$ 50,800			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 4,000		8%
Memberships			0
Tuitions/Enrollment Fees	\$ 4,700		9%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 11,000	\$ 3,000	22%
Foundation Support			0
Private/ Individual Support		\$ 2,100	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			
Concessions	\$ 5,000		10%
Raffle	\$ 1,000		2%
Merchandise Donations		\$ 5,000	0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 25,700	\$ 10,100	37%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 40,700		
Total Revenues	\$ 50,800	Total In- Kind %	20%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council -

Agenda Item No.: A-15

ORGANIZATION: Womens International Film & Arts Festival, Inc. **GRANT REQUEST:** \$25,000
PROJECT TITLE: 9th Annual Women's International Film & Arts Festival **RECOMMENDATION:** \$7,200
PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 03-05-2014 - 03-09-2014

EVENT LOCATION: Mayfair Hotel Coconut Grove, 3000 Florida Avenue; Cocowalk Theaters, 3015 Grand Avenue

PROJECT SYNOPSIS: Grant funds are requested to support the 9th Annual Women's International Film & Arts Festival and Conference scheduled for March 5-9, 2014. The festival is a unique 5-day cultural event, and features more than 50 films from around the world – including many Florida and national premiers, visual arts, keynote speakers, panel discussions and workshops. The event is open to the public.

HOTEL CONFIRMATION:

Mayfair Hotel and Spa	Pending
Marriott Hotel	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	5	7000
Out of County	5	5000
Out of State	50	2000
Foreign	15	1000
TOTAL	75	15000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	660	
# of hotel room nights anticipated to be booked:	660	
Actual number of hotel room nights used last year:	120	

MARKETING DETAILS: Our comprehensive, multi-platform marketing plan includes an aggressive media relations campaign, e/web-marketing, local media sponsorships with Miami New Times, WPBT-TV, WLRN Radio, NBC-6, COMCAST cable as well as promotional activities through our corporate sponsors.

More than 20,000 'Save The Dates Cards' are scheduled to be distributed nationally and internationally to media professionals, filmmakers and film organizations, including at The Toronto Film Festival, WIFF Medellin, Colombia, The AFI Festival in Los Angeles and Sundance Film Festival in Utah, Tallahassee (Univ of Florida). An online version of the flyer will be sent to the WIFF International mailing list of 18,000 film enthusiasts and to more than 100,000 through our corporate partners.

Locally they will be distributed through direct mail to film & arts enthusiasts, women's organizations, WIFF's mailing list (3,500) as well as at film schools at colleges and universities throughout the tri- county area.

WIFF will be placing a special emphasis on Community Outreach, including partnering with women's & community based organizations, chambers of commerce, multi-art organizations, local colleges and universities to increase awareness and attendance.

We will be attending and presenting local events throughout the season, including an October celebration of Hispanic Awareness month, Shekles holiday shopping event in November, monthly networking events called "Wednesdays With Women," to further develop our audience.

Festival Director Yvonne McCormack Lyons will also be presenting film segments on the weekly show "Arts Loft" through our media partner WPBT-Channel 2. We also schedule interviews on local tv stations, and on WLRN's radio program "Arts Beat." Our marketing strategy for penetrating the local market includes:

- Placement of banners on outdoor light poles along major thoroughfares throughout Miami Dade County
- Advertising and partnerships with print publications such as: The Sun Post, Sun Sentinel, The Miami New Times (60,000 8-page inserts distributed throughout Miami-Dade County), on- line
- Partnerships with magazines such as Deco Drive magazine and Miami Art Guide for coverage and advertising.
- Broadcast advertising will occur on radio station WLTE-FM, Mega TV, NBC-6, and Comcast Cable (Lifetime Network), and interviews will be conducted on key national radio stations in NY, Chicago and Philadelphia.
- We will also be working with our community partners to utilize their mailing lists, pr firms for further distribution and exposure of our advertising.
- Utilization of Social Media tools including Facebook, Linked In, Twitter, blogs, and e- newsletters will be used at higher concentrations to attract the international community and younger audiences who use these media.

PREVIOUS TDC FUNDING: \$8,100 (12-13); \$9,000 (11-12); (End of Cycle \$5,000 (10-11)); \$5,000 (09-10); \$5,000 (08-09); \$10,000 (07-08); \$5,000 (06-07)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

What:

As this year's winner of the New Times Best Miami Film Festival, The Women's International Film & Arts Festival (WIFF) is consistently recognized online, internationally and locally as the premier international women's film festival. Featuring more than 50 curated global films, WIFF attracts thousands of filmmakers and film lovers from around the globe.

Invited and confirmed guests include: actors Vivica A. Fox, Daniel Perez, John Malkovich, Catherine Deneuve, Nicole Kidman, Fanny Ardant, Oscar winning composer Rachel Portman, Director Clark Johnson, reps from Fox Searchlight, Paramount, Warner Bros Films etc.

WIFF 2014 will also encompass two initiatives:

1. A TWO DAY CONFERENCE: workshops and panels address the art and business of independent filmmaking - provides opportunities for emerging and established filmmakers to network and conduct business
2. "BOOKS TO FILM": in partnership with Miami-Dade Libraries. Local Author Alex Finn whose book was developed into the major theatrical release, "Beastly" has been invited to participate.

When/Where

March 5-9, during Women's History Month, including: opening night, red carpet screening at the The James L. Knight Center, followed by a Q & A session with the film's attending celebrities, & a "Meet and Greet" After Party. Workshops, panel discussions, film screenings, and an awards ceremony streamed online follow throughout the duration of the festival. Other planned venues include, The Mayfair Hotel in Coconut Grove where the conference will be held, the Main Library where we will present "Books To Film," and a special WIFF Cine Art Lounge - a unique venue to screen films, host receptions and serve as a hub for filmmakers.

Admission to the festival ranges from free events at the library and for youngsters to \$100 for the awards luncheon and opening gala. Additional prices: \$15 for film screenings, \$10 for members/seniors, \$6 for students.

How WIFF Attract Tourists

Annually WIFF receives more than 300 films. The women whose films are chosen attend along with their families. Up to 12 participants per film have attended. This year's books to film program and international conference will bring speakers and emerging filmmakers who want to learn more about the industry. More than 600 room nights have been booked for the festival.

Confirmed Sponsors:

Mayfair Hotel, Comcast Cable, AT&T, NBC6, WBPT, HOT-105, Tommy Hilfiger

Who:

Our emphasis is women: topic, content & audience. Participants include filmmakers, artists, panelists, volunteers, interns, our partnering organizations, girls in our Reel Girls: Real Women's film/media literacy educational program. The conference & books to film will add new audiences, including writers, authors.

How TDC Funding Helps

TDC Funding Helps WIFF increase marketing directly to international film publications. Funding also goes to our PR teams specializing in the entertainment industry helping to create a buzz for the festival and Miami.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 155,000	\$ 155,000	\$ 23,200
Personnel: Artistic		\$ 10,000	\$ 10,000	
Personnel: Technical/Production		\$ 2,500	\$ 2,500	
Outside Artistic Fees/Services	\$ 5,000	\$ 20,000	\$ 25,000	
Outside Other Fees/Services	\$ 10,000	\$ 30,000	\$ 40,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 10,000	\$ 70,000	\$ 80,000	\$ 20,000
Marketing: Postage/Distribution		\$ 1,010	\$ 1,010	
Marketing: Web Design/ Support/ Maintenance		\$ 2,700	\$ 2,700	
Travel: In County		\$ 1,000	\$ 1,000	
Travel: Out of County		\$ 3,000	\$ 3,000	\$ 6,800
Equipment Rental		\$ 30,000	\$ 30,000	
Space Rental		\$ 50,000	\$ 50,000	
Mortgage/ Loan Payments			0	
Insurance		\$ 1,380	\$ 1,380	
Utilities			0	
Fundraising/ Development (Non-Personnel)		\$ 3,500	\$ 3,500	
Merchandise/ Concessions/ Gift Shops		\$ 1,000	\$ 1,000	
Supplies/Materials			0	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 381,090	\$ 406,090	\$ 50,000
TOTAL EXPENSES	\$ 456,090			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 48,000		11%
Memberships	\$ 10,000		2%
Tuitions/Enrollment Fees	\$ 123,700		27%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 120,000	\$ 50,000	26%
Foundation Support	\$ 22,340		5%
Private/ Individual Support	\$ 5,000		1%
Other Private Support: Auxiliary Activities	\$ 5,000		1%
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	\$ 5,000		1%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)	\$ 5,000		1%
Merchandise/ Concessions/ Gift Shop Revenues	\$ 7,050		2%

Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Vendors	\$ 5,000		1%
Advertisements	\$ 10,000		2%
			0
			0
Department of Cultural Affairs Grants			
Community Grants	\$ 15,000		3%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 381,090	\$ 50,000	6%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 406,090		
Total Revenues	\$ 456,090	Total In- Kind %	11%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council -

Agenda Item No.: B-1

ORGANIZATION: Area Performance Gallery Inc. d/b/a Area Stage Company

GRANT REQUEST:

\$15,000

PROJECT TITLE: "Carnaval"

RECOMMENDATION: \$.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 01-02-2014 - 02-16-2014

EVENT LOCATION: Area Stage Company, 1560 S Dixie Hwy; ,

PROJECT SYNOPSIS:

Grant funds are requested to support the US Premiere performance of "Carnaval" on January 2 - February 16, 2014 by award-winning Spanish playwright Jordi Galcerán, directed by John Rodaz, presented in Spanish with English supertitles, and featuring local performers from the Latin American film and TV industry. The playwright will be in residence to offer community workshops, and the program will be marketed via English & Spanish media to local, national & international audiences.

HOTEL CONFIRMATION:

Biltmore Hotel	7 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	9	2000
Out of County		240
Out of State	0	160

Foreign	1	100
TOTAL	10	2500

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	1	
# of hotel room nights anticipated to be booked:	10	
Actual number of hotel room nights used last year:		

MARKETING DETAILS: "Carnaval" will delight Miami's population of immigrants from Latin America and the Caribbean, as well as tourists from Europe and Latin America, and U.S. Latinos visiting from other regions. This work has been touring through Spain to critical acclaim, generating a buzz among European and Latin American audiences. Our production will mark its US premiere, making it available for the first time to audiences in the Americas. The play will be performed by renowned Latin American television and film actors who draw their own international fan base, generating an enthusiastic response among local audiences and visitors from neighboring Caribbean and Latin American countries.

Our marketing plan for the premiere of "Carnaval" is handled by Diverta Group, and includes the following:

Print media/newspapers The Miami Herald, Miami New Times, Sun Sentinel, Doral News, South Miami Newsletter, Coral Gables News Magazine, and Spanish-language publications El Nuevo Herald, América Hoy, Venezuela Al Día, Diario Las Américas, El Venezolano, El Colusa, America Hoy, Calle 8, Ciudad Doral, Venezuela al Día; International magazines Carteles, Conexiones, Posh, Venue, Brickell Magazine, Momentos 360, Selecta and several others; Radio partners SBA and its stations DJ106.7/EL ZOL 95.7/ Z 92 & Cima 106.3, WQBA, Actualidad 1020AM, Amor 107.5, Radio Caracol, Radio Mambí, leading bilingual radio Mega 94.5, and public radio stations WLRN & WDNA; TV outlets CNN Español, Univision, SBS/Mega TV, Telemiami, America Teve, Miami Dade Public TV, Coral Gables Public TV and others.

Local, national, and international web-magazines, e-zines and blogs: miami-theater.com, examiner.com, artzine.com, miamiandbeaches.com, southfloridatheatre.com, elvenezolano.com, ColumnaEstilos.com, www.teatroenmiami.org, clapclapmiami.com, Miami.com and many others.

E-blasts to our list of 6,000 subscribers are augmented by blasts sent out by our partners such as Centro Cultural Español to their list of over 25,000. We also invite neighborhood businesses to participate in combined marketing efforts.

Social Media Outlets: Facebook, Twitter, LinkedIn, Groupon/Living Social, and micotorra.com.

5,000 postcards and 5,000 flyers distributed across the South Florida Tri-County area through hotels, restaurants, community calendars, local businesses and bus shelter ads.

Integrated box office/marketing solutions: ASC's ever-growing electronic database and marketing system analyzes attendance records for our patrons and ticket buyers in order to better serve their interests and evaluate audience responses to our programming and marketing efforts. We also use Miami-Dade's Culture Shock & Golden Tickets programs to attract youth and retirees.

PREVIOUS TDC FUNDING: N/A

N/A

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

"Carnaval" is a new work by renowned Spanish Playwright Jordi Galcerán. A suspense thriller about a child who goes missing during a Carnaval, this work deals with the threat of evil in society and how we as humans react to it. "Carnaval" has received critical acclaim across Spain, generating a buzz among European and Latin American audiences. ASC's US premiere of this work as part of Project eÑe, our ongoing Spanish-language theatre series, will make it available for the first time to audiences in the Americas, attracting Latinos from both the US and neighboring countries. The work will be performed in Spanish with English supertitles to serve local & international Spanish-speaking audiences. It will run for 3 weeks at our venue during Jan-Feb 2014, for a total of 9 performances, with the possibility of extension to 12, serving at least 2,500 spectators with shows on Fridays, Saturdays & Sundays from 1/16 -2/09. Ticket prices are \$20, \$25 and \$35, with \$5 student discounts available at each price point.

This work will attract tourists who read European and Latin American press, plus the fact that Jordi Galcerán has won several important literary awards. The actors working in this play are recognizable "stars" from Latin American film and TV with large followings among local and international audiences.

Our marketing plan includes: Print media/newspapers The Miami Herald, Miami New Times, Sun Sentinel, Doral News, Community Newspaper, Coral Gables News Magazine, and Spanish-language publications such as El Nuevo Herald, América Hoy, Venezuela Al Día, Diario Las Américas, and several others; International magazines Carteles, Conexiones, Posh, Venue, Brickell Magazine, and several others; Radio partners SBA and its groups of Spanish-language stations, WQBA, Actualidad 1020AM, Amor 107.5, Radio Caracol, Radio Mambí, Mega 94.5, WLRN & WDNA; TV outlets CNN Español, Univision, SBS/Mega TV, Telemiami, America Teve, Miami Dade Public TV, Coral Gables Public TV and others. We will also utilize local, national, and international web-magazines, e-zines and blogs, e-blasts to our list of 6,000 subscribers, social media, flyers and partnerships with local businesses. Our Hotel Sponsor is the Biltmore, where we will be booking one room for one week to host the playwright, and offering special rates for our spectators.

TDC funding will be applied primarily to the international promotion of this work to ensure the highest possible turnout among international audiences. Other expenses defrayed by the TDC grant will include Artistic and Technical fees.

Given our vast experience with professional productions of this sort, and the fact that we own and staff our own venue, we do not anticipate any logistical hindrances during this production. We also feel that our reputation as a top-quality bilingual venue will bring more of the success we saw last year, during which our Project eÑe production generated such demand that we had to extend its run.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration	\$ 0	\$ 2,000	\$ 2,000	
Personnel: Artistic	\$ 2,000	\$ 3,000	\$ 5,000	
Personnel: Technical/Production	\$ 1,000	\$ 2,000	\$ 3,000	
Outside Artistic Fees/Services	\$ 0	\$ 2,000	\$ 2,000	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 10,000	\$ 14,000	\$ 24,000	\$ 14,500
Marketing: Postage/Distribution	\$ 0	\$ 1,000	\$ 1,000	
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 2,000	\$ 2,000	
Travel: In County	\$ 0	\$ 500	\$ 500	
Travel: Out of County	\$ 0	\$ 1,400	\$ 1,400	
Equipment Rental	\$ 0	\$ 0	0	
Space Rental	\$ 0	\$ 4,000	\$ 4,000	
Mortgage/ Loan Payments	\$ 0	\$ 0	0	
Insurance	\$ 0	\$ 300	\$ 300	
Utilities	\$ 0	\$ 0	0	
Fundraising/ Development (Non-Personnel)	\$ 0	\$ 0	0	
Merchandise/ Concessions/ Gift Shops	\$ 0	\$ 500	\$ 500	
Supplies/Materials	\$ 0	\$ 800	\$ 800	
Other Expenses				
Production Costs	\$ 2,000	\$ 10,000	\$ 12,000	
Royalties		\$ 2,000	\$ 2,000	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 45,500	\$ 60,500	\$ 14,500
TOTAL EXPENSES	\$ 75,000			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 38,500		51%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income	\$ 2,600		3%
Corporate Support		\$ 12,000	0
Foundation Support	\$ 2,000		3%
Private/ Individual Support		\$ 2,500	0
Other Private Support: Auxiliary Activities	\$ 1,000		1%
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			
State of Florida Department of Cultural Affairs/Operating Support	\$ 1,400		2%
			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			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	\$ 45,500	\$ 14,500	25%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 60,500		
Total Revenues	\$ 75,000	Total In- Kind %	19%

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PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 2,000	\$ 2,000	\$ 1,500
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 1,500	\$ 1,500	
Outside Artistic Fees/Services	\$ 3,750	\$ 6,500	\$ 10,250	\$ 2,000
Outside Other Fees/Services		\$ 500	\$ 500	
Marketing ADV/ PV/ Printing/ Publication	\$ 2,550	\$ 1,000	\$ 3,550	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 250	\$ 250	
Travel: In County		\$ 500	\$ 500	
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			0	
Other Expenses				
Costumes	\$ 7,700	\$ 11,000	\$ 18,700	
shoes		\$ 1,000	\$ 1,000	
props/set design	\$ 1,000	\$ 1,600	\$ 2,600	
Opera Atelier Expenses		\$ 24,050	\$ 24,050	
Misc (music editing, etc.)		\$ 1,300	\$ 1,300	
Subtotal	\$ 15,000	\$ 51,200	\$ 66,200	\$ 3,500
TOTAL EXPENSES	\$ 69,700			

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	\$ 3,000		4%
Foundation Support			0
Private/ Individual Support	\$ 11,000	\$ 3,500	16%
Other Private Support: Auxiliary Activities	\$ 3,500		5%
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			
Florida Cultural Division: General Program Support	\$ 1,300		2%
			0
			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0

Merchandise/ Concessions/ Gift Shop Revenues	\$ 500		1%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 5,700		8%
Other Revenues			
Opera Atelier	\$ 24,050		35%
			0
			0
			0
Department of Cultural Affairs Grants Advancement	\$ 2,150		3%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 51,200	\$ 3,500	23%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 66,200		
Total Revenues	\$ 69,700	Total In-Kind %	5%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: B-3

ORGANIZATION: Finger Lakes GrassRoots Festival Organization, Inc. **GRANT REQUEST:** \$25,000

PROJECT TITLE: Virginia Key GrassRoots Festival of Music, Art, & Dance

RECOMMENDATION: \$15,000

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 02-20-2014 - 02-23-2014

EVENT LOCATION: Historic Virginia Key Beach Park, 4020 Virginia Beach Drive, ,

PROJECT SYNOPSIS: Grant funds are requested to support The Virginia Key GrassRoots Festival of Music, Art & Dance on February 20th-23rd at Historic Virginia Key Beach Park. This event will showcase top notch musical acts from all over the world, as well, live art, dance workshops, yoga, and beach camping. While there is a ticket fee for the event, it is open to the general public.

HOTEL CONFIRMATION:

None	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	300	1800
Out of County	20	800
Out of State	150	1200
Foreign	30	200
TOTAL	500	4000

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:	110	
Actual number of hotel room nights used last year:	107	

MARKETING DETAILS: Our marketing plan involves using many different promotional techniques. Some of which are conventional and some are "outside the box". On the conventional end of the spectrum, we will be using print ads, radio ads, tv ads, post cards, and conventional social media advertising. Specifically, we will be buying full page ads in the Miami New Times, The Miami Herald, and the Sun Sentinel the weeks prior to the event. We will also be buying radio spots on all the appropriate local radio stations, as well as, working with them on special promotions. Buying promotions on Facebook is also part of our campaign. We will also be purchasing street banners.

We will also be doing some unconventional things to publicize the event. We will be asking our fan base to access their social media accounts to help promote the event. We have found that peer to peer promotion is very effective. We will be hosting a series of promotion parties and events. We will also be printing 50,000 copies of our 30 page, color, festival program guide, 48,000 of which will be distributed by hand prior to the event. We distribute these on college campuses and at events all over the state. We find this to be very effective.

Our marketing plan also includes a bi-lingual approach. We will be printing promotional materials in both English and Spanish. The diverse community of Miami calls for a diverse marketing approach. There is no marketing "silver bullet" for South Florida.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

What: The Virginia Key GrassRoots Festival of Music, Art & Dance will take place over 4 days in late February. There will be over 80 performances, by 50+ musical acts and cultural exhibitors. This event will feature top notch musical acts from around the world, as well showcasing the amazing music community of South Florida. This year's festival will include performances by Chocquibtown, Sie7e, Donna the Buffalo, MC Yogi, Locos Por Juana, Keith Secola, plus many more! We are expecting 4000-5000 people to attend this year. This event will also feature on site, beach side camping. This event will also feature our world cafe. It hosts different chefs from all over the world to prepare food for our patrons. GrassRoots Festivals are designed to be a celebration of community and cultural diversity. This is a large music festival/cultural gathering that will draw participants from all over the country/world.

Where: The Virginia Key GrassRoots Festival of Music, Art & Dance will be held at the Historic Virginia Key Beach Park on February 20, 21, 22, and 23, 2014. The Historic Virginia Key Beach Park could quite possibly be the best festival site in America! We think it's so special we included it in the name of our event. We are working with the Historic Virginia Key Beach Park Trust to develop the site and future programming for the venue. This is a ticketed event. Ticket prices range from \$30-\$100.

How: The GrassRoots festival organization sells about 50,000 festival tickets annually. Most of these sales are generated at our New York and North Carolina based festivals. We have seen solid ticket sales over the last couple of years to our out of state fan base. We are confident that we will see an increase in attendance this year from out of state people as the "buzz" continues to grow about Miami within our fan base.

Marketing: Our marketing plan involves using many different promotional techniques. Some of which are conventional and some are "outside the box". On the conventional end of the spectrum, we will be using print ads, radio ads, tv ads, and conventional social media advertising. We will also be asking our fan base to access their social media accounts to help promote the event. We will be buying banners for the poles around town. We will also be printing 50,000 copies of our program. 48,000 of which will be distributed by hand prior to the event. We find this to be very effective. Our marketing plan also includes a bi-lingual approach. We will be printing promotional materials in both English and Spanish. The diverse community of Miami calls for a diverse marketing approach.

We do not currently have any media or hotel sponsors. We have worked on several promotions with the Miami New Times, but do not have a deal in place for 2014.

TDC funding will allow us to do more promotion and outreach. We feel our event is very solid, with additional support it will continue flourish and generate tourism.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 48,000	\$ 48,000	\$ 20,000
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 22,000	\$ 22,000	\$ 55,875
Outside Artistic Fees/Services		\$ 72,500	\$ 72,500	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 25,000	\$ 50,000	\$ 5,000
Marketing: Postage/Distribution		\$ 1,000	\$ 1,000	
Marketing: Web Design/ Support/ Maintenance		\$ 1,200	\$ 1,200	
Travel: In County		\$ 30,000	\$ 30,000	
Travel: Out of County			0	
Equipment Rental		\$ 30,000	\$ 30,000	\$ 25,000
Space Rental		\$ 30,000	\$ 30,000	
Mortgage/ Loan Payments			0	
Insurance		\$ 10,000	\$ 10,000	
Utilities		\$ 5,000	\$ 5,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 40,000	\$ 40,000	
Supplies/Materials		\$ 15,000	\$ 15,000	
Other Expenses				
Permits and Fees		\$ 12,000	\$ 12,000	
Banking Fees		\$ 1,300	\$ 1,300	
Meetings and Conferences		\$ 500	\$ 500	
Office Rental		\$ 18,000	\$ 18,000	
Police, Security, EMT, Waste, Sponsorships.		\$ 37,000	\$ 37,000	
Subtotal	\$ 25,000	\$ 398,500	\$ 423,500	\$ 105,875
TOTAL EXPENSES	\$ 529,375			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 300,000		57%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 3,500		1%
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 10,000		2%
Foundation Support			0
Private/ Individual Support		\$ 105,875	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	\$ 75,000		14%

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	\$ 10,000		2%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 398,500	\$ 105,875	6%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 423,500		
Total Revenues	\$ 529,375	Total In- Kind %	20%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: B-4

ORGANIZATION: Kiwanis Club of Little Havana

GRANT REQUEST: \$25,000

PROJECT TITLE: Carnaval Miami and Calle Ocho Festival

RECOMMENDATION: \$25,000

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 02-22-2014 - 03-09-2014

EVENT LOCATION: Calle Ocho Street , 2700 SW 8 Street; Miracle Mile , 100 Miracle Mile

PROJECT SYNOPSIS: Grant funds are requested to support all of the Carnaval Miami and Calle Ocho Festival promotional activities such as securing top name entertainment to perform during main events of Carnaval on the Mile and Calle Ocho bringing greater national exposure to the overall festival. The overall entertainment costs of the festival has skyrocketed in the past five years due to performers slow record sales. Talent is charging very high prices for performing as compared to past years.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	100	800,000
Out of County	20	400,000
Out of State	100	100,000
Foreign		

TOTAL	220	1300000
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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	25
# of hotel room nights anticipated to be booked:	300	300
Actual number of hotel room nights used last year:	210	310

MARKETING DETAILS: The marketing strategy for Carnaval Miami continues to build a strong national exposure for Carnaval Miami to include digital with www.carnavalmiami.com and make it a prominent part of the blog and the Carnaval Miami website. Increase the overall number of people that can engage with Carnaval Miami and participate in promotional programs that allow them to understand that by attending our festival, they are in fact contributing to the overall mission of the Kiwanis Club of Little Havana, education and youth. With more promotional efforts into digital, we are attracting worldwide tourism to our events. Efforts include traditional media announcing event on Spanish language as well as Anglo stations, both local and regional. Radio and televisio spots in most stations are used, in addition to print benefits in The Miami Herald, El Nuevo Herald, Diario Las Americas, TheFlyer. A strong social media campaign has been implemented to included Facebook, Twitter, You Tube. Banners, sigange at events and post cards distributed throughout the city and county announcing the upcoming schedule. A detailed marketing plan is attached with specificis.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

What is the project: Carnaval Miami is the project. It is one of the largest Hispanic festivals in the United States that attracts over one million visitors to Miami each March. It caters to people of all ages, races, nationalities, backgrounds, cultures and reaches across multiple generations. Encompassing three weeks of activities in various locations from City of Miami, City of Coral Gables, City of Key Biscayne and many venues throughout Miami Dade. The event has a two day jazz festival named Carnaval on the Mile, a Carnaval Miami Run at Virginia Beach Park, Carnaval Miami Cooking Contest, a Domino Tournament, a Carnaval Soccer 5v5, a Carnaval Miami Golf Classic, a Carnaval Live Gala to appreciate sponsors at Jungle Island, an upcoming concert at Miami Marlins Park, and the famous Calle Ocho Festival. Calle Ocho is the most well-known and takes place every second or third Sunday in March. It spans 23 blocks from 27th Avenues to 4th Avenues beginning at 10am until 7pm. All of the events of Carnaval Miami are free to the public. Calle Ocho is the culmination of the three week long festivities. The audience of Calle Ocho has no particular demographics as the festival is attended by people of ages who come to enjoy what the festival offers: music that spans throughout the 23 blocks, food vendors who line the way, children's activities, and a family area. Throughout the multiple stages, Calle Ocho presents top tier performers such as Daddy Yankee, Willy Chirino, Albita, Pitbull, Frankie Negron, La India, Victor Manuelle, Leslie Grace, Eddie Santiago, and many others.

The marketing efforts are all detailed in a marketing plan that includes social media, traditional media, and the creation of advertisements promoting the event at least three months before March 2014. All media sponsors are part of this event including Telemundo, Univision, SBS, Power 96, Clear Channel, WSVN 7, Mega TV and many others.

We are working on the hotel rooms now for the talent that comes to both Calle Ocho and Carnaval on the Mile. The hotel list goes from Coral Gables to Downtown Miami and includes Colonnade Hotel, Hyatt Regency, Extended Stay, Holiday Inn, Marriott Hotels.

There are over 160 fine artists that attend Carnaval on the Mile to exhibit their work. They come from all over the US to participate. Their hotel rooms are booked in advance but are done individually by each artist.

Carnaval Miami should receive County funding since it is estimated to bring over \$50 million in revenue to South Florida's economy. Calle Ocho alone is a major attraction worldwide and a tourist destination with people planning vacations to be in Miami for Calle Ocho. Calle Ocho attracts national and international media who cover extensive stories and broadcast segments that positively promote South Florida. The production of Calle Ocho and Carnaval Miami as a whole three week event is highly expensive and with County funds we can bring in high caliber talent.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 244,436	\$ 244,436	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 10,000	\$ 140,000	\$ 150,000	
Outside Other Fees/Services		\$ 200,000	\$ 200,000	
Marketing ADV/ PV/ Printing/ Publication		\$ 34,000	\$ 34,000	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental		\$ 100,500	\$ 100,500	
Space Rental			0	
Mortgage/ Loan Payments			0	
Insurance		\$ 3,000	\$ 3,000	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 50,984	\$ 50,984	
Other Expenses				
Decorations		\$ 50,000	\$ 50,000	
Stage;Lights;Sound	\$ 15,000	\$ 175,000	\$ 190,000	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 997,920	\$ 1,022,920	0
TOTAL EXPENSES	\$ 1,022,920			

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	\$ 777,640		76%
Foundation Support			0
Private/ Individual Support			0
Other Private Support:			
Auxiliary Activities			0
Other Private Support:			
Special Event Proceeds			0
Gov't Grants: Federal			
	\$ 150,000		15%
			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			
Vendors: (200)@\$351.40	\$ 70,280		7%
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 997,920	0	2%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 1,022,920		
Total Revenues	\$ 1,022,920	Total In- Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: B-5

ORGANIZATION: McCauley Fund To Cure Paralysis, Inc. (dba - Rise Up Gallery)

GRANT REQUEST: \$15,000

PROJECT TITLE: Wynwood Tour Guide

RECOMMENDATION: \$7,000

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

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

EVENT LOCATION: Rise Up Gallery, 187 NW 27th St; ,

PROJECT SYNOPSIS: Grant funds are requested to support the development of a walking tour of the murals and galleries in Miami's Wynwood Arts District. The tour includes a map of the area defining locations of murals, galleries, a tour guide, a website, and audio tour via a smartphone application.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	25	10000
Out of County	20	5000
Out of State	20	2500
Foreign	30	2500
TOTAL	95	20000

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:	500	
Actual number of hotel room nights used last year:	N/A	

MARKETING DETAILS: Develop smartphone application to assist tourists in exploring Wynwood.

Utilize Art Basel as a platform to showcase local and international artists whose work can be found in Wynwood.

Information booth to be set up during 2nd Saturday Artwalk.

Promote in online street art forums.

Utilizing Social Media Outlets such as Twitter, Instagram, and Facebook to spread word about the art scene in Wynwood and generate interest in local events.

Educate hotel concierge regarding tours.

Planning TV Episode of "Scuba Nation" featuring Wynwood Tour Guide to reach nationwide audience.

Distribute event flyers to be to local businesses.

"Street Team" to distribute flyers during Wynwood events.

Partnership with Wynwood Walls to assist in promotions to international travelers.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The Wynwood Tour Guide is a guided visual/audio walking tour of the murals and galleries in Miami's Wynwood Arts District. This program has strong tourism and cultural aspects by making available to the general public the exact location of Wynwood's internationally famous murals and galleries. Envision a walking tour inside a famous museum, listening to an audio biography of Picasso while viewing one of his works. Now interchange the museum with the colorful streets of Wynwood and switch Picasso with Shepard Fairey and that is the Wynwood Tour Guide Project. As a gallery owner in Wynwood, I have hundreds of international travelers ask where is the Vhills mural, or "so & so" gallery and there is no definitive source for this information aside from a map produced once a year for Art Basel.

The tour takes place in Wynwood and is ongoing throughout the year. The Walking Guided Tour is \$20, will take place 2/week, 8/month, 96/year on Saturday's & Sunday's, last approximately 2 hours, and led by trained guides familiar with the neighborhood. The self guide map/app is available 24/7/365 and costs \$1.99.

The guide will attract tourists by creating a mystique of finding renowned murals off the beaten path, which will add to the allure of Wynwood. Art and specifically street art is an inclusive world, so promoting in artistic communities, galleries, social media, and word of mouth will be effective in attracting tourists.

We plan to develop a smartphone application to assist tourists in exploring Wynwood. Utilize Art Basel as a platform to showcase artists whose work can be found in Wynwood. An information booth will be set up during 2nd Saturday Artwalk and we will also promote in online street art forums. Utilize Social Media Outlets such as Twitter, Instagram, and Facebook to spread word about the art scene in Wynwood and generate interest in local events. Educate hotel concierge regarding the tours. We have an agreement in place to film a TV Episode of "Scuba Nation" featuring Wynwood Tour Guide to reach a nationwide audience. Distribute event flyers to be to local businesses and a "Street Team" to distribute flyers during Wynwood events.

Currently, no media or hotel sponsors, although we are having discussions with the Mantel Plaza, Riviera South Beach, and Dream Hotel.

Goldman Properties has agreed to sponsor the Wynwood Tour Guide and in return we will be highlighting their businesses (Wynwood Kitchen & Bar, Joey's, Wynwood Walls, etc.) on the app and website.

There are no competitors, hence the need for this project. There are more than 120 artists from all over the world whose work is featured on the Wynwood Tour.

Funding from the TDC will be the seed money needed to establish a thorough walking tour of Wynwood. The project implementation is approximately 2 months to develop the mural catalog, website/app/map, and promote for Jan 1st launch.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration			0	
Personnel: Artistic			0	
Personnel: Technical/Production	\$ 4,450	\$ 4,450	\$ 8,900	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services	\$ 1,075	\$ 18,125	\$ 19,200	
Marketing ADV/ PV/ Printing/ Publication	\$ 475	\$ 475	\$ 950	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance	\$ 9,000	\$ 9,000	\$ 18,000	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Space Rental	\$ 0	\$ 9,600	\$ 9,600	
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses			0	
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 41,650	\$ 56,650	0
TOTAL EXPENSES	\$ 56,650			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 19,150		34%
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	\$ 8,000		14%
Foundation Support	\$ 5,000		9%
Private/ Individual Support	\$ 2,000		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 Revenues			0

Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Community Grant	\$ 7,500		13%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 41,650	0	26%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 56,650		
Total Revenues	\$ 56,650	Total In- Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council -

Agenda Item No.: B-6

ORGANIZATION: National Marine Manufacturers Association

GRANT REQUEST: \$25,000

PROJECT TITLE: Miami International Boat Show & Strictly Sail

RECOMMENDATION: \$10,000

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: None of the Above

DATE(S) OF EVENT: 02-13-2014 - 02-17-2014

EVENT LOCATION: Miami Beach Convention Center, 1901 Convention Center Drive; Miamarina at Bayside Marketplace, 400 Biscayne Blvd.

PROJECT SYNOPSIS: Grant funds are requested to support an extensive marketing and public relations plan to insure and host the attendance of over 100,000 people from over 80 countries and all 50 states at the Miami International Boat Show & Strictly Sail on February 13-17, 2014. Our vision is positioning the Miami Boat Show as "the" destination to find the best in recreational boating.

HOTEL CONFIRMATION:

Albion	94 room nights
Courtyard Oceanfront	271 room nights
Courtyard Downtown	119 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		11233
Out of County		33700
Out of State		36762
Foreign		20423
TOTAL	0	102118

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	1248	
# of hotel room nights anticipated to be booked:	1650	
Actual number of hotel room nights used last year:	1562	

MARKETING DETAILS: A fully integrated marketing plan includes paid media along with national public relations. Please see comprehensive plan attached for more details and lists of outlets and promotional efforts. Media plans include national endemic (boating) magazines, statewide cable, local TV, radio and newspaper and national online and email campaigns. Public relations efforts span from international media to the local Miami media including print, TV, radio and online coverage. 2013 Paid & Added Value Impressions: 62 million. A similar plan for 2014 will be in place.

Here are the contracted TV, radio, print, outdoor and online ad buys for the 2013 show:

- o Channel 7, FOX
- o Channel 6, NBC
- o Channel 4, CBS
- o Channel 10, ABC
- o Channel 23, Univision
- o Fox Sports — statewide
- o Sun Sports — statewide
- o Comcast
- o WBGG-FM: Classic Rock 105.9
- o WFLC-FM: Hot A/C 97.3
- o WAXY-AM: Sports 790
- o WIOD-AM: News 610
- o WKIS-FM: Country 99.9
- o WKGR-FM: Classic Rock 98.7
- o WQAM-AM: Sports 560
- o Florida News Network — statewide
- o Miami Herald
- o El Nuevo Herald
- o Sun-Sentinel
- o Palm Beach Post
- o Wall Street Journal
- o Coastal Angler
- o Waterway Guide
- o Great Lakes Scuttlebutt
- o Yachting Times
- o Marinalife

- o MPC Boater's Directory
- o Passage Maker
- o Florida Powerboat
- o BoatUS
- o Soundings
- o Powerboating in Paradise
- o FL SportFishing
- o Poker Runs America
- o Yachting
- o Boating
- o Saltwater Sportsman
- o Southern Boating
- o The Florida Mariner
- o Sail Magazine
- o Cruising World Magazine
- o Southwind Magazine
- o Sailing Magazine
- o Spinsheet Magazine
- o Cruising Outpost Magazine
- o Bluewater Sailing Magazine
- o Multihull World Magazine
- o Google Display Networks
- o Google Keyword buys
- o Facebook.com
- o Youtube.com
- o Pandora
- o Dominion Marine Media
- o Mobile Billboards: 2/13–2/16 traveling Collins Ave
- o Boarding passes on flights to Miami originating from South America and Europe
 - Angling International
 - Yachting World
 - Power & Motoryacht
 - Power Boating Canada
 - MotoNautica (Italy) December Issue
 - Nautica (Brazil) December Issue
 - Canadian Yachting
 - Dominion Marine Media

A dedicated public relations team works year round to build buzz for the Progressive Insurance Miami International Boat Show, securing news stories on TV and in newspapers and magazines throughout the region. 2013 Notable national hits to report from several top-tier national outlets include the Today Show, Fox Business, Fox & Friends, and Huffington Post.

A wide variety of show attractions and educational offerings at the show's three locations. Special promotions include Chris Fischer of History/A&E's Shark Wranglers, Sponge Bob Square Pants, and I Heart - Valentines Day Promotion. Features include Discover Boating - hands on in-water training, Innovation Awards & Boat Design Awards, Big Game Room, Live music, and Welcome to the Water Center with bi-lingual guidance.

NMMA is working through the US Commerce Department in 19 countries to engage international buyers in the show.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The project is The Miami International Boat Show & Strictly Sail, the marine industry's premier event hosting over 100,000 annually. This 5 day event, Feb. 13-17, 2014, will host more than 2,000 exhibitors from around the world, filling the Miami Beach Convention Center, Sea Isle Marina & Yachting Center, Miamarina at Bayside, and Bicentennial Arts Park and Boat Basin with over 3,000 boats and hundreds of booths showcasing the latest gear and accessories.

Hotels in the tri-county area are booked with exhibitors and attendees of the MIBS, and businesses will confirm this is their busiest week of the year. Major findings from the Economic Activity Associated with the 2013 Show, by Thomas J. Murray & Assoc., include: total excise tax generated within FL was \$30.4 million and visitor expenditures totaled an estimated 63.6 million. The economic significance to the industry and the community is clearly demonstrated with an overall economic impact of \$323.8 million to the region. Details of the Economic Activity report are available for review.

The extensive marketing plan coupled with the long standing reputation of the Show will bring consumers from all 50 states and over 80 countries. Many exhibiting companies host a variety of events in the Miami area for entertainment and business meetings. Complete details of the 2014 Comprehensive Show Plan are included with this application.

Programming includes education and entertainment at all locations. Highlights include free hands on training for power boat participants at Sea Isle Marina, and sail boat at Bayside. Fred's Shed will feature maintenance experts offering seminars, advice and Q&A for consumers. The BGR returns for it's 11th year offering rigging and casting training and live entertainment. All food courts will have live entertainment daily, in addition to the free party Saturday night at Bayside. Industry meetings and Innovation Awards, and our International Buyers Program are offered to serve business interests. Consumers also have opportunity to enter to win prizes including a 32' Sea Vee Boat, ride the free water taxi between marinas and free shuttle bus transportation between parking and show venues. 2014 will also introduce the Superyacht Lifestyle Miami at Museum Park, featuring yachts 100' plus, and luxury products and services for the wealthy.

The Show is open to the public with ticket prices ranging \$35.00 for opening day for Adults to \$20.00 a day before discounts, and FREE for 15 years old and under. Discounts are offered for 2Day, 5Day and Combo tickets to attend the Coconut Grove Arts Festival and MIBS.

Other major organizations involved in the event productions are Expo Convention Contractors, Inc., Edd Helms Electrical, Classic Tents, Dock & Marine, ABF Freight System, Local Unions 1175/786/469, and Transportation Management Services.

TDC funding will be critical in maintaining the dollars required to market this prestigious event to the world.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration	\$ 0	\$ 31,074	\$ 31,074	
Personnel: Artistic			0	
Personnel: Technical/Production	\$ 0	\$ 890,213	\$ 890,213	
Outside Artistic Fees/Services	\$ 0		0	
Outside Other Fees/Services	\$ 0		0	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 627,350	\$ 652,350	
Marketing: Postage/Distribution	\$ 0	\$ 2,500	\$ 2,500	
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 13,000	\$ 13,000	
Travel: In County	\$ 0	\$ 228,905	\$ 228,905	
Travel: Out of County	\$ 0		0	
Equipment Rental	\$ 0	\$ 509,989	\$ 509,989	
Space Rental	\$ 0	\$ 1,198,400	\$ 1,198,400	
Mortgage/ Loan Payments	\$ 0	\$ 110,000	\$ 110,000	
Insurance	\$ 0	\$ 87,298	\$ 87,298	
Utilities	\$ 0	\$ 172,830	\$ 172,830	
Fundraising/ Development (Non-Personnel)	\$ 0		0	
Merchandise/ Concessions/ Gift Shops	\$ 0		0	
Supplies/Materials	\$ 0	\$ 32,900	\$ 32,900	
Other Expenses				
City of Miami Permits	\$ 0	\$ 18,557	\$ 18,557	
Admission Taxes	\$ 0	\$ 67,793	\$ 67,793	
Staff Meals	\$ 0	\$ 11,500	\$ 11,500	
Credit Card Fees	\$ 0	\$ 40,603	\$ 40,603	
Contractors	\$ 0	\$ 55,000	\$ 55,000	
Subtotal	\$ 25,000	\$ 4,097,912	\$ 4,122,912	0

TOTAL EXPENSES

\$ 4,122,912

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 1,256,500		30%
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	\$ 30,000		1%
Rental Income	\$ 25,000		1%
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
			0
Gov't Grants: Local			0
MB VCA	\$ 35,000		1%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)	\$ 0		0
Merchandise/ Concessions/ Gift Shop	\$ 0		0%

Revenues	\$ 9,000		0%
Investment Income (Endowment)	\$ 0		0
Interest and Dividends	\$ 0		0
Cash on Hand	\$ 2,457,414		60%
Other Revenues			
Sponsorships	\$ 285,000		7%
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 4,097,914	0	1%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 4,122,914		
Total Revenues	\$ 4,122,914	Total In- Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council -

Agenda Item No.: B-7

ORGANIZATION: Orchestra Miami, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: Beethoven on the Beach: Part III "Clash of the Titans"

RECOMMENDATION: \$10,000

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 02-03-2014 - 03-31-2014

EVENT LOCATION: North Shore Park Bandshell, 7250 Collins Avenue; Pinecrest Gardens, 11000 SW 57 Avenue

PROJECT SYNOPSIS: Grant funds are requested to support the marketing & performance costs associated with the production of Beethoven on the Beach on Mar 8 in Miami Beach, Mar 16 in Pinecrest and Mar 30, 2014 in Sunny Isles Beach. The event will feature Orchestra Miami, conducted by Artistic Director Elaine Rinaldi, performing Rossini's Overture to "La Scala di Seta", Mendelssohn's Concerto for Violin in E minor & Beethoven's Symphony N. 2 in D Major. Our special guests soloist will be Mei Mei Luo, violinist.

HOTEL CONFIRMATION:

None	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	27	1150
Out of County	20	400
Out of State		150
Foreign		100

TOTAL	47	1800
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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:		

MARKETING DETAILS: Orchestra Miami relies on traditional media outlets, such as radio advertising, to help us promote our concerts and boost ticket sales. In 2013, Orchestra Miami was fortunate to receive a major media sponsorship from Atlantic Broadband Cable. Orchestra Miami enjoys a sponsorship from WLRN, and will continue this relationship, as well as continuing its partnership with Classical South Florida, 89.7 FM. Orchestra Miami also maintains an advertising presence on the online website The South Florida Concert Review, as well as online and print advertising in Around Town Miami, Just Ask Boo and Miami ArtZine, Community Newspapers and Herald.com. We continue to use the online advertising services of Organiste, Miami Art Guide and South Florida Concert Flyers, as well as utilizing their press release service. We have engaged in several ad exchanges with other arts organizations, such as the St. Martha's Yamaha Series, Festival Miami and the Adrienne Arsht Center. Orchestra Miami maintains its own email list of 2400 active addresses, and sends email notifications of our events. We also maintain our own traditional mailing list, and send out an annual season brochure as well as postcard notifications of our events and concerts. Posters are placed around Miami, and postcards are distributed at other arts events and concerts. We engage in "guerilla marketing"; this highly effective method involved manually distributing 20,000 postcards at concerts, outdoor events and in parking lots surrounding the venues where concert and opera performances occurred in the weeks prior to our performances.

For the Beethoven on the Beach project, Orchestra Miami will purchase advertising on WLRN and Classical South Florida radio, purchase banner advertising on the South Florida Classical Review, advertorials in Just Ask Boo, print and online ads in the Community Newspapers (Pinecrest/South Miami/Miami Beach/Sunny Isles Beach) as well as purchase and arrange to display street pole banners in the three municipalities where we will perform. Additionally, we work with the cities of Sunny Isles Beach, Miami Beach and Pinecrest to have our event included in their municipal promotions. We visit the concierges in the hotels and condos surrounding the Miami Beach/Sunny Isles Beach venues to make them aware of the concert and give them postcards, and we display posters in business windows in the areas surrounding the performance venues. Lastly, we will work with our media sponsor Atlantic Broadband to air a 30 second PSA about the events.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

"Beethoven on the Beach" is Orchestra Miami's most important project. Each year, OM presents the 45 member orchestra in 3 free outdoor concerts in public parks in Pinecrest, Miami Beach and Sunny Isles Beach. This year's concert features the Overture to La Scala di Seta by Rossini, Mendelssohn's Violin Concerto in E min, with Mei Mei Luo, soloist, & Beethoven's Symphony N. 2 in D Maj, Op. 73. The orchestra will be conducted by Elaine Rinaldi.

This project has both significant tourism & cultural aspects. There are many cultural events to choose from in MDC, but few of them are available free of charge. This project is the result of the Artistic Director's desire to marry the two things that she loves most about living in Miami- working with the talented musicians of OM & spending time outdoors in our gorgeous weather. By bringing the orchestra to the parks and offering the concerts for free, OM creates opportunities for people to come together in their neighborhoods to share not only a musical experience, but a communal experience of appreciation for how beautiful our city is & how lucky we are to live here. By hosting these concerts in areas of MDC which have a large number of winter residents & tourists, we are demonstrating that Miami is not just a place of beautiful beaches and nightclubs, but also a place of culture and community.

The concerts will occur on Sat, Mar 8, 2014, 8:00 PM at the North Shore Park Bandshell in Miami Beach, on Sun, Mar 16, 8:00 PM at Pinecrest Gardens & on Sun, Mar 30, 6:30 PM in Heritage Park in Sunny Isles Beach. They are free of charge with no reservations necessary. Based on last year's attendance, it is estimated that no fewer than 1500 people will attend the concerts.

This event has the potential to attract visitors to MDC because it is the only large scale classical event to be produced outdoors in MDC. Our past concerts have attracted attendees from Broward, Palm Beach & Monroe Counties.

Our most effective means of marketing is through radio ads on Classical South Florida/WLRN, & PSA's on Atlantic Broadband Cable. The concert is listed in virtually every community calendar (both online and in print). Advertising is purchased in the Community Newspapers, posters are displayed in the areas surrounding the venues, thousands of postcards are printed & distributed to concierges at hotels/condos & at events. OM maintains its own email database of over 2,400 names and sends weekly email newsletters. Orchestra Miami is a partner with the Greater Miami Convention and Visitors Bureau, which will assist with promotions to both residents and tourists alike.

TDC funding will enable Orchestra Miami to implement a broader marketing plan than has been employed in the past. TDC funding will allow OM to print & display street pole banners & targeted advertising in tourist and trade magazines.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 1,000	\$ 1,000	\$ 1,000
Personnel: Artistic	\$ 2,000	\$ 2,500	\$ 4,500	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 6,000	\$ 28,175	\$ 34,175	
Outside Other Fees/Services	\$ 2,000	\$ 4,000	\$ 6,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 5,000	\$ 5,000	\$ 10,000	\$ 6,000
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 300	\$ 300	\$ 300
Travel: In County		\$ 1,300	\$ 1,300	
Travel: Out of County			0	
Equipment Rental			0	
Space Rental		\$ 1,950	\$ 1,950	\$ 600
Mortgage/ Loan Payments			0	
Insurance		\$ 150	\$ 150	
Utilities		\$ 300	\$ 300	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 300	\$ 300	
Supplies/Materials		\$ 250	\$ 250	
Other Expenses				
Music Purchase/Rental		\$ 600	\$ 600	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 45,825	\$ 60,825	\$ 7,900
TOTAL EXPENSES	\$ 68,725			

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			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:			0
Other			0
Rental Income			0
Corporate Support	\$ 7,000	\$ 6,900	10%
Foundation Support	\$ 15,000		22%
Private/ Individual Support	\$ 2,435	\$ 1,000	4%
Other Private Support:			0
Auxiliary Activities			0
Other Private Support:			0
Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
City of Miami Beach	\$ 10,395		15%
City of Sunny Isles Beach	\$ 5,000		7%
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop	\$ 2,000		3%
Revenues			

Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 1,995		3%
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Hannibal Cox, Jr.	\$ 2,000		3%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 45,825	\$ 7,900	25%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 60,825		
Total Revenues	\$ 68,725	Total In- Kind %	11%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council -

Agenda Item No.: B-8

ORGANIZATION: Theatre South Atlanta, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: I HAVE A DREAM: a musical on the life and times of Dr. Martin Luther King, Jr.

RECOMMENDATION: \$7,500

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 01-09-2014 - 01-27-2014

EVENT LOCATION: South Miami-Dade Cultural Arts Center, 10950 SW 211 St; Florida International University- Graham Ball Room, 11200 SW 8th St Modesto A. Maidque GC 216

PROJECT SYNOPSIS: Grant funds are requested to help defray the production and marketing costs associated with "I HAVE A DREAM"; a musical on Dr. Martin Luther King, Jr. and the Civil Rights Movement on January 9-27, 2014 at the South Miami Dade Cultural Arts Center. There will be ancilliary events held at FIU-Graham Ball Room and the Philcol Williams Center (Homestead/Florida City).

HOTEL CONFIRMATION:

Pending	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	15,000	16,800
Out of County		1,800
Out of State		600
Foreign		600

TOTAL	15000	19800
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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	10
# of hotel room nights anticipated to be booked:	20	30
Actual number of hotel room nights used last year:	0	0

MARKETING DETAILS: The marketing strategy for TheatreSouth Atlanta, Inc. (TSA) the "I Have A Dream"(IHAD) project is :

The following are specific areas of marketing that TSA will apply on the "I Have A Dream" project:

We will use the South Miami Dade Cultural Arts Center marketing department to e-blast the IHAD flyer. We will provide 4x6 cards in the lobby of the SMDCAC and any other outlets they have for not for profit venues. We will send to their patrons list if provided.

We will targeted communities by zip code mailings of cards.

The Gospel Truth Magazine, The Children's Trust afterschool email list, Performing at the Southland Mall Dec 6 and 27 from 6-8 pm.

We use radio :NPR, and local station Hot 105.

We will have thirty and 60 second TV spots with the cable stations with John Wellons local tv producer (JW Productions)

We will use newspaper listings of play dates and times: Miami Herald, Local community papers.

We will ask all church coalitions of all nationalities

We will use social media: facebook, e-blast, twitter, etc.

Schools (Miami-Dade) are receiving e-blast

We will distribute posters, and fliers

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

I I HAVE A DREAM project is being produced by TheatreSouth Atlanta, Inc. with Artistic director Herman LeVern Jones. Mr. Jones is a 40 year veteran of the theatre. The production is on the strength of Mr. Jones professional directorial and producing experience.

The program content of "I Have A Dream" the musical explores the Civil Rights Movement between December 1, 1955 when Rosa Parks refuses to move to the back of the bus up to the assassination of Dr. Martin Luther King, Jr. on April 4, 1968. There are over 28 Gospel songs or parts of songs in the production as well as multimedia. There are 120 plus photo images of the Civil Rights Movement and of Dr. King projected on 3 screens as part of the setting of the production.

In the production there are performers including musicians, administrators, production design artist, backstage support, and a marketing team that supports the production.

Grammy Award winning musical director Dr. Gregory McPherson, Broadway choreographer Dyane Harvey, and AUDELCO AWARD winning director Herman LeVern Jones are the Artistic leadership in the production.

Local South Miami-Dade participants, and professional actors from New York City and Atlanta, Georgia will also participate in the production.

This thirteen year period in American History changed America and in many ways changed the world's point on civil and human rights. This Broadway production featured Billie Dee Williams and toured from 1986 to the present in over 125 cities include Miami's Joseph Caleb Center in 1986.

The last performance of this production was at Life University in Marietta, GA. Mr. Jones was an adjunct professor at the university. There were 4 performances in a 250 seat house to sold out houses each night. It was for the King holiday.

The justification of the project is this Broadway production will be presented at the South Miami-Dade Cultural Arts Center from January 9-27, 2014 on the main stage (961 seats) for 20 performances.

Included in the performance schedule are sixteen (16) performances for 15,000 youth from the Miami-Dade County public School System. There are four (4) public performances planned along with two performances planned at Florida International University's Ernest Graham Ballroom for one performance, and in Homestead at the Phichol Williams Community Center for two performances.

The performances are ticketed events with the range of tickets from \$5.00 to \$100.00.

The project will attract tourists based on the marketing effort, the subject matter of the Civil Rights Movement and the late Dr. Martin Luther King, Jr's stellar history. The entertainment value of the Broadway production, and the outreach into the South Miami-Dade County, City of Miami, the State of Florida and the southeast United States will be an entertaining educational experience.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration	\$ 0	\$ 35,000	\$ 35,000	
Personnel: Artistic	\$ 0	\$ 41,000	\$ 41,000	
Personnel: Technical/Production	\$ 0	\$ 13,000	\$ 13,000	
Outside Artistic Fees/Services	\$ 0	\$ 5,000	\$ 5,000	
Outside Other Fees/Services	\$ 0	\$ 5,000	\$ 5,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 0	\$ 18,000	\$ 18,000	
Marketing: Postage/Distribution	\$ 0	\$ 6,000	\$ 6,000	
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 3,000	\$ 3,000	
Travel: In County	\$ 0	\$ 4,800	\$ 4,800	
Travel: Out of County	\$ 0	\$ 12,500	\$ 12,500	
Equipment Rental	\$ 0	\$ 10,000	\$ 10,000	
Space Rental	\$ 15,000	\$ 5,000	\$ 20,000	
Mortgage/ Loan Payments	\$ 0	\$ 0	0	
Insurance	\$ 0	\$ 2,500	\$ 2,500	
Utilities	\$ 0	\$ 7,000	\$ 7,000	
Fundraising/ Development (Non-Personnel)	\$ 0	\$ 4,000	\$ 4,000	
Merchandise/ Concessions/ Gift Shops	\$ 0	\$ 2,500	\$ 2,500	
Supplies/Materials	\$ 0	\$ 5,700	\$ 5,700	
Other Expenses				
utilities are associated with rental houses for out of town artist and administrators.			0	
rental space is a projection			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 180,000	\$ 195,000	0
TOTAL EXPENSES	\$ 195,000			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 54,000		28%
Memberships	\$ 0		0
Tuitions/Enrollment Fees	\$ 0		0
Contracted Services: Outside Programs/ Performances	\$ 14,000		7%
Contracted Services: Special Exhibition Fees	\$ 6,000		3%
Contracted Services: Other	\$ 5,000		3%
Rental Income	\$ 0		0
Corporate Support	\$ 30,000		15%
Foundation Support	\$ 10,000		5%
Private/ Individual Support	\$ 50,000		26%
Other Private Support: Auxiliary Activities	\$ 0		0
Other Private Support: Special Event Proceeds	\$ 16,000		8%
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	\$ 4,000		2%

Investment Income (Endowment)	\$ 0		0
Interest and Dividends	\$ 0		0
Cash on Hand	\$ 6,000		3%
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 195,000	0	0
Grant Amount			
Cash Revenues + Grant Amount	\$ 195,000		
Total Revenues	\$ 195,000	Total In- Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: C-1

ORGANIZATION: Center for Advancement of Jewish Education, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: 17th Annual Miami Jewish Film Festival

RECOMMENDATION: \$7,500

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing (Beginning New Cycle)

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 01-23-2014 - 02-03-2014

EVENT LOCATION: Regal Cinemas South Beach, 1120 Lincoln Road; Frank Theatres Intracoastal, 3701 NE 163 Street

PROJECT SYNOPSIS: Grant funds are requested to support the 17th Annual Miami Jewish Film Festival, an event that brings filmmakers and industry professionals to Miami to interact with audiences through screenings of acclaimed international films, panel discussions and other special events. The 2014 Festival will expand to 10 days, with 40 screenings held at Regal Cinemas South Beach, Frank Theatres Intracoastal, O Cinema Miami Shores, Miami Beach Cinematheque and Bill Cosford Cinema. MJFF is open to the public.

HOTEL CONFIRMATION:

Pending	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	5	6000
Out of County	3	1000
Out of State	1	500
Foreign	1	500

TOTAL	10	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	
# of hotel room nights anticipated to be booked:	20	
Actual number of hotel room nights used last year:	50	

MARKETING DETAILS: MJFF promotes the Festival in Miami as a destination event to the international film industry, and to major visitor sectors by using cinemas as a basis to stimulate all the senses. This is achieved through direct mail and the optimal use of MJFF's pages on social media sites, email newsletters, and a strong network of media partnerships. MJFF recognizes the importance of education through the Arts and will present a compelling line-up of films which will have an underlying educational component consisting of panel discussions, reading materials, and study guides. The Festival will continue to focus on issues relevant to Miami-Dade's ethnically diverse residents which underscores the universality of the minority and/or immigrant experiences.

The marketing and press strategy for 2014 includes: the use of advertising (print, broadcast, cable, outdoor and web-based vehicles); outreach (street teams, poster display, hand outs, specialty items); press, and public relations. Advertising will be targeted to general audiences, film and program-specific interest groups. A broader-reaching, community-based outreach marketing program will be implemented to ensure that the Miami community is well-apprised of the Festival's screenings and educational programs. Advertising begins in fall 2013 and will peak immediately before and during the actual Festival.

For 2014, the Festival will expand its target marketing to Film Festival vacationers, "snow birds" and GMCVB-targeted cities while increasing its international, national and local general marketing. It is developing an unprecedented number of agreements with more than 12 media outlets including: Miami New Times, El Neuvo Herald, The Sun-Sentinel, The Jewish Journal, SocialMiami, AroundTown Magazine, Family Magazine, Miami Art Zine, and Community Newspapers. It will also expand its presence by targeting publications in Hispanic, Russian, French, and Israeli media. As such, the Festival is well-poised to increase its media exposure, and to generate more articles, reviews and coverage than ever before.

MJFF will continue to focus on and develop its community relations and its reach into underserved communities. It will maintain its marketing of the Festival as a vehicle for film as art and a major cultural component, as well as film as an educational tool and a value-added business.

MJFF is cognizant of the power and importance of marketing and media coverage, and includes recognition of its sponsors in ads, catalogues, ticket guides, mailings etc.

PREVIOUS TDC FUNDING: \$5,000 (12-13); \$5,000 (11-12); \$5,000 (10-11); \$5,400 (09-10); \$6,000 (08-09)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The 2014 Miami Jewish Film Festival marks its 17th year. Its objectives will maintain its history and evolution, but also strive to reach new growth, by bringing the best of world film to the community and increasing its number of film premieres in 2014. The 10-day Festival will expand from 24 to 40 screenings, featuring films from over 30 countries. Additionally, MJFF has expanded to include year-round programming, with 17 events already taking place in this pre-festival season. MJFF has become a cultural destination event for the community by using film to entertain and foster discussion. The Festival will build on previous media partnerships to encourage Film Festival vacationers and "snow birds," as well as Miami residents, to make the Festival part of their leisure plans.

MJFF will expand its marketing to GMCVB-targeted cities while increasing its national and local general marketing. It is developing agreements with more than a dozen media outlets including: Miami New Times, El Nuevo Herald, The Sun-Sentinel, Classical South Florida, Community Newspapers, SocialMiami, AroundTown Magazine, and Miami ArtZine. There are also plans to activate a screening event for FIU students, in partnership with the Film Studies department, which is anticipated to reach more than 1,000 students, providing them the opportunity to see and discuss a film.

In the past, MJFF has secured rooms at the Sonesta, DoubleTree, Sherry Frontenac, and Red South Beach Hotels. This year the Festival has secured the written commitment of Hampton Inn & Suites Brickell, for the upcoming Festival. Tourists attending the Festival couple their attendance with other events held in the South Florida area during their stay in Greater Miami.

MJFF will use 5 screening venues for the Festival: Regal Cinemas South Beach, O Cinema Miami Shores, Frank Theatres Intracoastal, Bill Cosford Cinema (UM), and Miami Beach Cinematheque, for a series of screenings and related events, over the course of ten days. Tickets for the Festival cost \$13.00 for general admission, with reduced prices for members of the Miami Jewish Film Society. MJFF's new year-round programming plans to engage at least 7 other venues throughout the County: O Cinema Wynwood, Miami Beach JCC, Jewish Museum of Florida-FIU, Coral Gables Art Cinema, Temple Beth Am, Vizcaya Museum & Gardens, and Riviera South Beach Hotel. These programs will reach nearly 10,000 participants.

TDC funds will assist in ensuring that the Festival markets the community properly and encourages visitors to plan a Festival vacation in Miami. The MJFF staff works throughout the year to create a quality Festival, through soliciting films; developing relationships with distributors, filmmakers, and festival organizers; viewing, judging, and programming of film submissions; partnering with media to publicize the MJFF lineup; planning the associated ceremonies; and year-round fundraising efforts to support the entire endeavor.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 69,000	\$ 69,000	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 500	\$ 500	
Outside Other Fees/Services		\$ 17,087	\$ 17,087	\$ 4,000
Marketing ADV/ PV/ Printing/ Publication	\$ 8,000	\$ 6,800	\$ 14,800	\$ 2,000
Marketing: Postage/Distribution		\$ 3,000	\$ 3,000	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 500	\$ 500	
Travel: Out of County			0	
Equipment Rental	\$ 5,000	\$ 27,000	\$ 32,000	
Space Rental	\$ 2,000	\$ 18,743	\$ 20,743	\$ 3,000
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 1,650	\$ 1,650	
Other Expenses				
Credit Card Fees		\$ 3,000	\$ 3,000	
Ticketing		\$ 1,000	\$ 1,000	\$ 500
Film Shipping		\$ 4,720	\$ 4,720	
Miscellaneous Expenses		\$ 5,000	\$ 5,000	
			0	
Subtotal	\$ 15,000	\$ 158,000	\$ 173,000	\$ 9,500
TOTAL EXPENSES	\$ 182,500			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 49,750		27%
Memberships	\$ 70,750		39%
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	\$ 7,000	\$ 3,500	4%
Foundation Support	\$ 13,000		7%
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
Coral Gables	\$ 2,500		1%
			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			
Printed Media - Community Newspapers, Family Magazine, Social Miami, Miami ArtZine		\$ 2,000	0
Volunteer Work		\$ 4,000	0
			0
			0
Department of Cultural Affairs Grants			
Community Grants (CG)	\$ 15,000		8%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 158,000	\$ 9,500	9%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 173,000		
Total Revenues	\$ 182,500	Total In- Kind %	5%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: C-2

ORGANIZATION: Fairchild Tropical Botanic Garden, Inc.

GRANT REQUEST: \$25,000

PROJECT TITLE: Fairchild's Garden Music Festival

RECOMMENDATION: \$20,000

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing (Beginning New Cycle)

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 01-06-2014 - 01-19-2014

EVENT LOCATION: Fairchild Tropical Botanic Garden, 10901 Old Cutler Road; ,

PROJECT SYNOPSIS: Grant funds are requested to support the marketing campaign for a two-week chamber music festival with extensive educational and collaborative components at Fairchild Tropical Botanic Gardens in Coral Gables, FL from January 6-19, 2014. There will be four subscription concerts, a Kids Concert, and a Benefit Concert. There will be nine resident artists from around the country and the world, as well as a broad range of world-class guest artists for each concert.

HOTEL CONFIRMATION:

Miami Marriott Dadeland	Pending
Courtyard Miami Dadeland	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	38	3105
Out of County	1	120
Out of State	15	100
Foreign	1	20
TOTAL	55	3345

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	87	
# of hotel room nights anticipated to be booked:	95	
Actual number of hotel room nights used last year:	0	

MARKETING DETAILS: FAIRCHILD'S GARDENMUSIC FESTIVAL WEBSITES: www.fairchildgarden.org/gardenmusic
AND www.gardenmusicfestival.com

The marketing for Fairchild's GardenMusic Festival is being managed by two marketing consultants - one whose focus is strengthening the social media platform, and another whose expertise lies in traditional marketing methods (newspaper, radio spots, print material).

In the social media realm, the Festival's consultant is building a presence for GardenMusic via platforms such as Twitter, Facebook, YouTube, Instagram, Vine, and Flickr. Using these tools, the Festival is able to share "behind the scenes" footage of the artists' preparations leading up to the Festival, as well as the Festival website, www.gardenmusicfestival.com (which easily links to all social media on the home page) and details of the Festival concerts and activities. The information is being shared with Miami event pages as well as the contacts of the artists and staff involved. Those contacts who are not local to Miami are encouraged to plan a January visit, and the tourist draw will include the family and friends of those involved in coordinating the Festival. Information on the Festival will also be shared via social media with those who follow the classical music scene throughout the country, such as the followers of Musical America or the League of American Orchestras. It is also included on Fairchild Tropical Botanic Garden's website under www.fairchildgarden.org/gardenmusic.

As far as traditional marketing methods, the Festival is purchasing radio spots at either WLRN or Classical South Florida, as well as rotating video advertisements on the Miami Herald website. Fairchild is also printing postcards that will be distributed throughout the Miami-Dade region through local businesses and mailings.

A deliberate effort will be made to share information on the GardenMusic Festival with music lovers around the country, through organizations such as Musical America as well as the colleagues and presenting organizations with whom the GardenMusic artistic directors and staff are affiliated in Detroit, New York, Washington D.C., and elsewhere. The innovation of the cross-genre, diverse programming, talent of the musicians, and beauty of Fairchild as a natural setting will create a significant cultural draw - one which is UNRIVALED during the winter season, since summer is the peak time for comparable music festivals to take place.

PREVIOUS TDC FUNDING: \$12,000 (10-11); \$14,000 (09-10); \$16,000 (08-09); \$18,000 (07-08); \$20,000 (06-07)

OTHER GOVERNMENT FUNDING:

PROJECT NARRATIVE:

The mission of Fairchild's GardenMusic Festival is to bring the highest-quality and most exciting chamber music to South Florida, and to create a powerfully immersive experience for visitors to Fairchild Tropical Botanic Garden that will connect music with the Garden space and other artistic disciplines. The Festival also seeks to foster the collaborative and creative spirit between musicians and artists in other genres, and to provide engaging and stimulating educational opportunities for young people at Fairchild.

The Festival will feature nine resident artists who will be present for the entire two week festival at Fairchild Tropical Botanic Garden from January 6 through 19, 2014, and eleven guest artists appearing on 1-3 of the subscription concerts, the concert for kids, and in the benefit concert.

The four subscription concerts, taking place January 9, 11, 14 and 19, 2014, will feature everything from the music of Bach and Schubert to jazz and Latin music to arrangements of current popular songs. Specialists in the genres of folk and bluegrass as well as jazz and Latin music will join the Festival as guest artists.

The subscription concerts will be ticketed events, with admission prices ranging from \$5 lawn tickets to \$20 premium tent tickets for non-Fairchild members. The \$10 cost for non-Fairchild members to purchase a general-admission tent ticket is reduced if a subscription to all four concerts is purchased, at the rate of \$35 total. A benefit concert on January 17 will feature jazz and Broadway tunes (ticket and dinner prices TBD), and a concert for kids on January 18 (non-ticketed, with only the standard price of admission to the gardens) will feature music for young people with a fun educational component.

Music festivals around the world bring in a high level of national and international tourism. Fairchild's GardenMusic Festival will be no exception, attracting visitors through the Festival's specific marketing campaign and building on the fact that Fairchild Tropical Botanic Garden is already a destination for local tourists.

An important part of the mission of the Festival is to collaborate with artists across disciplines. World-renowned visual artist Michele Oka Doner will be creating videos of her works accompanied by live music written by one of the resident artists. She will also enhance the beauty of the Garden with her hanging sculptures, "Soul Catchers". The Rosie Herrera Dance Theatre will perform with the ensemble, and local artist Agustina Woodgate will design portions of the concert space.

Throughout each day, visitors to Fairchild Tropical Botanic Garden will be surprised by impromptu performances throughout the Garden. The resident musicians will also perform throughout the city doing short surprise performances in public spaces. Local school groups that visit the Garden will all be treated to a musical lesson by GardenMusic's director of education, Gabriel Globus-Hoenich.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 10,000	\$ 10,000	
Personnel: Artistic		\$ 10,000	\$ 10,000	
Personnel: Technical/Production		\$ 50,000	\$ 50,000	
Outside Artistic Fees/Services		\$ 62,000	\$ 62,000	
Outside Other Fees/Services		\$ 7,500	\$ 7,500	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 15,000	\$ 40,000	
Marketing: Postage/Distribution		\$ 5,200	\$ 5,200	
Marketing: Web Design/ Support/ Maintenance		\$ 0	0	
Travel: In County		\$ 2,000	\$ 2,000	\$ 20,000
Travel: Out of County		\$ 8,000	\$ 8,000	
Equipment Rental		\$ 43,900	\$ 43,900	
Space Rental			0	
Mortgage/ Loan Payments			0	
Insurance		\$ 11,000	\$ 11,000	
Utilities		\$ 19,000	\$ 19,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 6,000	\$ 6,000	
Other Expenses				
Catering Services		\$ 4,000	\$ 4,000	
Food & Beverages		\$ 5,000	\$ 5,000	
Miscellaneous		\$ 2,900	\$ 2,900	
			0	
			0	
Subtotal	\$ 25,000	\$ 261,500	\$ 286,500	\$ 20,000
TOTAL EXPENSES	\$ 306,500			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 25,000		8%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support		\$ 20,000	0
Foundation Support	\$ 155,000		51%
Private/ Individual Support	\$ 80,000		26%
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			
Miscellaneous Sales	\$ 1,500		0%
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 261,500	\$ 20,000	9%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 286,500		
Total Revenues	\$ 306,500	Total In- Kind %	7%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: C-3

ORGANIZATION: Florida International University Board of Trustees for the benefit School of Hospitality Management SoBch Wine

GRANT REQUEST: \$25,000

PROJECT TITLE: 7th Annual Fun & Fit as a Family

RECOMMENDATION: \$17,500

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing (Beginning New Cycle)

FUNDING YEAR: 1ST

STATUS: Government - State

DATE(S) OF EVENT: 02-22-2014 - 02-23-2014

EVENT LOCATION: Jungle Island, 1111 Parrot Jungle Trail; ,

PROJECT SYNOPSIS: Grant funds are requested to support the 7th annual Fun & Fit as a Family as part of FIU's South Beach Wine & Food Festival. Teaming visiting international culinary arts celebrities with health professionals, nutritionists and fitness experts, Fun & Fit as a Family will bring advocacy and national attention to the epidemic of childhood obesity that is plaguing school children all over the country.

HOTEL CONFIRMATION:

Surfcomber	154 room nights
The Gale	100 room nights
The Catalina	80 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	30	7200
Out of County		2400
Out of State	25	2350
Foreign		50
TOTAL	55	12000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	3088	
# of hotel room nights anticipated to be booked:	2599	
Actual number of hotel room nights used last year:	2599	

MARKETING DETAILS: 1) Website Traffic or Hits: Fun & Fit as a Family will capitalize on the successful web-based marketing experience amassed by FIU's South Beach Wine & Food Festival over its prior event history. The 2013 Festival generated in excess of 62.5 million hits in the 6 month period leading up to its occurrence and contributed to record event attendance. The customized URL/website developed for Fun & Fit as a Family is expected to proportionally meet these same numbers. The dedicated Fun & Fit as a Family site will launch early December 2013.

2) Television Exposure: More than 100 million projected TV viewers via commercials on Food Network (national network) and WFOR CBS 4 Miami, plus news coverage by Food Network, NBC, CBS, and ABC (estimated publicity value of \$3 million dollars).

3) E-newsletters: With the inclusion of Fun & Fit as a Family in our Juicy Tidbits e-newsletters as well as our media partners' we expect to generate over 20 million impressions.

4) Print Advertisement: Local and national magazine and print ads in publications such as FOOD & WINE magazine, Food Arts, The Miami Herald, The New York Times, MB Magazine, BizBash Magazine, Edible South Florida with planned impressions reaching over 9 million impressions.

5) An aggressive public relations campaign with projected editorial coverage reaching approximately 2.9 billion impressions.

PREVIOUS TDC FUNDING: \$10,500 (12-13); \$12,250 (11-12); \$14,000 (09-10); \$15,750 (08-09); \$17,500 (07-08)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

FIU's Food Network South Beach Wine & Food Festival continues its 2-day "mini-Festival" known as Fun & Fit as a Family. Programming, fundraising, marketing and infrastructure planning for this project began in April and are ongoing. We contract annually with outside event planner, Sight on Site Group to bring Fun & Fit as a Family to life. This program will take place February 22-23, 2014 at Jungle Island. Fun & Fit as a Family is a fun, interactive, festival with one goal: to educate children and parents about healthy lifestyle options in a fun atmosphere. We do this with an interactive approach that fosters true understanding of the healthy lifestyle options available to families and we aim to show that through daily exercise and healthy food choices families can improve the quality of their lives and have fun while doing it. Fun & Fit as a Family brings together some of the planet's greatest celebrity chefs and personalities to partner up with health professionals, nutritionists and fitness experts to bring advocacy and attention to epidemic of childhood obesity. Fun & Fit as a Family presents an opportunity for transformational change by parlaying the celebrity status of participating personalities like Rachael Ray and Guy Fieri to inspire Miami-Dade's kids to want to improve their weight, dietary behavior and physical activity because their heroes make it "cool". We have 20+ events planned over the two days that include cooking demonstrations, seminars and clinics aimed at parents and children, obstacle courses, relay races, good food gardens, exhibitors, and food tastings. Tickets are \$20 for adults and children the like; admission is free for children 2 and under. The SOBFWFF Festival is one of the largest and most-publicized events of its kind in the US, recording over 4 billion media impressions for its 2013 Festival. As an official event of the 2014 Festival, with a dedicated multifaceted marketing plan just to the Fun & Fit as a Family we anticipate to generate over 200 million media impressions for this project alone. We market Fun & Fit through various mediums such as television commercials, social media, e-blasts, and print advertising. Some of our media sponsors include: Food Network, New York Times, Miami Herald, and Miami New Times. Our official host hotel is the Loews South Beach, but we contract rooms with various hotels throughout South Beach. To date we have 3,088 hotel rooms blocked for the 2014 festival. TDC funding will enable us to continue to fund the infrastructure of this event and make it an event of national standards. Our hope is that our tourist attendees will spread positive word-of-mouth once back home and return to the Fun & Fit as a Family year after year.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 41,250	\$ 41,250	
Personnel: Artistic		\$ 2,700	\$ 2,700	
Personnel: Technical/Production	\$ 7,500	\$ 38,390	\$ 45,890	
Outside Artistic Fees/Services		\$ 14,550	\$ 14,550	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication		\$ 32,100	\$ 32,100	\$ 50,000
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 900	\$ 900	
Travel: In County		\$ 6,500	\$ 6,500	
Travel: Out of County			0	\$ 10,000
Equipment Rental	\$ 5,000	\$ 71,542	\$ 76,542	
Space Rental	\$ 12,500	\$ 44,750	\$ 57,250	
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities		\$ 850	\$ 850	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 36,165	\$ 36,165	
Other Expenses				
FIU Administrative Overhead		\$ 14,600	\$ 14,600	
Event Expenses		\$ 37,853	\$ 37,853	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 342,150	\$ 367,150	\$ 60,000
TOTAL EXPENSES	\$ 427,150			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 41,700		10%
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	\$ 290,450	\$ 60,000	68%
Foundation Support	\$ 10,000		2%
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	\$ 342,150	\$ 60,000	7%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 367,150		
Total Revenues	\$ 427,150	Total In- Kind %	14%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: C-4

ORGANIZATION: Miami Dade Community College Foundation, Inc. **GRANT REQUEST:** \$20,000

PROJECT TITLE: Miami International Film Festival 2014 **RECOMMENDATION:** \$20,000

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing (Beginning New Cycle)

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 03-07-2014 - 03-16-2014

EVENT LOCATION: Olympia Theater at Gusman Center, 174 E. Flagler Street; Regal Cinemas South Beach, 1100 Lincoln Rd

PROJECT SYNOPSIS: Grant funds are requested to support Miami International Film Festival's marketing, programming and events to visitors and residents. Funds will be used for travel expenses to bring in filmmakers and talent, and advertising and marketing, with emphasis on those media who reach tourists and seasonal visitors. Advertising and marketing will include print advertising, outdoor advertising, online and direct e-mails, direct mail and social media as well as public relations and Film Guide distribution through hotel concierge desks and retailers.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	30	37000
Out of County	20	12000
Out of State	125	11000
Foreign	125	10000

TOTAL	300	70000
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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:	410	
# of hotel room nights anticipated to be booked:	210	
Actual number of hotel room nights used last year:	390	462

MARKETING DETAILS: The marketing and press strategies for 2014 will include:

1. Advertising using print, broadcast and on-line media. Advertising will be placed with major media in Miami's key tourism markets nationally (New York Times, Poder, Viendomovies) and internationally (HBO Latin America, Telemundo, Univision, AmericaEconomia, CineInforme) major regional media (Alma, Atlantic Broadband, Comcast, NBC6, Miami Herald, Miami New Times) and industry-specific media (Screen International, LatAmCinema, IndieWire)
2. Coverage through agreements with media. This coverage will be regional (Alma, NBC6, Telemundo, Univision, Miami New Times, Miami Herald, Comcast, Selecta, Wire) and national/international (HBO, HBO Latin America, HBO Latino, LatAmCinema, Screen International, CineInforme, IndieWire).
3. Coverage from accredited media who come in for the Festival (E! Entertainment, Deco Drive, Star Media, MGM Latino, MTV, Variety, IndieWire, Hollywood Reporter, Village Voice)
4. Media covering specific films by topic, country or talent.
5. Marketing and Outreach, including:
 - a. Banners on major thoroughfares (Flager Street, Biscayne Blvd., MacArthur Causway, brickell Avenue)
 - b. Ticket Guides and postcards distributed via hotel concierge desks, retail outlets, street teams and MIFF Distribution teams. MIFF uses a list of community partners that includes condominium associations, Consulates, and special interest groups (GLTB, Environmental, Chambers of Commerce, Country associations, film groups, student groups)
 - c. Electronic postcards and flyers (general, program-specific, country-specific, genre-specific, special deals). MIFF has access to more than 250,000 e-mails.
 - d. Festival Subscribers (25,000+), Facebook (16,000+ friends), Twitter (14,000+ followers) and other social media.
 - e. Drawings, contests and giveaways using media partners, social media, sponsors, Miami Film Society and community partners.

Advertising began in late summer 2013 and will attain greatest reach immediately before and during the actual Festival.

The Festival has a media list of 1,700+ outlets. More than 250 media will be accredited for the 2014 Festival.

The Festival expects to generate at least 3,000,000,000 media impressions for the 2014 Festival.

PREVIOUS TDC FUNDING: (\$12,000 (12-13) - End of cycle); \$20,000 (11-12); \$16,000 (10-11); \$18,000 (09-10); \$20,000 (08-09)

OTHER GOVERNMENT FUNDING:

PROJECT NARRATIVE:

Miami International Film Festival 2014 (3/7-3/16/14) celebrates 31 years of bringing the best international films to Miami. Its objectives are: to bring the best of world film and their filmmakers to Miami. This is accomplished in competition and non-competition categories. Eight categories of competition (Knight Grand Jury Features and Documentaries, Grand Jury Shorts, Ressler Screenwriting Award, Lexus Ibero-American Opera Prima Award, Lexus Audience Award, CinemaSlam Shorts and Moviecity's Encuentros) are featured. Non-competition categories include: Cinema 360, Lee Brian Schrager's Culinary Cinema, Spotlight on Quebec, Spotlight on China, Doc-You-Up, Red Carpet Premieres, Visions, Mayhem, REEL Music, Florida Focus and Cinema 360°. MIFF will feature approximately 100 films from 35 countries); To continue developing MIFF as a Cultural Destination Event using film to entertain and to foster discussion. The Festival realized a 1% increase in visitors in 2013 and successfully reached more than 350,000,000 households worldwide through advertising and coverage. Media sponsors include: Comcast, NBC6, Miami New Times, Telemundo, IMDb, Univision and Viendomovies. "Rush Line" status occurred at many screenings and three Student Screenings were full(2 screenings of Aaronson's "Amazon Gold" and Acevedo's "Viva Cuba Libre: Rap is War"). For 2014, MIFF will continue to develop its film industry and media partnerships in order to encourage Film Festival vacationers, "snow birds" and other vacationers, as well as Miami residents, to make the Festival part of their plans by offering them the best in international cinema, complete with filmmakers; To continue to grow the Festival's industry component so that Miami is a platform for the business of film, thus assisting in the economic development of the community. During the 2013 Festival over 100 accredited industry representatives were able to access the VeoMiami library of films for possible acquisition. Three films, including "Tanta Agua" were acquired as a result of the Festival, with many more entering negotiations for acquisition.

The 2014 Festival will use at least four screening venues in the community over the course of its ten days. At least 10 other venues will house visitors and invited guests, major events and seminars, meetings and social occasions. More than 30 additional venues will be used for hospitality, meals and smaller events with filmmakers, celebrities and industry professionals. The Festival has selected The Standard Spa as its host hotel.

The Festival's well-respected non-screening programming will continue to be developed in a fiscally responsible manner. These include Master Classes which offer access to some of the industry's leading experts on a range of topics, including Kodak's "Do a Shot Miami", "Producing in Florida and Beyond" and "Conversation with Cristian Jimenez".

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 386,765	\$ 386,765	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 36,750	\$ 36,750	\$ 10,000
Outside Artistic Fees/Services			0	
Outside Other Fees/Services		\$ 383,410	\$ 383,410	
Marketing ADV/ PV/ Printing/ Publication	\$ 10,000	\$ 21,500	\$ 31,500	\$ 290,730
Marketing: Postage/Distribution		\$ 21,000	\$ 21,000	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County	\$ 10,000	\$ 172,700	\$ 182,700	\$ 15,400
Travel: Out of County		\$ 42,000	\$ 42,000	\$ 2,100
Equipment Rental		\$ 42,000	\$ 42,000	\$ 21,300
Space Rental		\$ 143,750	\$ 143,750	\$ 11,000
Mortgage/ Loan Payments			0	
Insurance		\$ 1,000	\$ 1,000	\$ 1,000
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 21,000	\$ 21,000	
Other Expenses				
Screening fees		\$ 16,000	\$ 16,000	
Events		\$ 92,500	\$ 92,500	\$ 11,000
Box office fees		\$ 34,000	\$ 34,000	
Print shipping		\$ 15,750	\$ 15,750	
			0	
Subtotal	\$ 20,000	\$ 1,430,125	\$ 1,450,125	\$ 362,530
TOTAL EXPENSES	\$ 1,812,655			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 300,000		17%
Memberships	\$ 123,000		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	\$ 221,125	\$ 271,300	12%
Foundation Support	\$ 100,000		6%
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			
NEA	\$ 15,000		1%
			0
			0
Gov't Grants: State			
Florida Cultural Grant	\$ 12,000		1%
			0
			0
Gov't Grants: Local			
Coral Gables	\$ 2,500		0%
Miami DDA	\$ 35,000		2%
Miami Beach VCA	\$ 68,000		4%
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			
Submission fees	\$ 21,000		1%
Industry fees	\$ 2,500		0%
MDC Student Life	\$ 250,000		14%
Parent Organization	\$ 190,000	\$ 91,230	10%
Department of Cultural Affairs Grants			
FEST	\$ 90,000		5%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 1,430,125	\$ 362,530	1%
Grant Amount	\$ 20,000		
Cash Revenues + Grant Amount	\$ 1,450,125		
Total Revenues	\$ 1,812,655	Total In- Kind %	20%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council -

Agenda Item No.: C-5

ORGANIZATION: Performing Arts Center Trust, Inc. dba Adrienne Arsht
Center for the Performing Arts of Miami-Dade County

GRANT REQUEST: \$25,000

PROJECT TITLE: Flamenco Festival Miami 2014

RECOMMENDATION: \$15,000

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing (Beginning New Cycle)

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 02-27-2014 - 03-08-2014

EVENT LOCATION: Adrienne Arsht Center's Ziff Ballet Opera House, 1300 Biscayne Boulevard; Adrienne Arsht Center's Knight Concert Hall, 1300 Biscayne Boulevard

PROJECT SYNOPSIS: Grant funds are requested to support Flamenco Festival Miami 2014, offering 4 unique shows from February 27 - March 8, 2014. On February 27, Angel Rojas leads dancers Antonio Canales, Carlos Rodriguez, Karime Amaya and Jesus Carmona on the Adrienne Arsht Center's Ziff Ballet Opera House (ZBOH) stage. Dance star Eva Yerbabuena performs in Lluvia (Rain) on March 1 in the ZBOH. At the Knight Concert Hall (KCH), singer Estrella Morente sings on March 6. Flamenco guitarist Tomatito plays in the KCH on March 8.

HOTEL CONFIRMATION:

Double Tree by Hilton	610 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		6000
Out of County		1150
Out of State		300

Foreign	61	50
TOTAL	61	7500

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:	10	
Actual number of hotel room nights used last year:	5	

MARKETING DETAILS: The Arsht Center's Marketing Department has developed a multifaceted strategy to attract as many tourists and Miami-Dade residents as possible to Flamenco Festival Miami 2014. Subscription packages for all 4 shows went on sale to the public on Sept. 7, 2013. Single tickets will go on sale on Nov. 30, 2013. At the beginning of October, the Center installed a large promotional banner featuring flamenco dancer Eva Yerbabuena on the side of the Ziff Ballet Opera House facing Biscayne Boulevard to build awareness of the series. Flamenco Festival Miami 2014 has already been featured in the Center's printed materials (season brochure, direct mail pieces about 2013-14 season dance lineup). Subscribers will receive direct mail about the festival at the end of October. In January 2014, the Center will send out targeted e-blasts to returning ticket buyers. In February, the Marketing department will run television spots on WPBT-2, WTVJ, WSVN and Spanish language channels Telemundo and Univision. At the same time, radio ads will be broadcast on WLRN and Spanish-language WAMR-FM. Print ads will run in the Miami Herald, Miami New Times and El Nuevo Herald. The Center's PR team will launch its plan to generate coverage of the festival and calendar listings for the series in English and Spanish-language papers and magazines as well as interviews on television shows that have a local and international reach. Bus shelters will be installed throughout the county to promote the series. The Arsht Center will build awareness of the festival through its partnerships in the Spanish community. Partners are the Consul General of Spain in Miami, the Spain-US Chamber of Commerce, the Spain Florida Foundation and the Centro Cultural Español de Cooperación Iberoamericana. TotalBank, a subsidiary of Grupo Banco Popular, has increased its support as the festival's presenting sponsor. It will spread the word about the festival to its clients, partners, employees and other Spanish businesses in Miami. The Arsht Center's Group Sales department will work with the Greater Miami Convention and Visitors Bureau and the South Florida Concierge Association to inform tour operators, hotel and hospitality professionals about the shows. The Center's Street Team will spread the word using creative and engaging promotional tactics. In the past, they have hosted Food Truck Fridays with different vendors selling tapas and local flamenco dancers performing before the lunchtime crowds. Local flamenco acts have also performed at the Art Deco Weekend and the Coconut Grove Arts Festival. The Street Team sends flyers to flamenco schools and Spanish restaurants. Marketing will promote the festival online by using retargeting ads that remind visitors to the Arsht Center's web site to buy tickets. Through frequent posts on its Facebook page and Tweets on its Twitter account and videos on its YouTube page, Marketing will deploy several kinds of social media to engage new audiences about the series.

PREVIOUS TDC FUNDING: \$6,000 (12-13); \$7,000 (10-11); \$8,000 (07-08); \$9,000 (06-07); \$10,000 (05-06)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

Flamenco Festival Miami is a 10-day event featuring flamenco dance and music, one of Spain's most important cultural exports. From Feb. 27-March 8, it offers tourists and locals four shows filled with intricate footwork, dramatic music, lively costumes and displays of passion.

The Performing Arts Center Trust, Inc. dba the Adrienne Arsht Center will present the festival in two venues. Two dance shows occur in the Ziff Ballet Opera House. Two music shows occur in the Knight Concert Hall. All shows require tickets. Prices are \$25-\$90 for dance and \$35-\$95 for music. The target audience are tourists and Miami-Dade residents, ages 5 to 80.

The festival kicks off Feb. 27 with Stars of Flamenco directed by master choreographer Ángel Rojas. There is traditional flamenco from master dancer Antonio Canales and rising star Karime Amaya and contemporary flamenco from dancers Carlos Rodríguez and Jesús Carmona in ZBOH. On March 1, Eva Yerbabuena, one of Spain's greatest dancers, presents Lluvia (Rain) in ZBOH. Four dancers and her band accompany her. On March 6, flamenco singer Estrella Morente performs songs from her new album Autoretrato (Self-Portrait) at the Knight Concert Hall. On March 8, guitarist José Fernández Torres (Tomatito) plays with his sextet in KCH. We expect 7,500 people overall. Two free master classes will be held with Eva Yerbabuena at the ZBOH's Peacock Foundation Studio. Each class is expected to draw 30-50 teachers/dancers.

The festival is a mainstay of cultural tourism for the Arsht Center and Miami. Non-residents are 19% of the audience. Tourists stay longer and spend more money than others. To attract tourists, the Center markets the festival with help from the Greater Miami Convention and Visitors Bureau, the South Florida Concierge Association, the Consul General of Spain in Miami, the Spain Florida Foundation, the Spain-US Chamber of Commerce and Centro Cultural Español de Cooperación Iberoamericana. TotalBank, a subsidiary of Spain's Banco Popular Español, is the presenting sponsor. The Center sends direct mail and e-Blasts to subscribers and ticket buyers. Print ads run in the Miami Herald, El Nuevo Herald and the Miami New Times. Radio ads run on WLRN and WAMR-FM. Television spots run on WPBT-2, WTVJ, WSVN, Telemundo and Univision. The Center displays ads on bus shelters and banners in Miami-Dade. Its "Street team" promotes the festival at events throughout the county. The Center build awareness through its Facebook and Twitter pages, YouTube channel and web site www.arshtcenter.org. EPIC, Marriott Biscayne Bay and DoubleTree by Hilton Grand Biscayne Bay offer discounted rates to guests. Tourists will be able to receive information from their hotel concierge desks. We have booked 137 rooms for 61 artists at the DoubleTree.

TDC funding is critical for Flamenco Festival Miami. It helps the Center keep ticket prices affordable. It also aids the Center in making more money available for its far-reaching marketing efforts.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 20,000	\$ 20,000	
Personnel: Artistic		\$ 2,000	\$ 2,000	
Personnel: Technical/Production		\$ 65,000	\$ 65,000	
Outside Artistic Fees/Services	\$ 25,000	\$ 150,000	\$ 175,000	
Outside Other Fees/Services		\$ 52,132	\$ 52,132	
Marketing ADV/ PV/ Printing/ Publication		\$ 100,000	\$ 100,000	
Marketing: Postage/Distribution		\$ 5,000	\$ 5,000	
Marketing: Web Design/ Support/ Maintenance		\$ 2,000	\$ 2,000	
Travel: In County		\$ 7,000	\$ 7,000	
Travel: Out of County			0	
Equipment Rental		\$ 4,710	\$ 4,710	
Space Rental		\$ 82,266	\$ 82,266	
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities		\$ 22,400	\$ 22,400	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 512,508	\$ 537,508	0
TOTAL EXPENSES	\$ 537,508			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 437,508		81%
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	\$ 75,000		14%
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	\$ 512,508	0	5%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 537,508		
Total Revenues	\$ 537,508	Total In- Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: D-1

ORGANIZATION: Junior Orange Bowl Committee, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: Junior Orange Bowl International Tennis, International Golf, International Chess, Sports Ability Games, National Basketball, and Ice-Hockey

RECOMMENDATION: \$12,000

PROJECT TYPE/CATEGORY: Sport

FUNDING CATEGORY: Ongoing (Beginning New Cycle)

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 12-05-2013 - 01-26-2014

EVENT LOCATION: Crandon Park Tennis Center, 7300 Crandon Blvd; Tropical Park, 7900 Bird Rd

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 International Tennis Championship, the International Golf Championship, the International Scholastic Chess Championship, the Sports Ability Games, the National 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 room nights locally.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	800	2000
Out of County	650	1250
Out of State	550	1000

Foreign	1000	1250
TOTAL	3000	5500

HOTEL ROOM NIGHTS PROJECTION:

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

MARKETING DETAILS: The events of the Junior Orange Bowl Festival are marketed and promoted through many avenues. Our primary and most widely used tool is our website (www.jrorangebowl.org), which was recently redesigned and relaunched in September 2013. Each event of the Junior Orange Bowl Festival has an individual event page with event date, registration and sponsor information.

The Junior Orange Bowl also launched a new social media campaign across multiple platforms that aims to engage current, past, and future participants and members. The ultimate goal of the campaign is to increase the number of youth participants in the annual festival of events. An increase in participants will result in an increase in annual visitors to Miami-Dade County.

The Junior Orange Bowl strives to stay up to date on the latest marketing trends and is moving towards a marketing strategy that focuses more on digital and social media. These marketing mediums allow the Junior Orange Bowl to more effectively stay in touch with the National and International participants that make up the organizations target market.

Junior Orange Bowl events are also promoted through traditional mediums such as banners, print ads in newspapers and magazines, press releases, and radio advertising.

PREVIOUS TDC FUNDING: \$6,000 (12-13); \$7,000 (11-12); \$8,000 (10-11); \$9,000 (09-10); \$10,000 (08-09)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The Junior Orange Bowl has been hosting the festival 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 52nd 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 50th 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 \$415 per participant. There is no ticket charge to attend this event.

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

Location: Florida International University (TBA)

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

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration			0	
Personnel: Artistic		\$ 3,000	\$ 3,000	\$ 1,500
Personnel: Technical/Production		\$ 42,700	\$ 42,700	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services		\$ 3,000	\$ 3,000	
Marketing ADV/ PV/ Printing/ Publication		\$ 30,000	\$ 30,000	\$ 13,000
Marketing: Postage/Distribution		\$ 2,000	\$ 2,000	
Marketing: Web Design/ Support/ Maintenance		\$ 3,000	\$ 3,000	\$ 1,500
Travel: In County		\$ 1,500	\$ 1,500	\$ 1,000
Travel: Out of County			0	
Equipment Rental		\$ 4,400	\$ 4,400	
Space Rental	\$ 5,000	\$ 24,000	\$ 29,000	
Mortgage/ Loan Payments			0	
Insurance		\$ 3,000	\$ 3,000	
Utilities		\$ 1,000	\$ 1,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 30,000	\$ 30,000	\$ 10,000
Supplies/Materials		\$ 7,500	\$ 7,500	
Other Expenses				
Officials & Referees	\$ 10,000	\$ 15,200	\$ 25,200	
Awards & Trophies		\$ 9,000	\$ 9,000	
Food for Participants		\$ 8,000	\$ 8,000	
Hotel Accomodations		\$ 8,000	\$ 8,000	
Meetings/Banquets		\$ 5,000	\$ 5,000	
Subtotal	\$ 15,000	\$ 200,300	\$ 215,300	\$ 27,000
TOTAL EXPENSES	\$ 242,300			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 8,500		4%
Memberships			0
Tuitions/Enrollment Fees	\$ 140,000		58%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 8,000		3%
Foundation Support	\$ 2,500		1%
Private/ Individual Support	\$ 25,000		10%
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	\$ 7,300		3%

Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Ad Sales	\$ 4,500		2%
		\$ 27,000	0
			0
			0
Department of Cultural Affairs Grants			
Festivals and Special Events Grant	\$ 4,500		2%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 200,300	\$ 27,000	7%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 215,300		
Total Revenues	\$ 242,300	Total In- Kind %	11%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: E-1

ORGANIZATION: Community Television Foundation of South Florida
WPBT2

GRANT REQUEST: \$20,000

PROJECT TITLE: Art Loft

RECOMMENDATION: \$15,750

PROJECT TYPE/CATEGORY: Television

FUNDING CATEGORY: Continuing (Reduction Formula)

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

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

EVENT LOCATION: WPBT Channel 2, 14901 NE 20th Avenue; ,

PROJECT SYNOPSIS: Grant funds are requested to support Art Loft, a weekly arts program, which focuses on the emerging South Florida arts scene promoting and analyzing the local arts community with the intent to create greater awareness of arts events and to create a bridge between the creative arts community and WPBT Channel 2's original content development.

HOTEL CONFIRMATION:

N/A	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	350	1,000,000
Out of County	100	663,290
Out of State	50	
Foreign		
TOTAL	500	1663290

HOTEL ROOM NIGHTS PROJECTION:

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

MARKETING DETAILS: WPBT Channel 2 will promote Art Loft in the series website and via eblasts. Additionally, we will buy ads in The Miami Herald and specific Playbills, as necessary. We will also promote with our partners WDNA and Classical South Florida. The What2Watch weekly eblast, with 12,000 plus subscribers, which will also feature weekly episodes, where our marketing department will promote each week's episode with a featured artist or event. We also will promote on facebook and via twitter.

Since we are a television station, we will promote episodes via on-air. Through our trade agreements, we will also cross-promote with WDNA and Classical South Florida. The arts organizations involved and featured in the series will further promote the series as well and place ads in the Playbills, such as the Arsht Center and Gables Stage.

We also will do a local event, highlighting a local artist, where we plan to invite the public, at no charge.

PREVIOUS TDC FUNDING: \$17,500 (12-13)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

WPBT Channel 2 seeks support for its weekly art series, Art Loft, which focuses on the emerging South Florida arts scene promoting and analyzing the local arts community with the intent to create greater awareness of arts events and to create a bridge between the creative arts community and WPBT's original content development.

The series is a unique collaboration between WPBT and select PBS markets, including Boston, Chicago, Houston, Las Vegas, Milwaukee, New York, Philadelphia, San Francisco, Sacramento, San Antonio, Tampa, Syracuse, Cleveland, Detroit and Los Angeles, to deliver cutting edge stories from Miami and around the country. Likewise, those cities' viewers will have the opportunity to view the Miami content.

This is a time when many media outlets have ceased coverage of the arts in Miami. The series combines a wide variety of locally produced cultural and arts content, which provides viewers with a lens to the thriving and local arts scene while also providing a global perspective. Not only does the series introduce the viewers to Miami's most interesting artists, it also provides exposure to artistic excellence across a diverse spectrum of artistic disciplines and geographic locations. The potential target audience, including adults and children, is 1,663,290, thereby providing an excellent opportunity to reach more people.

The series episodes include:

- * Exhibitions, performances, concerts and readings.
- * Film screenings.
- * Art fairs and festivals.
- * Programs that raise awareness of cultural heritage.
- * Programs about artists and art organizations.
- * Programs that employ innovative forms of art and its delivery.
- * Programs that extend the arts to underserved populations, whose opportunities to experience the arts are limited by geography, ethnicity, economics or disabilities.

The series gives a voice and a home to artists who are redefining Miami's place in the art and cultural worlds. Each episode is introduced by a local host, Kalya James, who puts art and cultural profiles in perspective, with some highlights of her own.

Marketing efforts include on air spots, social media platforms and eblasts, featured in What2Watch newsletters, electronic banners, and the uVu newsletter. Beyond the television program, there will be web content that will expand the viewers' knowledge of each program. Web content for local stories will be designed to encourage and facilitate sampling the works of artists or organizations featured in each broadcast.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 146,980	\$ 146,980	
Personnel: Artistic	\$ 3,000	\$ 12,600	\$ 15,600	
Personnel: Technical/Production	\$ 1,500	\$ 26,792	\$ 28,292	
Outside Artistic Fees/Services		\$ 28,000	\$ 28,000	
Outside Other Fees/Services		\$ 30,600	\$ 30,600	
Marketing ADV/ PV/ Printing/ Publication	\$ 14,000	\$ 2,450	\$ 16,450	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance	\$ 1,500	\$ 4,110	\$ 5,610	
Travel: In County		\$ 1,500	\$ 1,500	
Travel: Out of County		\$ 1,148	\$ 1,148	
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			0	
Other Expenses				
CTF Benefits		\$ 13,106	\$ 13,106	
EFP Equipment		\$ 30,361	\$ 30,361	\$ 32,139
Edit Suite			0	\$ 47,272
			0	
			0	
Subtotal	\$ 20,000	\$ 297,647	\$ 317,647	\$ 79,411
TOTAL EXPENSES	\$ 397,058			

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	\$ 30,000		8%
Foundation Support	\$ 170,000		43%
Private/ Individual Support	\$ 97,647		25%
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			
EFP Equipment		\$ 32,139	0
Edit Suite		\$ 47,272	0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 297,647	\$ 79,411	6%
Grant Amount	\$ 20,000		
Cash Revenues + Grant Amount	\$ 317,647		
Total Revenues	\$ 397,058	Total In- Kind %	20%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council -

Agenda Item No.: F-1

ORGANIZATION: Village of Pinecrest - Pinecrest Gardens

GRANT REQUEST: \$15,000

PROJECT TITLE: 11th Annual Pinecrest Gardens Fine Arts Festival

RECOMMENDATION: \$6,750

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing (Reduction Formula)

FUNDING YEAR: 2ND

STATUS: Government - Municipal

DATE(S) OF EVENT: 01-11-2014 - 01-12-2014

EVENT LOCATION: Pinecrest Gardens, 11000 Red Road; ,

PROJECT SYNOPSIS: Grant funds are requested to support the 11th Annual Pinecrest Gardens Fine Arts Festival to be held at the beautiful Pinecrest Gardens (former home of Parrot Jungle) in south Miami-Dade County on Friday, January 10 through Sunday, January 12, 2014. This event is one of Florida's premiere juried art shows and will feature original art from 75 nationally and internationally recognized visual artists, as well as premiere jazz concerts, food, children's activities and the popular farmer's market.

HOTEL CONFIRMATION:

Hotel Indigo	20 room nights
The Hampton Inn	20 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	30	13500
Out of County	15	3500
Out of State	52	800
Foreign	3	200
TOTAL	100	18000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	40	
# of hotel room nights anticipated to be booked:	55	
Actual number of hotel room nights used last year:	10	

MARKETING DETAILS: A targeted marketing campaign will be undertaken in order to inform, inspire and motivate residents and visitors alike to visit Pinecrest Gardens to attend this annual festival and subsequent events. Efforts are already underway to market the event to the fine artists and performing artists and groups who will participate in the event. Successful involvement of artists of high quality, and a large number of public in attendance will combine to ensure the success of not only this 10th anniversary festival, but all events to be held in the future. We hope to accomplish this through a combination of print insertions in The Miami Herald, Miami New Times and the Community Newspapers. We will also go deep in selection of on-line placement in a wide range of web-based calendars. We will run paid advertisements on the local affiliates of ABC, CBS, FOX and NBC. We will also advertise on Radio AMOR (Spanish-language) and WLRN. We are also partnering with the Greater Miami Convention and Visitors Bureau to assist with marketing our event to area concierge desks.

We will utilize our own database and any other of the performing group's databases involved in the program that will send e-blasts out on our behalf. We will also use other Pinecrest Gardens festivals to promote the event. For example, we have an annual Halloween festival each October, a Latin Food Festival each December, the Holiday Festival also in December and Taste of Pinecrest in February. Finally, we will conduct a focused and targeted public relations campaign to get free exposure through local news outlets (radio/TV).

PREVIOUS TDC FUNDING: \$7,500 (12-13)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The 11th annual Pinecrest Gardens Fine Arts Festival will be held over the weekend of January 11 and 12, 2014 throughout the beautiful grounds of Pinecrest Gardens in south Miami-Dade County. The Fine Art Festival will take place on Saturday, January 10 and Sunday, January 11, from 10:00 am until 5:00 pm daily. Admission to the event is free of charge and regular park admission for adults will also be waived in order to encourage maximum participation. The festival, now recognized as one of Florida's premiere juried art shows, is expected to once again attract over 18,000 area resident and visitors to the Gardens to enjoy two-days of exceptional art work, music performances, children's activities, food and our popular farmer's market on Sunday. Hotel Indigo and The Hampton Inn (both located just off of US1 in the Dadeland area) will serve as the official host hotels. The hotels are currently holding a combined block of 40 rooms for out of town attendees.

The Fine Arts Festival features original art in five categories by 75 nationally and internationally recognized visual artists selected through a rigorous jury process. Categories include painting/drawing, photography, jewelry, sculpture and mixed media. In order to be considered for inclusion, artists submit images of their work and booth display to a "blind" panel of judges. Last year's jury included two professional artists and the curator of the gallery at Pinecrest Gardens, Tora Bueno. A similar 3-member panel will be convened to select the 2014 artists. Over \$3,500 in cash awards will once again be provided to artists. This includes three winners in each category and a Best in Show award.

The event will be widely publicized to attract a growing number of tourists. Our historic designation and curiosity and nostalgia for our 77 year old attraction has already put us on the map of area attractions. All efforts are made to ensure that the festival displays the highest level of art possible in order to attract more out of town visitors. A targeted marketing campaign will be undertaken. We will run paid advertisements on the local affiliates of ABC, CBS, FOX and NBC. We will also advertise on Radio AMOR (Spanish-language) and WLRN. We will utilize our own database and any other of the performing group's databases involved in the program that will send e-blasts out on our behalf.

Beginning in 2002, Pinecrest Gardens has made it a goal to stay true to the original mission of this venue where we continue to bring residents and visitors together to celebrate the diversity of Miami-Dade County through creative expression, fun celebrations and the performing arts. TDC funding will assist with marketing efforts to ensure that visitors to South Florida continue to make a visit to Pinecrest Gardens a cultural tourism stop during their travels.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 7,500	\$ 7,500	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 3,000	\$ 3,000	
Outside Artistic Fees/Services	\$ 4,500	\$ 4,000	\$ 8,500	
Outside Other Fees/Services	\$ 1,500	\$ 9,000	\$ 10,500	\$ 1,500
Marketing ADV/ PV/ Printing/ Publication	\$ 7,500	\$ 5,000	\$ 12,500	\$ 2,500
Marketing: Postage/Distribution		\$ 500	\$ 500	
Marketing: Web Design/ Support/ Maintenance		\$ 1,200	\$ 1,200	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental		\$ 2,500	\$ 2,500	
Space Rental		\$ 1,000	\$ 1,000	
Mortgage/ Loan Payments			0	
Insurance		\$ 1,700	\$ 1,700	
Utilities		\$ 600	\$ 600	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 700	\$ 700	
Supplies/Materials		\$ 3,500	\$ 3,500	
Other Expenses				
Children's Area	\$ 1,500	\$ 1,000	\$ 2,500	\$ 500
Sanitation/Security		\$ 6,500	\$ 6,500	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 47,700	\$ 62,700	\$ 4,500
TOTAL EXPENSES	\$ 67,200			

Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 10,000		15%
Other Revenues			0
			0
			0
			0
Department of Cultural Affairs Grants			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 47,700	\$ 4,500	24%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 62,700		
Total Revenues	\$ 67,200	Total In- Kind %	7%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council -

Agenda Item No.: G-1

ORGANIZATION: Miami-Dade County Military Affairs Board

GRANT REQUEST: \$25,000

PROJECT TITLE: Golden Veteran Parade and Concert

RECOMMENDATION: \$25,000

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Government - County

DATE(S) OF EVENT: 11-08-2013 - 11-08-2013

EVENT LOCATION: Downtown Miami, 73 West Flagler Street; Bayfront Park, 301 N Biscayne Boulevard

PROJECT SYNOPSIS: Grant funds are requested to support a community event to honor veterans, particularly veterans of the Vietnam War and the Bay of Pigs. The event has four components including a parade and concert on November 8. The parade will commence at the Dade County Courthouse and proceed to Bayfront Park where Willy Chirino, Grand Funk Railroad and the 13th Army Band will perform a concert. Other events include a poster contest for high school students and filming of the days events for a documentary.

HOTEL CONFIRMATION:

Hampton Inn	60 room nights
Casa Moderna	18 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	1,790	30,000
Out of County	200	0
Out of State	10	0
Foreign	0	0
TOTAL	2000	30000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	78	
# of hotel room nights anticipated to be booked:	78	
Actual number of hotel room nights used last year:	N/A	

MARKETING DETAILS: These events are being aggressively marketed throughout Miami-Dade County and outside of the County through the use of public services announcements (PSAs), social media sites on Facebook and Twitter, as well as notices on the Miami-Dade County website.

The goal of the marketing strategy is to reach the entire South Florida community with a message to unite in a symbolic welcome back parade in honor of our Vietnam veterans as part of the 50th Anniversary of the Vietnam War as per presidential proclamation. The target market is as diverse as our community, men, women, youth and children of all ages - everyone that benefits from the freedom that's being defended by our service men and women.

To achieve our goal, the following promotional items have been created:

- Flyers- 100,000 flyers have been printed and distributed throughout the entire county.
- Posters - 30,000 posters have been printed and distributed throughout the entire county
- In-Car posters - inside the rail cars for all metro rails, metro movers and county buses.
- Bus Benches - bus benches with event advertising covered the area of Doral and West Kendall
- Billboards - 11 Stationary Billboards throughout the County
- Digital Billboards - 4 Digital Billboards strategically placed next to expressways with highest traffic.
- PSAs - 13 and 30 second PSAs were produced for both TV and Radio and placed with local.
- Electronic Flyers - Distributed electronically to over 150,000 email addresses by Miami-Dade County, 34 municipalities, Downtown Development Authority, The Beacon Council, Greater Miami Convention and Visitors Bureau, the American Legion, the Veterans Administration, the American Red Cross, The Cuban American Veteran Association and other event partners and sponsors.

- Media - advertising, dedicated segments and interviews

Attached to this application is a marketing plan for this event.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The Miami-Dade County Military Affairs Board, local municipalities, military organizations and a diverse group of community leaders will be hosting the "Golden Veterans Parade – 50th Anniversary Commemoration" to welcome back our Vietnam & Bay of Pigs Veterans and honor al veterans. The Parade will start at noon on November 8th, 2013 down Flagler St. into Bayfront Park for a commemorative ceremony and community concert. This one-time event has been inspired by the Presidential proclamation naming the next 13 years the 50th Anniversary of the Vietnam War, and seeks to honor those veterans who because of anti-war sentiments were never given a proper welcome back reception. At this event, both the Vietnam and the Bay of Pigs Veterans will be especially honored, but this parade is seeking to recognize all Veterans in the Tri-County area. This undertaking, which is uniting the efforts of Miami-Dade County and its municipalities, as well as non-profit organizations, businesses and professionals who are joining in to donate their time, services or talent in order to achieve this goal on behalf of our veterans and has attracted Hersheys as a named sponsor, is composed of the following components:

1. Golden Veteran Parade (12:00 noon to 2:00 PM):

The parade will start at the Miami-Dade County Courthouse and proceed east on W. Flagler Street to end at Bayfront Park.

2. Golden Veteran Concert/Festival

The parade will lead into Bayfront park, for the free public concert featuring Willy Chirino, Grand Funk Railroad and the 13th Army Band. The concert will have seating for 2,000 and a special section in front of the stage for disabled attendees. The park can accommodate up to 30,000 attendees seated on the lawn. There will also be up to 40 vendors selling food and souvenirs and providing information of relevance to veterans and military personnel. A park map is attached.

3. Hershey's Scholarship Awards High School Poster Contest

High school students have been invited to participate in a poster contest in honor of the veterans. This educational component will provide winners with prize money from \$2,500 for first place to \$250 for honorable mention.

4. Event Documentary

All events of the day will be filmed for the purpose of combining the footage and oral histories that have been taped for the PSA into a documentary that will be televised on the History Channel.

We anticipate 2000 participants and audience of 30,000. Marketing efforts include posters, flyers, televised PSA and social media. Rooms at reduced rates have been blocked for participants.

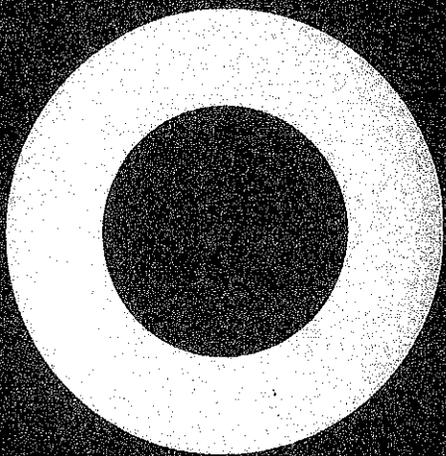
PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration	\$ 0	\$ 3,800	\$ 3,800	\$ 0
Personnel: Artistic	\$ 0	\$ 62,500	\$ 62,500	\$ 0
Personnel: Technical/Production	\$ 0	\$ 0	0	\$ 0
Outside Artistic Fees/Services	\$ 0	\$ 15,500	\$ 15,500	\$ 0
Outside Other Fees/Services	\$ 0	\$ 76,400	\$ 76,400	\$ 55,000
Marketing ADV/ PV/ Printing/ Publication	\$ 0	\$ 53,650	\$ 53,650	\$ 24,000
Marketing: Postage/Distribution	\$ 0	\$ 0	0	\$ 0
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 0	0	\$ 0
Travel: In County	\$ 0	\$ 6,600	\$ 6,600	\$ 0
Travel: Out of County	\$ 0	\$ 0	0	\$ 0
Equipment Rental	\$ 0	\$ 48,400	\$ 48,400	\$ 0
Space Rental	\$ 25,000	\$ 15,000	\$ 40,000	\$ 0
Mortgage/ Loan Payments	\$ 0	\$ 0	0	\$ 0
Insurance	\$ 0	\$ 1,200	\$ 1,200	\$ 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	\$ 9,600	\$ 9,600	\$ 0
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 292,650	\$ 317,650	\$ 79,000
TOTAL EXPENSES	\$ 396,650			

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	\$ 0		0
Contracted Services: Other	\$ 0		0
Rental Income	\$ 0		0
Corporate Support	\$ 241,650	\$ 24,000	61%
Foundation Support	\$ 0		0
Private/ Individual Support	\$ 1,000		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			
Miami-Dade County Allocation	\$ 50,000		13%
Police-In-kind			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			
Municipal Police Inkind		\$ 55,000	0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 292,650	\$ 79,000	8%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 317,650		
Total Revenues	\$ 396,650	Total In- Kind %	20%



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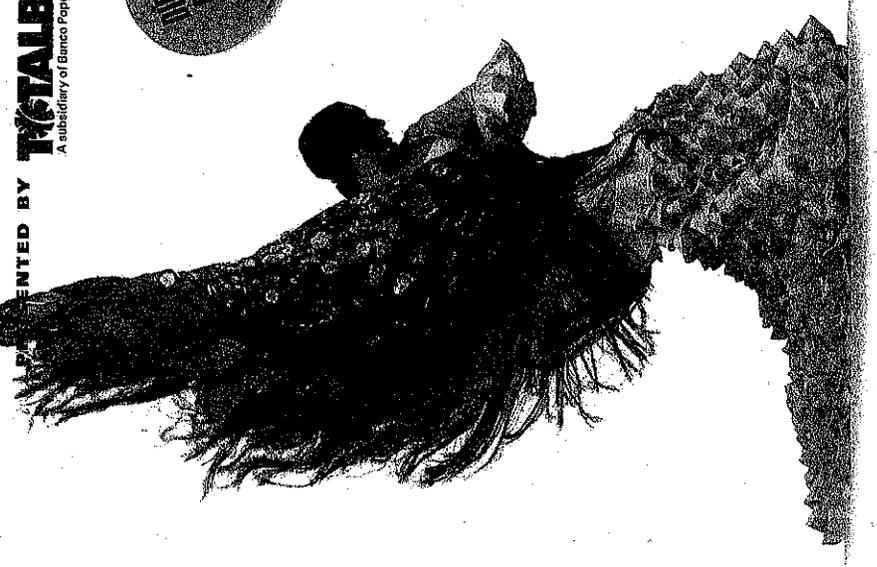
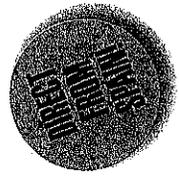
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