



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

Board of County Commissioners

Stephen P. Clark Center
18th Floor Conference Room 18-1
111 Northwest 1st Street
Miami, Florida 33128

March 06, 2014

As Advertised

Harvey Ruvim, 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
MARCH 6, 2014**

The Tourist Development Council (TDC) convened in the 18th floor Conference Room 18-1 at the Stephen P. Clark Government Center, 111 Northwest First Street, Miami, Florida, at 1:00 p.m. on March 6, 2014. The members present were Chairman Esteban Bovo, Jr., Mr. William Perry III, Ms. Mr. Hemant Patel, Ms. Danielle Torres, Mr. Gene Prescott, Commissioner Keon Hardemon and Mr. Stuart Blumberg; (City of Miami Beach representative and Ms. Olga Ramudo 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 and Visitors Bureau, was absent.

Chairman Bovo called the meeting to order at 1:07 p.m. He asked the Council members to state their names for the record.

I. Additions, Deletions, Withdrawals

There were no additions, deletions, or withdrawals from today's (3/6) 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 February 6, 2014 Meeting

It was moved by Mr. Stuart Blumberg that the minutes of the February 6, 2014 Tourist Development Council (TDC) Meeting be approved. This motion was seconded by Mr. Gene

Prescott and upon being put to a vote, passed 7-0 (City of Miami Beach representative and Ms. Olga Ramudo were absent).

IV. Reports and Discussion Items

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

Mr. Michael Spring advised this was the third funding period of the fiscal year (FY), covering the months of April, May and June and he stated the TDC started the fiscal year in a very strong financial position, with more than \$1.3 million in funds, which included almost \$200,000.00 that was carried over from the previous FY 2012-2013.

Mr. Spring noted twenty-eight (28) applications were received for the third funding quarter requesting a total of a little more than \$394,150.00 in funding. He stated all twenty-eight (28) applicants were non-profit, six(6) applicants were new or first time projects, sixteen (16) were continuing projects, and six (6) applicants were eligible for an ongoing project that completed a five year cycle.

Mr. Spring announced that the TDC Subcommittee recommended a total of \$239,759.00 in funding on behalf of the 28 applicants and commented that \$233,677 was the available balance for the remainder of the year.

Mr. Blumberg inquired how many years the Greater Miami Convention and Visitors Bureau had been contributing and what the cumulative amount was and in response to his question, Mr. Spring stated it has been more than a dozen years, and he advised Mr. Blumberg that he would research the cumulative amount and provide him the detailed information.

V. Citizen's Presentations

Mr. Michael Spring explained the procedures regarding today's (3/06) citizens' 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 – Third Funding Period

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

VI. A-2. Coral Gables Cinemateque, Inc.	Final Recommendation
Global Screen	\$5,250

Ms. Rose Shumow, Operating Manager appeared before the Council representing the foregoing applicant and noted some of the scheduled events for April, were three films; a French film entitled "On Her Way", "The German Doctor" which was an Argentinian film, and "Gabrielle", a Canadian film which was also a submission for this year's Oscar Award. Ms. Shumow indicated all three films were exclusive to Miami-Dade County and she noted the other scheduled events for May and June were the films "Fading Gigolo and "Boyhood". Ms. Shumow stated the Coral

Gables Cinametaque takes pride in being a cultural tourism destination and advised they were the current venue for the Miami International Film Festival. She noted their aim was to continue promoting visiting artists, filmmakers and directors.

Commissioner Hardemon asked for clarification on determining if a conflict of interest existed and Mr. Spring explained in detail when the TDC should be made aware of any potential conflicts of interest with the current council members.

It was moved by Mr. Stuart Blumberg that the TDC Subcommittee recommended amount be approved. This motion was seconded by Mr. Hemant Patel and upon being put to a vote, the vote passed 6-0. (City of Miami Beach representative and Ms. Olga Ramudo were absent). Mr. Gene Prescott declared a conflict of interest and abstained from voting on this item.

**VI. A-3. Council of International Fashion Designers, Inc. Final Recommendation
Miami Fashion Week \$10,500**

Ms. Beth Sobol appeared before the Council representing the foregoing applicant, she noted this was their sixteenth year hosting this event and advised the dates were moved from March to May. Ms. Sobol commented this was the world's first and only resort fashion week for the designer collections and expected to have about eighty designers from Europe and Latin America. The event would be held at the Miami Beach Convention Center and other offsite locations. She announced they have partnered with thirteen hotels, and last year they had over 700 International media at the event and 6.42 billion media presence worldwide. Ms. Sobol thanked the TDC for their continued support.

**VI. A-6. Fundarte Final Recommendation
Out In the Tropics 2014 \$5,000**

Mrs. Elizabeth Doud appeared before the Council and advised this was the fifth year for the festival that would be held at the end of June and included five days of performances. She noted they received cash and media sponsorship from Barefoot Wine and announced the festival was comprised of two dance companies; one from Spain and the other from San Francisco. Ms. Doud also stated in addition to the performances, a panel discussion would be held to discuss current international issues in an effort to heighten awareness and create interactive dialogue regarding various legal concerns.

**VI. A-12. PhilanthroFest International Inc. Final Recommendation
PhilanthroFest 2014 \$11,250**

Ms. Estrellita Sibila appeared before the Council to request additional funds. She advised they recently signed on with NBC/Telemundo as one of the main media sponsors, and the additional money would be used for community outreach, in an effort to attract a larger Spanish population for the festival that was scheduled to take place on April 12, 2014.

It was moved by Mr. Hemant Patel that the FY 2013-2014 TDC third funding period award recommendations by the Subcommittee for the remaining applications in VI-A Section of Special Events/Promotions (Non-Profit) – Continuing including those who did not make a presentation in today's (3/06) TDC meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. A-1.	Alyans Atizay Ayisyen, Inc. Haiti By Design	\$7,000
VI. A-3.	Council of International Fashion Designers, Inc. Miami Fashion Week	\$10,500
VI. A-4.	Edge Zones, Inc. Miami Performance International Festival '14	\$5,250
VI. A-5.	Friends of the Miami-Dade Public Library, Inc. International Art of Storytelling	\$13,500
VI. A-6.	Fundarte, Inc. Out in the Tropics 2014	\$5,000
VI. A-7.	Haitian Heritage Museum Corp. Toussaint Louverture Exhibition	\$6,000
VI. A-8.	Miami Momentum Dance Company, Inc. Miami Dance Festival 2014	\$8,000
VI. A-9.	Miami River Fund, Inc. Free 18th Annual Miami Riverday	\$9,000
VI. A-10.	Michael-Ann Russell Jewish Community Center, Inc. Festival Yachad – Israeli Folk Dance Festival	\$5,000
VI. A-11.	New World Symphony, Inc. New World Symphony's WALLCAST™ Concerts April-May 2014	\$7,500
VI. A-12.	PhilanthroFest International Inc. PhilanthroFest 2014	\$11,250
VI. A-13.	The Sunshine Jazz Organization, Inc. Music in the Park	\$5,000
VI. A-14.	The Unconservatory, Inc. Gala For Two Pianos 2014	\$4,000
VI. A-15.	University of Wynwood, Inc. O, Miami Poetry Festival	\$12,000

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 Ms. Olga Ramudo were absent).

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

**VI. B-1. Barry University, Inc. Final Recommendation
Miami Grands \$5,000**

Ms. Emily Betz, Associate Director from the Office of Grants and Sponsor Programs, appeared before the Council requesting additional funding and stated since the application was submitted, they have collaborated with the Greater Miami Conventions & Visitors Bureau to promote the event, and worked with the local Public Broadcast System (PBS) affiliate to do a feature on Miami Grands; which also has the possibility for national exposure. She noted last year's presentation drew in an audience of 800 people; which was the highest attendance for an event at the Broad Auditorium, located on the campus of Barry University and due to enhanced marketing efforts, they anticipated that amount or more for this year's performance. Ms. Betz advised the composer Michael Torke has also completed this innovative music production inspired entirely by various areas of the city and represents Miami as a cultural destination. She commented the funding would be used towards artistic and marketing cost to increase exposure and enhance the performances.

In response to Mr. Blumberg's question regarding clarification on community grants; Mr. Spring stated it was a program that the department offers to community based organizations and provides funding on a quarterly basis. He noted that the funds from community grants were focused on outreach and community service and depending on the size of the organization's budget; they could apply for funds that range from \$1000 - \$8000.

It was moved by Mr. Gene Prescott that the TDC Subcommittee recommended amount be approved. This motion was seconded by Mr. Stuart Blumberg and upon being put to a vote, the vote passed 6-0. (City of Miami Beach representative and Ms. Olga Ramudo were absent.) Mr. William Perry III declared a conflict of interest and abstained from voting on this item.

**VI. B-5. Miami Piano Circle Final Recommendation
10 Grands at the Opera! \$6,000**

Ms. Mia Vassilev appeared before the Council and requested additional funding for their 10th piano production at the New World Center. She advised since the submission of the application they have secured more individual support; they were working with the City of Miami Beach Communications department to disseminate information among their various resources and channels, and also worked with their media sponsor Key Biscayne Channel 77. Ms. Vassilev noted the additional requested amount of \$3,200 would be used to defray the cost of the venue, for marketing and advertising with The Miami Herald.

**VI. B-4. Miami Chamber Music Society Final Recommendation
Mainly Mozart Festival XXI \$10,000**

Ms. Marina Radiushina appeared before the Council and indicated she represented this new organization, Miami Chamber Music Society, but they were applying for a well-known festival that has a long history with the TDC. She noted this was the 21st season for the Mainly Mozart

Festival which traditionally takes place in late spring and early summer to attract a particular audience. Ms. Radiushina stated they have partnered with several major organizations such as The Biltmore Hotel, Florida Grand Opera, Miami City Ballet, The University of Miami Choral Group, Miami Children's Chorus and Greater Miami Youth Symphony. She advised the festival would also be held at the Biltmore and the other named organizations would be participating in the concerts.

It was moved by Mr. Hemant Patel that the TDC Subcommittee recommended amount be approved. 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 Ms. Olga Ramudo were absent.) Mr. Gene Prescott declared a conflict of interest and abstained from voting on this item.

VI. B-3. Miami Art Museum of Dade County Association, Inc.	Final Recommendation \$20,000
Caribbean: Crossroads of the World Exhibition and Programming	

Ms. Katherine Marell appeared before the Council and announced they would have continuous screenings in the auditorium for their film series called Video Tropical. She announced the four panel symposium had a dual purpose; to serve the public and the museum. She indicated the goal was to advance the museum field by increasing Miami's reputation as a destination for curators. Ms. Marell noted for this exhibition curators would be coming from various locations such as the Dominican Republic, Barbados, Martinique and New York City. She also advised that the projected yearly attendance for the museum was about 200,000 people; but noted the current count was approaching 120,000 attendees and they were thrilled that the exhibition would attract local audiences, along with national and international tourist.

It was moved by Mr. Stuart Blumberg that the FY 2013-2014 TDC third 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 (3/06) meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. B-2.	Greater Miami Festivals and Events Association GMFEA Conference & Exhibition	\$5,000
VI. B-3.	Miami Art Museum of Dade County Association, Inc. Caribbean: Crossroads of the World Exhibition and Programming	\$20,000
VI. B-5.	Miami Piano Circle 10 Grands at the Opera!	\$6,000
VI. B-6.	The Kampong of the National Tropical Botanic Garden -Natural Intersections and "The Secret Garden Festival"	\$15,000

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 Ms. Olga Ramudo were absent).

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

**VI. C-1. Aqua Foundation for Women, Inc. Final Recommendation
Aqua Girl 2014 \$7,500**

Ms. Katherine Campbell appeared before the Council and stated this was the fifteenth anniversary for the foundation. She announced they have secured all of the venues and National was the host hotel. Ms. Campbell advised that seventy-five percent of hotel rooms were booked and the marketing campaign that was geared specifically toward Miami being the tourist destination was scheduled to be launched in March of this year. Ms. Campbell also noted this year they were doing a concert and the proceeds would be specifically for the Miami-Dade area on youth homeless case manager; a non-profit program they started funding two months ago and presently it has reached fifty percent of the target client population.

**VI. C-5. The Rhythm Foundation, Inc. Final Recommendation
TransAtlantic Festival 2014 \$10,000**

Ms. Laura Quinlin appeared before the Council and thanked the TDC for their continued support for the TransAtlantic Festival. She noted the festival would be held in Miami Beach's North end and would debut artists from Columbia, Chile, Jamaica and West Africa as well as local artist. Ms. Quinlin announced their new initiative was to develop media programming with the intent of the festival being recorded and distributed internationally. She advised they have started a relationship with the firm IP Partners; which has a track record for creating and placing media content and they were excited about this next phase of programming and the possible audiences it would reach. Ms. Quinlin stated they also have a commitment to expanding the footprint of the event and finding new ways to work with the business district of North Beach.

**VI. C-2. City Theatre, Inc. Final Recommendation
19th Annual Summer Shorts Festival \$10,000**

Ms. Susy Westfal appeared before the Council and stated this was the nineteenth season for the festival and thanked the Council for their support. She noted the festival would take place at the Adrienne Arsht Center and hoped to build off of last year's success with eighty percent ticket sales. She attributed their success to the programming being short and snappy, the affordable ticket prices and the audience impact. Ms. Westfal advised the dates for the festival were changed due to a conflict with the National Basketball Association (NBA) championship schedule; and as a result of the change they were able to obtain reduced rates from the participating hotels and it was also great for their target market.

Mr. Blumberg pointed out that that three of the organizations that were restarting their cycle have all received increases this funding period and stated this speaks volume about the organizations.

It was moved by Mr. Stuart Blumberg that the FY 2013-2014 TDC third funding period award recommendations by the Subcommittee for the applications in VI-C Section of Special Events/Promotions (Non-Profit) – Ongoing including those who did not make a presentation in today’s (3/06) meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. C-1.	Aqua Foundation for Women, Inc. Aqua Girl 2014	\$7,500
VI. C-2.	City Theatre, Inc. 19th Annual Summer Shorts Festival	\$10,000
VI. C-3.	Patrons of Exceptional Artists, Inc. Miami International Piano Festival	\$5,000
VI. C-4.	South Florida Autism Charter Schools, Inc. 7th Annual Miami International Agriculture, Horse & Cattle	\$7,000
VI. C-5.	The Rhythm Foundation, Inc. TransAtlantic Festival 2014	\$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 Ms. Olga Ramudo were absent).

D. Sports (Non-Profit) – Continuing

Agenda Item No	Organization Name	Final Recommendation
VI. D-1	Miami Northwest Express Track Club, Inc. 39th Annual Northwest Track and Field Classic	\$15,000

Mr. Jesse Holt appeared before the Council and advised he was the founder of this organization that has been in existence since 1974 and he was also the founder of the annual northwest health and track fair that was held in the City of Miami; and services people from ages 4-85. Mr. Holt stated he was very proud of the work the organization has done with engaging youth in meaningful activities. He commented that the Northwest Field and Track Classic was a great event that brought in a range of four to five thousand attendees yearly. Mr. Holt expressed thanks for the annual support of the TDC and noted the organization was not great at fundraising, but emphasized they were great at producing athletes.

In response to Commissioner Hardemon’s inquiry as to the area the local youth were from; Mr. Holt stated the youth were from various locations in Miami-Dade County and other locations in Florida.

Mr. Perry urged Chairman Bovo to pass by Moore Park and witness how the park is overwhelmed with participating kids from this track club. Commissioner Hardemon also stated

he had a passion for the Parks and Recreation department, and he believed that if it had not been for the parks he would not be where he was today. He stated the parks helped to teach him discipline and respect, and noted that you cannot overlook an organization that gives youth from economically disadvantaged areas college scholarships, a chance to represent the United States of American (USA) on Olympic teams and greater opportunities for the future.

Discussion ensued amongst the members regarding the process and when and how the formula is used to determine the subcommittee recommended amount for various grant applications. Ms. Debbie Margol advised Commissioner Hardemon that once he received his full orientation he would get a clearer understanding of why the formula was in place. Mr. Blumberg stated he was a stickler for process and pointed out for the last four years, the grant had been raised for this applicant, and he believed it set a bit of a precedent. He suggested that the grant be increased to \$12,500; so the organization would not be at their ceiling.

Ms. Torres pointed out that she was in the hotel industry in the Hialeah market and this event was a huge producer for 40% of the rooms booked at her hotel. She noted the main markets were Caribbean and International tourist, fans and supporters of the participants which created an impact in Western Miami. Ms. Torres also suggested that the recommended amount be increased to \$15,000 and noted this event had the possibility to be greater and attract more people.

It was moved by Commissioner Keon Hardemon that the FY 2013-2014 TDC third funding period award recommendations for the applicant in VI-D Section of Sports (Non-Profit) – Continuing amount be increased from \$10,000 to \$15,000. 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 Ms. Olga Ramudo were absent).

E. Sports (Non-Profit) – Ongoing

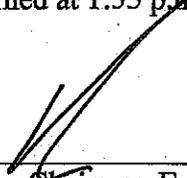
It was moved by Mr. Stuart Blumberg that the FY 2013-2014 TDC third funding period award Recommendations by the Subcommittee for the application in VI-E Section of Television (Non-Profit) – Continuing who did not make a presentation in today's (3/06) meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. E-1.	Greater Miami Billfish Tournament, Inc. Yamaha Contender Miami Billfish Tournament	\$15,000

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 Ms. Olga Ramudo were absent).

Adjournment

Hearing no further questions or comments, the TDC meeting adjourned at 1:55 p.m.



Chairman Esteban Bovo Jr.
Tourist Development Council



TOURIST DEVELOPMENT COUNCIL
March 6, 2014

Prepared by: Tawana Parker

EXHIBITS LIST

NO.	DATE	ITEM #	DESCRIPTION
1	03/06/2014	-	Memorandum to the TDC Members Re: Scheduled Meeting
2	03/06/2014	-	Agenda
3	03/06/2014	-	Roll Call
4	03/06/2014	-	Application Summary Worksheet
5	03/06/2014	-	Memorandum Re: Budget Recommendations for FY 2013-2014 Third Funding Period
6	03/06/2014		Applications for Third Funding Period
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Panel Meeting
Thursday, March 6, 2014 1 PM
Stephen P. Clark Center
111 NW First Street
18th Floor, Conference Room 18-1
Miami, Florida

AGENDA

- I. Additions, Deletions, Withdrawals**
- II. Conflict of Interest**
- III. Items for Approval**
 - A. Minutes of the February 6, 2014 Meeting**
- IV. Reports and Discussion Items**
 - A. Updated Budget / Financial Position and Funding Recommendations for FY 2013-14 Third Funding Period**
- V. Citizens' Presentations**
- VI. Grant Applications and Recommendations - Third Funding Period**
 - A. Special Events/Promotions (Non-Profit) -- Continuing**

	Request	Subcommittee Recommendation
1. Alyans Atizay Ayisyen, Inc. <i>Haiti By Design</i>	15,000	7,000
2. Coral Gables Cinemateque, Inc. <i>Global Screen</i>	5,250	5,250
3. Council of International Fashion Designers, Inc. <i>Miami Fashion Week</i>	25,000	10,500
4. Edge Zones, Inc. <i>Miami Performance International Festival '14</i>	15,000	5,250
5. Friends of the Miami-Dade Public Library, Inc. <i>International Art of Storytelling</i>	15,000	13,500
6. Fundarte, Inc. <i>Out in the Tropics 2014</i>	15,000	5,000
7. Haitian Heritage Museum Corp. <i>Toussaint Louverture Exhibition</i>	6,000	6,000
8. Miami Momentum Dance Company, Inc. <i>Miami Dance Festival 2014</i>	15,000	8,000
9. Miami River Fund, Inc. <i>Free 18th Annual Miami Riverday</i>	15,000	9,000

	Request	Subcommittee Recommendation
D. Sports (Non-Profit) - Continuing		
1. Miami Northwest Express Track Club, Inc. <i>39th Annual Northwest Track and Field Classic</i>	15,000	10,000
E. Sports (Non-Profit) - Ongoing		
1. Greater Miami Billfish Tournament, Inc. <i>Yamaha Contender Miami Billfish Tournament</i>	15,000	15,000

Adjournment



Citizens' Presentations

VI. Grant Applications and Recommendations - Third Funding Period

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

	Request	Subcommittee Recommendation
2. Coral Gables Cinemateque, Inc. <i>Rose Shumow</i>	5,250	5,250
3. Council of International Fashion Designers, Inc. <i>Beth Sobol</i>	25,000	10,500
4. Edge Zones, Inc. <i>Jack Keddell</i>	15,000	5,250
6. Fundarte, Inc. <i>Elizabeth Doud</i>	15,000	5,000
12. PhilanthroFest International Inc. <i>Estrellita Sibila</i>	15,000	11,250

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

1. Barry University, Inc. <i>Emily Betz</i>	15,000	5,000
5. Miami Piano Circle <i>Mia Vassilev</i>	15,000	6,000

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

1. Aqua Foundation for Women, Inc. <i>Katherine Campbell</i>	15,000	7,500
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D. Sports (Non-Profit) - Continuing

1. Miami Northwest Express Track Club, Inc. <i>Jesse Holt</i>	15,000	10,000
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Adjournment

TOURIST DEVELOPMENT COUNCIL

Roll Call Sheet for March 6, 2014

	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>	✓		
10	Talbert, William <i>Non-Voting Member</i>			✓
	Staff:			
	Frastai, Daniel <i>Assistant County Attorney</i>			✓
	Spring, Michael <i>Deputy Director of Cultural Affairs</i>	✓		
	Benjamin, Nikenna D. <i>Grants Program Administrator</i>	✓		
	Cardenas, Doriamny <i>Program Assistant</i>	✓		

NOTE: Five (5) members constitute a quorum

Revised on 02/06/2014

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff 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	Barry University, Inc.	5,000	5,000	Miami Grand(s)	04/27/14 to 04/27/14	15,000	First Time / 1st	N/A	N/A	N/A	10,000	R	
VI. B-2	Greater Miami Festivals and Events Association	5,000	5,000	GMFEA Conference & Exhibition	06/19/14 to 06/19/14	5,000	First Time / 1st	N/A	N/A	N/A	0	R	
VI. B-3	Miami Art Museum of Dade County Association, Inc.	20,000	20,000	Caribbean Crossroads of the World Exhibition and Programming	04/19/14 to 08/17/14	25,000	First Time / 1st	N/A	N/A	N/A	5,000	R	
VI. B-4	Miami Chamber Music Society	10,000	10,000	Mainly Mozart Festival XXI	04/20/14 to 06/22/14	15,000	First Time / 1st	N/A	N/A	N/A	5,000	R	
VI. B-5	Miami Piano Circle	6,000	6,000	10 Grands at the Opera	05/12/14 to 05/31/14	15,000	First Time / 1st	N/A	N/A	N/A	9,000	R	
VI. B-6	The Kampong of the National Tropical Botanic Garden	15,000	15,000	Natural Impressions and "The Secret Garden Festival"	05/01/14 to 06/30/14	25,000	First Time / 1st	N/A	N/A	N/A	10,000	R	
Subtotals:		61,000	61,000			100,000					39,000		0

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff 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	Aqua Foundation for Women, Inc.	7,500	7,500	Aqua Girl 2014	05/14/14 to 05/18/14	15,000	Ongoing / 1st	5,000	5,000	N/A	7,500	R	
VI. C-2	City Theatre, Inc.	10,000	10,000	19th Annual Summer Shorts Festival	04/10/14 to 05/30/14	20,000	Ongoing / 1st	5,000	5,000	N/A	10,000	R	
VI. C-3	Patrons of Exceptional Artists, Inc.	5,000	5,000	Miami International Piano Festival	05/15/14 to 05/18/14	15,000	Ongoing / 1st	3,000	3,000	N/A	10,000	R	
VI. C-4	South Florida Autism Charter Schools, Inc.	7,000	7,000	7th Annual Miami International Agriculture, Horse & Cattle Show	04/11/14 to 04/13/14	7,000	Ongoing / 1st	9,000	15,000	N/A	0	R	
VI. C-5	The Rhythm Foundation, Inc.	10,000	10,000	TransAtlantic Festival 2014	04/01/14 to 04/30/14	15,000	Ongoing / 1st	5,000	5,000	N/A	5,000	R	
Subtotals:		39,500	39,500			72,000					32,500		0

Sports
Non-Profit Organizations (Continuing - Formula Reduction)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. D-1	Miami Northwest Express Track Club, Inc.	10,000	6,000	38th Annual Northwest Track and Field Classic	06/13/14 to 06/15/14	15,000	Contributing / 5th	10,000	10,000	0.6	5,000	R	
Subtotals:		10,000	6,000			15,000					5,000		0

*D = Direct R = Reimbursement

FY 2013-2014 Tourist Development Council
 Application Summary Worksheet
 Panel Meeting – March 6, 2014 1 pm
 Third Funding Period

Special Events/Promotions
 Nonprofit Organizations (Continuing - Formula Reduction)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. A-1	Alyans Alzay Alysyen, Inc.	7,000	7,000	Halt By Design	05/01/14 to 06/15/14	15,000	Contributing / 4th	8,000	10,000	0.7	8,000	R	
VI. A-2	Coral Gables Chromatique, Inc.	5,250	5,250	Global Screen	04/01/14 to 06/15/14	5,250	Contributing / 4th	6,000	7,500	0.7	0	R	
VI. A-3	Council of International Fashion Designers, Inc.	10,500	10,500	Miami Fashion Week	05/15/14 to 05/18/14	25,000	Contributing / 4th	17,000	15,000	0.7	14,500	R	
VI. A-4	Edge Zones, Inc.	5,250	5,250	Miami Performance International Festival '14	08/02/14 to 06/30/14	15,000	Contributing / 4th	6,000	7,500	0.7	9,750	R	
VI. A-5	Friends of the Miami-Dade Public Library, Inc.	13,500	13,500	International Art of Storytelling	04/01/14 to 04/28/14	15,000	Contributing / 2nd	15,000	15,000	0.9	1,500	R	
VI. A-6	Fundarte, Inc.	5,000	5,000	Out in the Tropics 2014	06/24/14 to 06/30/14	15,000	Contributing / 5th	5,000	5,000	Exempt	10,000	R	
VI. A-7	Haitian Heritage Museum Corp.	6,000	6,000	Toussaint Louverture Exhibition	04/01/14 to 06/30/14	6,000	Contributing / 3rd	6,750	7,500	0.8	0	R	
VI. A-8	Miami Momentum Dance Company, Inc.	8,000	8,000	Miami Dance Festival 2014	04/02/14 to 05/17/14	15,000	Contributing / 3rd	9,000	10,000	0.8	7,000	R	
VI. A-9	Miami River Fund, Inc.	9,000	9,000	Free 18th Annual Miami Riverday Festival Yachad - Israeli Folk Dance Festival	04/05/14 to 04/05/14	15,000	Contributing / 2nd	10,000	10,000	0.9	6,000	R	
VI. A-10	Michael-Ann Russell Jewish Community Center, Inc.	5,000	5,000	New World Symphony's WALLCAST™ Concerts, April-May 2014	05/23/14 to 06/01/14	11,000	Contributing / 5th	5,000	7,000	0.6	6,000	R	
VI. A-11	New World Symphony, Inc.	7,500	7,500	Philanthrofest International Inc.	04/07/14 to 05/04/14	15,000	Contributing / 5th	8,750	12,500	0.6	7,500	R	
VI. A-12	Philanthrofest International Inc.	11,250	11,250	Philanthrofest 2014	04/12/14 to 04/12/14	15,000	Contributing / 2nd	12,500	12,500	0.9	3,750	R	
VI. A-13	The Sunshine Jazz Organization, Inc.	6,000	6,000	Music in the Park	05/02/14 to 05/02/14	6,000	Contributing / 2nd	6,000	5,000	0.9	0	R	
VI. A-14	The Un Conservatory, Inc.	4,000	4,000	Gala For Two Planes 2014	04/01/14 to 06/30/14	5,000	Contributing / 3rd	4,000	4,000	Exempt	1,000	R	
VI. A-15	University of Wymwood, Inc.	12,000	12,000	O, Miami Poetry Festival	04/01/14 to 04/30/14	15,000	Contributing / 3rd	15,000	15,000	0.8	3,000	R	
Subtotals:		114,250	114,250			132,250					76,000		

*D = Direct R = Reimbursement

Sports
 Non-Profit Organizations (Ongoing -
 Beginning a New Cycle)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff 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	Greater Miami Billfish Tournament, Inc.	15,000	15,000	Yamaha Contender Miami Billfish Tournament	04/03/14 to 04/05/14	15,000	Ongoing / 1st	6,000	10,000	N/A	0	R	
Subtotals:		15,000	15,000			15,000					0	R	
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 3rd Funding Quarter:		208,750											
Total in the Reserve Fund:		43,000											
Remaining Balance for the Program:													
Total number of Applications:		28											
Grant request grand total:		394,250											
Request to recommendation grand total:		154,500											
Staff Recommendation Grand Total:		236,750											
Subcommittee Recommendation Grand Total:		239,750											
Final Panel Recommendation Grand Total:		0											

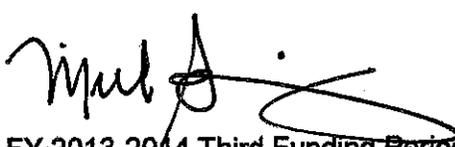
*D = Direct R = Reimbursement



MEMORANDUM

Date: March 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 Third 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.

3rd Funding Period Overview

There are twenty-eight (28) applications requesting a total of \$394,250 for the third funding period. All 28 applications are from non-profit organizations.

Six (6) of these 28 organizations represent New and/or First-time projects to the Tourist Development Council; sixteen (16) are Continuing projects; and six (6) are eligible under the Ongoing projects category (i.e., nonprofit organizations that have completed a five year TDC funding cycle). The appropriate formulas have been applied in determining funding recommendations for applicant organizations that fall into the Continuing projects categories subject to the organizations' satisfying eligibility requirements and meeting program criteria.

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

Recommended Allocation for this Funding Period

A total of \$239,750 has been recommended for 28 organizations by the TDC Subcommittee for this third funding period. The remaining balance for the program as appropriated at the beginning of the year is \$233,677. The current balance in the Reserve Fund is \$43,000. 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		26,000	\$ 419,700 ³³	
Third Funding Period	208,750		31,000	\$ 239,750 ²⁸	
Fourth Funding Period	190,677				190,677
Reserve	100,000				43,000
Set-Aside Grants	124,400				
TOTAL	\$1,346,027	\$ 124,400	\$ 57,000	\$ 1,112,350 ⁹⁷	\$ 233,677

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
Third 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
Total TDC Second Funding Period Allocations					\$419,700
Continuing <i>(Reduction Formula)</i> Projects - Funding Formula Amounts (# of requests)	\$ 114,250 (15)	\$10,000 (1)	N/A	N/A	\$ 124,250 (16)
Ongoing Projects <i>(Beginning New Cycle)</i> - Recommended Amounts (# of requests)	\$ 39,500 (5)	\$ 15,000 (1)	N/A	N/A	\$ 54,500 (6)
New and/or First- time Projects - Recommended Amounts (# of requests)	\$ 61,000 (6)	N/A	N/A	N/A	\$ 61,000 (6)
Total Recommended for Third Funding Period (# of requests)	\$ 214,750 (26)	\$ 25,000 (2)	N/A	N/A	\$ 239,750 (28)
Balance Remaining (4th+ Reserve Fund)					\$ 233,677

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

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-1

ORGANIZATION: Alyans Atizay Ayisyen, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: Haiti By Design

RECOMMENDATION: \$7,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 05-01-2014 - 06-15-2014

EVENT LOCATION: Little Haiti Cultural Center, Haitian Cultural Arts Alliance, ,

PROJECT SYNOPSIS: Grant funds are requested to support an art exhibition for Haitian Heritage Month 2014 (May) entitled Haiti By Design. This exhibit will showcase a variety of contemporary design based art forms such as architecture, fashion, industrial, and craft by Haitian designers and artists. This exhibition will be free and open to the public featuring an exhibition and auxiliary events taking place in the galleries of the Haitian Cultural Arts Alliance and the Little Haiti Cultural Center from May 1 - June 15, 2014.

HOTEL CONFIRMATION:

Motel Bianci	15 room nights
Casa Moderna	30 room nights
Miami Marriott Biscayne Bay	50 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	10	2500
Out of County	2	1500
Out of State	0	500

Foreign		500
TOTAL	12	5000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	15	
# of hotel room nights anticipated to be booked:	95	
Actual number of hotel room nights used last year:	120	

MARKETING DETAILS: Marketing efforts for this exhibit will be undertaken by the Haitian Cultural Alliance in partnership with the Little Haiti Cultural Center. This partnership provides a strong base of locally and international media and promotional outlets that will draw audiences from all areas of South Florida and the Caribbean. This plan includes: •Email blasts (to our local, national, and international database) •Flyers/posters (distributed throughout the community, businesses, schools, and organizations) •Radio(Urban, Caribbean, and Contemporary) •Public Service Announcements- PSA's/Interviews •Community Calendars •Newspapers •Print & Online Publications (calendars, e-blasts, features, and web-boards) •Cross promotions with neighboring Performing Arts Centers, Galleries, and Theatres. Jan-March 2013: Negotiations with all key partners, finalize grants, sponsorship/partnerships, update website, send invitations to artist and presenters. Market to possible sponsors April 2013: Send out invitations – hard copy to Art, Community, and Business leaders locally, nationally, and internationally; electronic to our and partner's data bases, to be sent weekly during and second half of March, weekly thereafter until the day of the event. Monthly: Event set-up and planning, accumulate attendee data, thank-yous to sponsors/partners, artists and presenters. Marketing Synopsis: The partnership of local businesses in Little Haiti, Miami with the Haitian Cultural Arts Alliance will capitalize on the local audiences that are familiar and support the initiatives of these non-profits that promote French, Haitian Creole and Haitian Culture around the world. The attendees of these events will come from a collection of international countries. We expect a strong showing of local audiences as well as attendees from many of the French speaking islands of the Caribbean including Haiti, Martinique, Saint Martin, and Gaudelope. A substantial portion of TDC funds will be used to market the program and reach a wider audience.

Motel Bianci -15 rooms. We have estimated this number based on expected number of guests and hotel

PROJECT NARRATIVE:

Haiti By Design will include an art exhibition of Haiti's leading contemporary artists and artisans and three artist talks/symposiums wherein creators and experts on Haitian art, design and craft will discuss "Haiti By Design: Create/Design". This is a world class exhibit that will attract art connoisseurs from around the world and the public at large. During the weeks of May 1, 2014 through June 15, 2014 the exhibit will be open to the public with events held at the Little Haiti Cultural Center and the neighboring Haitian Cultural Arts Alliance. The artist talks and symposiums will be led by Edouard Duval-Carrie, Artistic Director of the Haitian Cultural Arts Alliance in conjunction with special guest artists. There is no cost of entry to any of the programs. As part of county wide Haitian Heritage Month programming and with a strong media partner support via Island TV, there will be impressive coverage and press for this exhibition throughout South Florida and also internationally.

Little Haiti Cultural Center and the HCAA have coordinated marketing efforts for the promotion of this exhibition. Media Sponsors include: Little Haiti Cultural Center (they will provide support via their extensive media network), Island TV and affiliates. Motel Bianco and Miami Marriott Biscayne Bay have blocked 75 rooms for this program. An estimated 5,000 people are expected to view/participate in this exhibition and auxiliary activities. TDC funding will enhance and support this project's attraction to the tourism industry and locals alike by lending credibility to a successful and marketable project that is highlighting a unique cultural enclave of Miami and South Florida.

Important partners include Little Haiti Cultural Center (LHCC) and Island TV. LHCC located in the heart of Little Haiti near downtown Miami, is providing gallery space for 6 weeks and opening reception, space for symposiums in their state-of-the-art black-box theater, security, staff support, and storage for the duration of the exhibit. Island Television is a multicultural company that produces and airs television programming for the Haitian Diaspora. The ITV mission is to share the relevant issues, interests and concerns of today's multicultural audience. ITV aims to educate and entertain, while transcending race, class and religion.

Timeline for Exhibit

Jan-March 2014:

Negotiations with all key partners, finalize grants, sponsorship/partnerships, update website, send invitations to artist and presenters. Market to possible sponsors

April 2014:

Send out invitations – hard copy to Art, Community, and Business leaders locally, nationally, and internationally; electronic to our and partner's data bases, to be sent weekly during and second half of March, weekly thereafter until the day of the event.

Monthly: Event set-up and planning, accumulate attendee data, thank-yous to sponsors/partners, artists and presenters.

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Monthly: Event set-up and planning, accumulate attendee data, thank-yous to sponsors/partners, artists and presenters.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 1,500	\$ 1,500	\$ 5,500
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 5,000	\$ 20,000	\$ 25,000	
Outside Other Fees/Services	\$ 6,000	\$ 10,000	\$ 16,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 1,500	\$ 5,000	\$ 6,500	
Marketing: Postage/Distribution			0	\$ 500
Marketing: Web Design/ Support/ Maintenance	\$ 500		\$ 500	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	\$ 1,375
Space Rental			0	\$ 3,500
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials	\$ 2,000	\$ 8,000	\$ 10,000	\$ 4,000
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 44,500	\$ 59,500	\$ 14,875
TOTAL EXPENSES	\$ 74,375			

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	\$ 10,000	\$ 14,875	13%
Foundation Support	\$ 23,000		31%
Private/ Individual Support	\$ 6,500		9%
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	\$ 5,000		7%
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 44,500	\$ 14,875	25%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 59,500		
Total Revenues	\$ 74,375	Total In- Kind %	20%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-2

ORGANIZATION: Coral Gables Cinemateque, Inc.

GRANT REQUEST: \$5,250

PROJECT TITLE: Global Screen

RECOMMENDATION: \$5,250.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-01-2013 - 06-30-2014

EVENT LOCATION: Coral Gables Art Cinema, , ,

PROJECT SYNOPSIS: Grant funds are requested to support GLOBAL SCREEN, the spring 2014 screening series (Apr. 1, 2014 to Jun. 30, 2014) and related educational activities at the Coral Gables Art Cinema that will bring a diverse range of international "art-house" films to the region. The featured films will generally not be available at other South Florida venues and will provide both locals and tourists in the region with a unique and accessible cultural destination.

HOTEL CONFIRMATION:

The Hyatt Coral Gables	10 room nights
The Biltmore Hotel	2 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	5	8500
Out of County		900
Out of State	25	125
Foreign	25	475

TOTAL	55	10000
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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:	N/A	N/A
# of hotel room nights anticipated to be booked:	12	N/A
Actual number of hotel room nights used last year:	15	N/A

MARKETING DETAILS: Marketing efforts will include both niche and mass marketing approaches to reach South Florida's many multicultural communities. Tailored marketing and media approaches will be used for specific films and events. Seasonal and week-specific programs and events will be featured on the Cinema's website, in the Cinema's film calendar, flyers and posters, distributed in print to local businesses and other venues and, finally, in the Cinema's innovative e-newsletter, which is distributed electronically to over 21,000 subscribers through Constant Contact as of December 2013. Press relations will be maintained through private press screenings and press releases. The Cinema has been featured in The Miami Herald, El Nuevo Herald, Diario Las Americas, Miami New Times, Wire Weekly and the Sun Post; and on TV and radio through WLRN, Radio Caracol, WSVN, Telemundo, Univision, Mega TV and Coral Gables Television. Select paid and sponsored advertising will be placed in many of these media outlets, as well as online through social media outlets such as Facebook and Twitter. The Cinema's well-developed Facebook page has over 15,000 fans as of December 2013. Partnerships with businesses and other organizations such as Books and Books and the Coral Gables Museum play a key role in the success of marketing GLOBAL SCREEN. The Cinema continues to be an active member of the Business Improvement District of Coral Gables and the Coral Gables Chamber of Commerce. Additionally, Cinema outreach will include community engagement efforts with foreign consulates and also concierges of area hotels such as the Hyatt Coral Gables, the Westin Diplomat and the Biltmore Hotel.

PREVIOUS TDC FUNDING: \$6,000 (12-13); \$6,750 (11-12); \$7,500 (10-11)

OTHER GOVERNMENT FUNDING:

City of Coral Gables (\$1,500)

PROJECT NARRATIVE:

Funding is requested to support GLOBAL SCREEN, the spring 2014 screening series, taking place from April 1 through June 30, which will be the centerpiece of the Coral Gables Art Cinema's year-round, weekly season of programming during this period. The screenings are a carefully curated collection of full-length feature films that speak to the diversity of Miami-Dade's communities and honor visiting tourists. About seven feature films from around the world will be showcased, each playing for a minimum of one week. The GLOBAL SCREEN series will also feature an array of ancillary events, including meet-the-artist events that will take place in conjunction with screenings, included in the ticket price. The Cinema will also host retrospective screenings and free panel discussions that will feature the input of local industry professionals and visiting film producers, directors and actors and will be hosted by Cinema Director Robert Rosenberg. Through these diverse educational events, the Cinema will continue to expose Miami audiences to new types of filmmaking and artistic traditions. The series will be diverse and vibrant; visitors to Miami-Dade County who are interested in the arts will find the GLOBAL SCREEN series an exciting, cosmopolitan destination.

The GLOBAL SCREEN series will take place at the Coral Gables Art Cinema; all events are open to the public, with activities seven days a week, from April through June 2014. Ticket prices will be \$11.50 and under and approximately 10,000 audience members are expected. The GLOBAL SCREEN series will increase the quality and quantity of cultural offerings in Miami-Dade County, strengthening the region's appeal as a "cultural tourism" destination. The series will be marketed intensively through a combination of paid advertising, press coverage, electronic promotion, social networking, and street distribution of collateral materials. WLRN Radio and The Miami Herald are Cinema's main media partners.

Specific film bookings and invited guests are usually not confirmed more than two months in advance because of the nature of the film business. The previous high-quality films and programs presented at the Cinema during its first three years are the kinds of films to be included in this spring 2014 program. Up to three films during the series will have an invited out-of-town artist. The target audiences are the broad Miami-Dade residential, tri-county and tourist populations who represent incredible multicultural and multilingual diversity. TDC funding will go towards providing increased marketing, including advertising, as well as cover some of the artist fees, allowing GLOBAL SCREEN to run as a fully professional event that maximizes its visibility to visitors and potential visitors to the region. Partners such as Fundarte, the Coral Gables Chamber of Commerce, Books & Books, and relevant Consulates will continue to be approached. Films will be booked at least four weeks in advance of their dates.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 70,000	\$ 70,000	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 19,750	\$ 19,750	
Outside Artistic Fees/Services	\$ 3,975	\$ 53,675	\$ 57,650	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 1,275	\$ 17,200	\$ 18,475	\$ 1,000
Marketing: Postage/Distribution		\$ 1,375	\$ 1,375	
Marketing: Web Design/ Support/ Maintenance			0	\$ 2,000
Travel: In County		\$ 2,500	\$ 2,500	
Travel: Out of County		\$ 3,375	\$ 3,375	\$ 250
Equipment Rental			0	
Space Rental			0	
Mortgage/ Loan Payments			0	
Insurance		\$ 3,800	\$ 3,800	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 8,750	\$ 8,750	
Supplies/Materials		\$ 3,625	\$ 3,625	
Other Expenses				
Hotel Rooms for Visiting Artists			0	\$ 2,000
Food and Beverage Hospitality for Meet-the-Artist Events			0	\$ 1,000
			0	
			0	
			0	
Subtotal	\$ 5,250	\$ 184,050	\$ 189,300	\$ 6,250
TOTAL EXPENSES	\$ 195,550			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 122,750		63%
Memberships	\$ 8,375		4%
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income	\$ 4,850		2%
Corporate Support	\$ 9,100	\$ 6,250	5%
Foundation Support			0
Private/ Individual Support	\$ 8,600		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
City of Coral Gables	\$ 1,500		1%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 28,875		15%

Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 184,050	\$ 6,250	3%
Grant Amount	\$ 5,250		
Cash Revenues + Grant Amount	\$ 189,300		
Total Revenues	\$ 195,550	Total In- Kind %	3%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-3

ORGANIZATION: Council of International Fashion Designers, Inc. **GRANT REQUEST:** \$25,000

PROJECT TITLE: Miami Fashion Week

RECOMMENDATION: \$10,500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 05-15-2014 - 05-18-2014

EVENT LOCATION: Miami Beach Convention Center, , ,

PROJECT SYNOPSIS: Grant funds are requested to support the promotional and marketing activities of Miami Fashion Week to help increase awareness and attendance of our international guests traveling to Miami for the even scheduled for May 15 - 18, 2014. Funds will be used to market Miami-Dade County as a fashion and business hub to designers, press, buyers and VIP guests throughout Europe, The Middle East, Asia Pacific, the Caribbean and Latin America.

HOTEL CONFIRMATION:

Pending	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	10	3,000
Out of County	10	1,500
Out of State	30	2,500
Foreign	100	3,000

TOTAL	150	10000
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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:	319	
# of hotel room nights anticipated to be booked:	5,000	
Actual number of hotel room nights used last year:	5,000	

MARKETING DETAILS: Worldwide advertising will soon begin with MFW media partners Vanidades Magazine, Latina Magazine and Show Business Digital providing both on and off line advertising and promotion for the event. Promotions will include full page color advertising, on line promotions and event coverage, sweepstakes with VIP ticket give-aways and travel packages for the winners provided by the Greater Miami CVB and MFW hotel partners. MFW also has a very comprehensive social media marketing strategy in place utilizing multiple accounts on Facebook, Twitter, YouTube and multiple fashion bloggers from around the world. The event will host fashion shows by approximately 50+ international designers, a clothing/jewelry/accessories/art/home decor marketplace, educational seminars for the designers, a host of private and public special events and after parties throughout Miami Beach and Wynwood, concerts with leading and emerging artists and a celebrity star-studded international awards ceremony as the closing event. Anticipated overall impressions and viewership for the event is over 6 billion worldwide including North, South and Central America, the Caribbean, Europe, India, Asia Pacific and the Middle East. International broadcast partners are being secured with Atresmedia Spain, Nonstop Television AB Scandinavia, Gruppo Mediaset Italia and VME Media US among others at MFW to cover and also broadcast MFW owned content including shots of Miami Beach and Miami-Dade County promoting the destination as a world class fashion and business hub.

PREVIOUS TDC FUNDING: \$17,000 (12-13); \$15,000 (11-12); \$15,000 (10-11)

OTHER GOVERNMENT FUNDING:

Miami Beach VCA (\$59,500)

PROJECT NARRATIVE:

Miami Fashion Week celebrates its 16th year May 15 - 18, 2014 at the Miami Beach Convention Center. The 2013 event hosted 52 designers from 22 countries with over 720 registered press from around the world garnering an estimated economic impact of approximately \$12 Million into the local Miami Beach and Miami-Dade County economies.

MFW is a ticketed event, open to the public. Prices range from \$50 - \$500 for general admission to VIP experiences including backstage access, designer/model meet & greets, front row seats and private receptions with celebrities. 20 events are planned with fashion shows, educational seminars, conferences and special events throughout the week including the official kick-off party co-hosted by Tiffany & Co. Celebrity guests being invited include Marc Anthony, Lenny Kravitz and others pending final confirmation.

MFW 2013 global media impressions reached 6.422 Billion and worldwide advertising is underway with media partners People en Espanol, VME TV and others providing both on and off line advertising and promotion for the event. Promotions will include full page color advertising, online promotions and event coverage, sweepstakes with VIP ticket give-aways and travel packages for the winners provided by the Greater Miami CVB and the MFW hotel partners.

MFW is creating a new reality based television show that will focus on the designer auditions in five top Latin American cities and the designer's quest to be chosen to present their collection at MFW. The final challenges and episodes will be filmed in Miami and broadcast throughout North and South America to over 70+ Million viewers. This show will begin production later in 2014.

A buyers program, now in it's 2nd year will bring hundreds of additional department and specialty store buyers and showroom executives to Miami from North and South America and Canada to view the collections of our designers.

2013 hotel partners include Lord Balford, Dorchester, Epic, Dream, The Palms, James Royal Palm, Miami Marriott Biscayne Bay, Courtyard by Marriott Miami Beach, Marriott Miami Beach and Surfcomber. All hotels have offered special rates for MFW guests with direct online bookings from the MFW web site travel page. Formal room block contracts have not been taken as the partnership with the hotels is trade for publicity and being considered as a preferred hotel partner of the event. MFW guests in 2013 utilized approximately 5,000 room nights due to our calculations of incoming guests and the Greater Miami CVB financial survey statistics and more are anticipated in celebration of 16 years that MFW has been producing quality events in Miami-Dade County.

MFW is an elegant, world class event that has put Miami on the international fashion calendar for the past 16 years. Designers, celebrities, recording artists, buyers, media and VIP guests travel to Miami each year to attend this event. Many travel with their families and stay on to enjoy all of Miami.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration	\$ 0	\$ 50,000	\$ 50,000	\$ 5,000
Personnel: Artistic	\$ 0	\$ 60,000	\$ 60,000	\$ 0
Personnel: Technical/Production	\$ 0	\$ 40,600	\$ 40,600	\$ 0
Outside Artistic Fees/Services		\$ 135,000	\$ 135,000	\$ 0
Outside Other Fees/Services		\$ 30,500	\$ 30,500	\$ 0
Marketing ADV/ PV/ Printing/ Publication	\$ 8,334	\$ 29,500	\$ 37,834	\$ 0
Marketing: Postage/Distribution	\$ 8,333	\$ 5,000	\$ 13,333	\$ 0
Marketing: Web Design/ Support/ Maintenance	\$ 8,333	\$ 9,900	\$ 18,233	\$ 0
Travel: In County	\$ 0	\$ 16,000	\$ 16,000	\$ 0
Travel: Out of County	\$ 0	\$ 32,000	\$ 32,000	\$ 0
Equipment Rental	\$ 0	\$ 154,000	\$ 154,000	\$ 0
Space Rental	\$ 0	\$ 25,000	\$ 25,000	\$ 25,000
Mortgage/ Loan Payments	\$ 0	\$ 0	0	\$ 0
Insurance	\$ 0	\$ 3,500	\$ 3,500	\$ 0
Utilities	\$ 0	\$ 14,000	\$ 14,000	\$ 0
Fundraising/ Development (Non-Personnel)	\$ 0	\$ 0	0	\$ 0
Merchandise/ Concessions/ Gift Shops	\$ 0	\$ 0	0	\$ 0
Supplies/Materials	\$ 0	\$ 22,000	\$ 22,000	\$ 0
Other Expenses				
Security at MBCC	\$ 0	\$ 5,000	\$ 5,000	\$ 0
Tel, Cell	\$ 0	\$ 3,000	\$ 3,000	\$ 0
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 635,000	\$ 660,000	\$ 30,000
TOTAL EXPENSES	\$ 690,000			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 66,000		10%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 135,000		20%
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other	\$ 30,500		4%
Rental Income			0
Corporate Support	\$ 228,500	\$ 25,000	33%
Foundation Support			0
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			
Miami Beach VCA	\$ 59,500		9%
			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	\$ 115,500		17%
Other Revenues			
Security		\$ 5,000	0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 635,000	\$ 30,000	4%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 660,000		
Total Revenues	\$ 690,000	Total In- Kind %	4%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-4

ORGANIZATION: Edge Zones, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: Miami Performance International Festival '14

RECOMMENDATION: \$5,250.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 06-02-2014 - 06-30-2014

EVENT LOCATION: Edge Zones Art Projects, Miami Beach Botanical Garden, North Shore Park Bandshell, Latinos Unidos

PROJECT SYNOPSIS: Grant funds are requested to support the 3rd Edition of Miami Performance International Festival '14 which will take place in Miami from June 2 – 30, 2014. It aims to discover and showcase the most exceptional talent working in the realm of performance art, to develop network and to challenge audiences to rethink their concepts of art through live actions, videos, workshops, lectures and artists talks. Works by over 30 international artists from more than 15 countries unfold across the city.

HOTEL CONFIRMATION:

Pending	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	30	4500
Out of County	3	500
Out of State	10	500

Foreign	20	500
TOTAL	63	6000

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:	40	
Actual number of hotel room nights used last year:	133	

MARKETING DETAILS: Our comprehensive marketing plan includes the creation of promotional videos that promote and ask for support for the projects. We printing and distribution of 5,000 postcards and the publication of a catalog prior to the event, social network media advertising such as Facebook, Twitter, blogs and Craigslist. We have created in-house several promotional videos, which we well use to raise awareness of the festival as well as funding. We will hire a community manager to work with our social media campaign during the month of June. For our fundraising efforts we have created merchandise such as stuff dolls, prints, t-shirts, tote bags and small books that we will give to donors in exchange for their donations. We send out e-blast newsletters 3 times a month, as well as important PR sites such as Word Press, Repeating Island, Art Slant, art dossier, e-art, and PRNews Wire. As we did last year we will publish a 20 page newspaper in 2 colors about the festival which will be given to attendees and participants as well as distributed and will be placed in art and museum bookstores. We will publish a program for the festival. Our email list includes over 10,000 people in addition to the extensive mailing lists of our artists. We will advertise in art-dossier, Art & Education, e-Flux, Art Nexus, Art in America, Miami Art Guide, and Art Circuit. Edge Zones ensures a large, diverse turnout by executing simultaneous artist exhibitions and events that are coordinated with the Wynwood Arts District. We install large banners on the outside of the buildings where exhibition or performance will take place that advertise the event, and more than 200 posters will be placed in the streets during our exhibition cycle. Press releases and promotional materials are submitted to public radio and community outreach programs. We place invitation cards, programs and maps in all critical art venues. Our website is updated regularly. EZ is involved in year-round outreach programs, nationally and internationally and includes attending other performance festivals.

PREVIOUS TDC FUNDING: \$6,000 (12-13); \$6,750 (11-12); \$7,500 (10-11); (\$7,500 (09-10) End Cycle);

\$7,500 (08-09); \$5,000 (07-08); \$ 5,000 (06-07); \$2,500 (05-06)

OTHER GOVERNMENT FUNDING:

Miami Beach Cultural Arts Council - Cultural Presenters (\$7,011); Hannibal Cox Jr. (\$5,039); ICE (\$3,250)

PROJECT NARRATIVE:

The 3rd. Edition of Miami Performance International Festival '14 (M/P '14) will take place in Miami and in Miami Beach from June 2 to June 30, 2014. This festival will provide a unique opportunity for visitors and Florida audience to learn and be exposed to some of the finest contemporary international artists creating performance art today. M/P '14 will provide Miami-Dade visitors and community members with over 42 hours viewing and participation experience. At least 4 panels of 3 or more participants will be held in the secure and accessible public meeting spaces of Miami-Dade County, community center and park. All performances are free to the general public.

This first of its kind world-class performing arts Festival, will provide the opportunity for our live audience of approximately 6000 to engage deeply with the ideas emerging from these provocative works. M/P '14 will feature visual art performance, sound performances, ephemeral installations, art actions, public interventions, video screenings, social sculpture, artists talks in various cultural centers around the city.

Works by over 30 international renowned artists from 16 countries will unfold across the city in its major institutions and spaces and a range of sites including: the Miami Beach Botanical Garden, the Little Haiti Cultural Center, the Design District and Latinos United in Allapattah. M/P '14 is an exciting four-week program of performances art.

Key individuals, curators: Charo Oquet. Participants: Andrea Pensado, Ignacio Galilea, Maria Theresa Barbist, Patricia Correa, PushPop Collective, Enema Collective, Omni Zona Franca, Suasana Saulat, Jason Yapor, Jorge Nieto, Anna Steller, Adam Witkowski, Octavio Campos, Krzysztof Andrzej Dziemaszkiewicz, Oreste de la Paz, Jenna Balfe, Misael Soto and more. Organizations that are collaborating with collaborating by providing space, advice and invitation to local artists to festivals: Extra Festival, Independence.Do Festival, Miami Beach Botanical Garden, Latinos United.

M/P '14 will commission 20 local artists to create new work that will be showcased in the festival. Having a large participation of local artists assures us a larger local audience and helps local artists develop.

Renowned participating artists are invited to talk about their work as well as the history and state of Performance in their countries.

Residencies:

June 2-30, 2014: Two international artists each staying 2 weeks.

The festival will be divided into 4 weekends/3 locations each with 5 daily performances from different 7 artists

Fridays:

June 6, 13, 20 and 27, 2014

1:00 pm – 6:00 PM

Allapattah -2800 NW 17th Ave., Miami, FL

Live Performances –

Saturdays

June 7, 14, 21 and 28

1:00 PM – 11 PM

Edge Zones Projects

talks, video screenings, live action performances

Sundays:

June 8, 15, 22 and 29,

1:00 PM – 6 PM

Miami Beach Botanical Garden

Live action performances

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 7,500	\$ 7,500	\$ 2,000
Personnel: Artistic	\$ 3,000	\$ 5,700	\$ 8,700	\$ 2,288
Personnel: Technical/Production		\$ 3,000	\$ 3,000	
Outside Artistic Fees/Services	\$ 5,000	\$ 8,250	\$ 13,250	
Outside Other Fees/Services	\$ 4,200	\$ 1,000	\$ 5,200	
Marketing ADV/ PV/ Printing/ Publication	\$ 2,800	\$ 4,000	\$ 6,800	
Marketing: Postage/Distribution		\$ 600	\$ 600	
Marketing: Web Design/ Support/ Maintenance		\$ 1,800	\$ 1,800	
Travel: In County		\$ 1,500	\$ 1,500	
Travel: Out of County		\$ 4,000	\$ 4,000	
Equipment Rental		\$ 800	\$ 800	
Space Rental			0	\$ 10,000
Mortgage/ Loan Payments			0	
Insurance		\$ 1,000	\$ 1,000	
Utilities		\$ 500	\$ 500	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 1,000	\$ 1,000	
Supplies/Materials		\$ 1,500	\$ 1,500	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 42,150	\$ 57,150	\$ 14,288
TOTAL EXPENSES	\$ 71,438			

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		\$ 10,000	0
Foundation Support			0
Private/ Individual Support	\$ 1,000	\$ 4,288	1%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds	\$ 1,000		1%
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			
Florida division of Cultural Affairs	\$ 25,000		35%
			0
			0
Gov't Grants: Local			
Miami Beach Cultural Affairs - Cultural Presenter Grant	\$ 7,011		10%
			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	\$ 1,000		1%
Other Revenues			0
			0
			0
			0
Department of Cultural Affairs Grants			
Hannibal Cox Jr.	\$ 5,000		7%
International Cultural Exchange Grant	\$ 2,139		3%
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 42,150	\$ 14,288	26%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 57,150		
Total Revenues	\$ 71,438	Total In- Kind %	20%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-5

ORGANIZATION: Friends of the Miami-Dade Public Library, Inc. **GRANT REQUEST:** \$15,000
PROJECT TITLE: International Art of Storytelling **RECOMMENDATION:** \$13,500.00
PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-01-2014 - 04-28-2014

EVENT LOCATION: Main Library, North Dade Regional Library, South Dade Regional Library, Miami Beach Regional Library

PROJECT SYNOPSIS: Grant funds are requested to support the 14th annual International Art of Storytelling Festival (AOS) presented by the Miami-Dade Public Library. Pre-events actually begin in February and culminate on Family Festival Day, Saturday, April 26, 2104 at the Main Library. This day-long festival featuring performances by a host of performing artists including life-size puppets, dancers, drummers, and a parade of storybook characters, typically attracts 1,000 to the pre-events and 7,500 to festival day.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	25	7500
Out of County	5	400
Out of State	6	500
Foreign	4	100
TOTAL	40	8500

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	83 /13	
# of hotel room nights anticipated to be booked:	83 / 13	
Actual number of hotel room nights used last year:	44 /8	

MARKETING DETAILS: Efforts to generate tourism: 1) partnering with a different consuls for 14 years (Argentina, Brazil, Canada, Colombia, Denmark, France, Ghana, Haiti, Ireland, Jamaica, Puerto Rica and Taipei, Spain) who bring their constituents throughout Florida to Miami; 2) inviting each country to return (contingencies from Argentina, Brazil, Canada, Haiti, Ireland, and Jamaica have all returned for visits); 3) partnering with the State Library to provide "scholarships" for in-state librarians to attend the festival and related workshops; 4) partnering with statewide school systems to provide continuing education credits to media specialists and teachers who attend the festival and related workshops; 5) hosting a booth at the American Library Assn mid-winter conference to promote festival along with featured article in conference guide; 6) print ads in library trade magazines; 7) outreach through IFLA (International Federation of Library and Association; 8) calendar listings; and 9) visits to area hotels to promote and distribute materials to concierge desks. Promotional efforts include print ads in ALA Conference Guide, Library Journal, Library Hotline, South Florida Parenting and Family magazines, Miami Herald Weekend, El Nuevo Herald Viernes, Miami Times, Spanish Newspaper, South Dade News Leader, Miami Gardens News, Sun Sentinel. TV ads on Comcast and the County's CIAO (PSAs). Radio includes WLYF, Total Traffic Network, NPR, Radio Disney (with community outreach), WLRN (with on-air interviews.) Banners and posters are placed at all 49 libraries. Banners are on the Key Biscayne bridge, plus the bridges to the Cultural Plaza Parking Garage. Pole banners line US 1. The library's fleet is wrapped with promotional banners as are Metro Buses. Signs are in Metrorail cars and on platforms. Fliers are distributed at all libraries, schools, and malls. Promotional Bookmarks are inserted in all checked-out library materials. All materials have a QR that when scanned leads back to a special Art of Storytelling event website. Word of mouth is an excellent marketing tool. All library staff wear AOS buttons, visit schools to make morning announcements, and tout the event at every opportunity, inside and outside the library. This year, in addition to using the library's website, You Tube festival videos, Facebook, Twitter and RSS feeds to subscribers, the library will use two types of Online Marketing: Search Engine and Display Advertising. Target audiences will be reached by geo-marketing and by placing ads on site searches by subject area.

For example, when a browser is searching for things to do or a book to read, the AOS ad will be displayed on the page with their search results. These ads will begin in February and crescendo in April. The Miami Heat is promoting AOS on its Jumbotron at quarters and halftimes. In March, the Florida Marlins will air a 30-second PSA on all of its pre-game TV shows, on its Jumbotron, on radio as well as putting ads in its online/print newsletter. The Children's Trust is promoting the Festival online and at all of their community events. The Miami-Dade Youth Fair is promoting the Art of Storytelling in all of its literature. Fairchild Gardens and Deering Estates is holding a series of storytelling events to as part of a cross promotion. Books & Books will be doing the same. It must also be noted that the library has excellent support from many of the local media outlets who will once again be airing public service announcements throughout the month of April.

PREVIOUS TDC FUNDING: \$15,000 (12-13); \$7,500 (11-12)End of Cycle; \$8,750 (10-11); \$10,000 (09-10); \$11,250 (08-09); \$12,500 (07-08)

OTHER GOVERNMENT FUNDING:

ICE (\$25,000) Festival and Events (\$32,238)

PROJECT NARRATIVE:

The International Art of Storytelling Festival (AOS) is a month-long cultural and professional conference featuring national and international performers and lecturers. At the heart of the conference is a cultural and professional exchange in which librarians and storytellers from another country come to Miami to see and experience our culture and to learn how stories can be used for civic engagement as well as entertainment. The culminating event is a Festival Day held at the Main Library on Saturday, April 26, 2014. This free event is attended by more than 7,000 people.

Planning for AOS begins in August when the partner country is selected. The Miami contingent visits the partner in November. Events here actually begin in February when teens begin a Gaming Tournament. The finalists compete at the festival. Teens also participate in the library's YOUmedia Center to write and produce a video that will be premiered at the festival. Younger children participate in "storytelling camps" at various libraries during school break. Several are selected to perform their stories at the festival. Even seniors are participating in the pre-AOS events as Dr. Caren Neile leads them in a series of storytelling classes. They too will perform their stories at the festival. Other pre-events include Tales Under the Stars. Children are encouraged to come to the library in their pajamas with their parents for a night of storytelling and stargazing. Two Tales Under the Stars evenings are also presented at Fairchild Gardens and Deering Estates. There are two mini-festivals (Pinecrest and Homestead) plus three professional workshops and two workshops for parents and caregivers. Conducting the workshops are keynote speaker and storyteller Diane Ferlatte, nationally acclaimed storyteller Carrie Sue Ayvar, multicultural story-play experts Sadarri Saskill, Mary Hamilton and Caren Neile, professors from Florida Atlantic University and Storytelling Guild members. Overall, there are approximately 50 events leading up to festival day with more than 1,000 attendees.

On Saturday, April 26th, every nook and cranny of the Main Library and Cultural Plaza (History Museum and Art Museum) turn into Family Festival Day featuring Disney-like live performances by life-size puppets, musicians, dancers, storytellers. Children are invited to come in costume for prizes as they take part in the Storybook Parade of Characters. There are crafts and face-painting in addition to the three performance areas outside under tents and on stages. Inside on the first floor are three more performance areas and a Lego Room, and a give-away area where every child receives a story book to take home. The second floor is the Teen Zone where bands play, a Gaming Tournament takes place and Teen Tellers perform for the video camera. The day is streamed live via library webcams and ends with the Junknoo Drummer Parade. It's a wild and crazy time. It's safe. It's free and fun is had by all.

Now in its 14th year, the festival has grown from a small local event attended by 500 residents to a nationally and internationally recognized event attended by thousands. The reason for this growth is the international partnerships, the addition of professional workshops, the high quality of performers and

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

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

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration			0	\$ 20,000
Personnel: Artistic			0	
Personnel: Technical/Production			0	\$ 5,000
Outside Artistic Fees/Services		\$ 60,000	\$ 60,000	
Outside Other Fees/Services		\$ 5,000	\$ 5,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 15,000	\$ 35,000	\$ 50,000	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County		\$ 10,000	\$ 10,000	
Equipment Rental		\$ 33,000	\$ 33,000	
Space Rental			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 52,000	\$ 52,000	
Other Expenses			0	
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 195,000	\$ 210,000	\$ 25,000
TOTAL EXPENSES	\$ 235,000			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 35,000		15%
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)	\$ 20,000		9%
Merchandise/ Concessions/ Gift Shop Revenues			0

Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 82,762		35%
Other Revenues			
Library		\$ 25,000	0
			0
			0
			0
Department of Cultural Affairs Grants			
ICE	\$ 25,000		11%
Festival	\$ 32,238		14%
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 195,000	\$ 25,000	7%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 210,000		
Total Revenues	\$ 235,000	Total In- Kind %	11%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-6

ORGANIZATION: Fundarte, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: Out in the Tropics 2014

RECOMMENDATION: \$5,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 06-24-2014 - 06-30-2014

EVENT LOCATION: The Colony Theatre, Miami-Dade Gay & Lesbian Chamber of Commerce, Deauville Hotel, University Of Miami

PROJECT SYNOPSIS: Grant funds are requested to support Out in the Tropics 2014, Miami's first performing arts festival specifically serving the GLBTQ community. Four GLBTQ artist companies will offer performances and educational events in June 2014. Featured artists Sean Dorsey, Juan Carlos Lerida, Neil de la Flor and Carlos Pintado will perform at the Colony Theater, the Miami Beach Botanical Gardens, and the Miami Dade County Auditorium with panels at the LGBT Visitor's Center, and workshops at Inkub8.

HOTEL CONFIRMATION:

Deauville Hotel	80 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	3	800
Out of County		450

Out of State	6	350
Foreign	5	50
TOTAL	14	1650

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	43	
# of hotel room nights anticipated to be booked:	80	
Actual number of hotel room nights used last year:	72	

MARKETING DETAILS: Both general and GLBTQ audiences will be targeted utilizing English and Spanish-language media, and niche marketing. A detailed marketing and media plan will be used based on previous marketing and press strategies used by both FUNDarte for all OITT editions. The web, emails and brochure mailings will reach over 30,000 individuals on combined mailing lists. Postcards promoting the events will be bulk distributed to local businesses, organizations, venues, hotels and restaurants in the weeks leading up to the Festival. The FUNDarte website will provide up to date event information to audiences prior to and during the festival. Through partnerships with other arts and community organizations, particularly with co-branding and promotions with GLBTQ organizations, the reach of these materials will be further amplified. Paid and trade print, television, radio and internet advertisements and promotions will take place. A media sponsorship agreement is already in place with the Miami Herald/El Nuevo Herald. Partnerships with other sponsors include WLRN, WDNA, and the Miami New Times, as well as gay-specific media S. Florida Agenda, Mark's List, SF Gay News and WIRE. We work closely with the Miami Gay and Lesbian Film Festival to sponsor films and leverage visibility for OITT, further expanding our marketing reach to arts patrons. A new partner for cross-promotions this year is Reading Queer. Grass roots promotion through other GLBTQ events and organizations will take place, including ad placement and presence at Miami's Pride events for 2014, which reach the largest number of GLBTQ tourists and locals of any other events in South Florida. Outreach to youth and seniors, through the County's discounted and free ticket distribution programs of Culture Shock and Golden Ticket, as well as through GLBTQ-specific community groups, will also be done. Tourist outreach will be amplified through placement of stories in national GLBTQ media in print and online, distribution of collateral materials to hotels, restaurants and GLBTQ community venues, as well as social media that reaches visitors before and during their stays in Miami.

PREVIOUS TDC FUNDING: \$5,000 (12-13); \$10,000 (11-12); \$12,500 (10-11); \$5,000 (09-10)

OTHER GOVERNMENT FUNDING:

Miami Beach Cultural Presenter (\$6,000); Cultural ADV (\$10,000)

PROJECT NARRATIVE:

Now in its fifth year, FUNDarte's Out in the Tropics (OITT) is Miami's only contemporary performing arts series specifically representing the Gay, Lesbian, Bi-Sexual, Transgender and Queer (GLBTQ) community. It brings artists to Miami who address broad gender and social issues, and annually creates events that serve different factions of the local GLBTQ community while also raising awareness of GLBTQ issues among the general public. Miami is a tourist destination for the GLBTQ sector and home to a relatively large LGBTQ community, and TDC funding will support marketing and production costs to ensure visibility of the event and production quality.

OITT 2014 will take place from June 25-29, 2014 in a festival format including readings and performances, a panel, and free workshops for youth and adults featuring: Sean Dorsey Dance Company, Choreographer Juan Carlos Lerida, and poets Neil de la Flor and Carlos Pintado. FUNDarte anticipates 1650 spectators to these events.

OITT's diverse venues are listed below. Prices range from \$0-\$25. FUNDarte reaches the widest possible audience for its events by garnering critical press attention and generating excitement for artistic offerings in many communities. Miami is a key destination for GLBTQ tourism regionally, nationally and internationally, and OITT has a reputation for being a unique event within the GLBT arts circuit. FUNDarte has a record of excellent preview press for OITT, and critic interviews and editorials for this event are anticipated. OITT will partner with the LGBT Chamber of Commerce (LGBTCC) to provide visibility to tourists through their Visitors Center on Miami Beach. OITT will also be included in the LGBTCC Monthly Newsletter and e-blasts, which reach all members including hotels and restaurants.

OITT is an exciting option for tourists already in Miami Dade County who seek unique experiences only found here. Many artists that we bring have never traveled to South Florida before. By experiencing the city through the lens of the festival's excellence, it helps elevate the perception of the region's cultural offerings among artists and tourists from elsewhere.

The Deauville Hotel's sponsorship provides discount rooms for visiting artists and guests. Total number of anticipated hotel room nights: 80. Venues have been secured and artist contracts are in place. The schedule of events is as follows:

June 25: Community Panel at the Miami Beach GLBT Visitor's Center

June 26: Readings by Neil de la Flor and Carlos Pintado at the Miami Beach Botanical Garden

June 27: Youth Mentoring Session with Pridelines & Sean Dorsey at the Colony Theater

June 27: Performance of "Uncovered: The Diary Project" by Sean Dorsey with Q&A at the Colony Theater

June 28: Master Class by Sean Dorsey at INKUB8 Studios

June 28 & 29: Performance by Juan Carlos Lerida at the Miami-Dade County Auditorium

June 29: Master Class with Juan Carlos Lerida at Miami-Dade County Auditorium.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration	\$ 3,500	\$ 28,312	\$ 31,812	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 3,500	\$ 18,400	\$ 21,900	
Outside Other Fees/Services	\$ 4,000	\$ 12,950	\$ 16,950	\$ 2,000
Marketing ADV/ PV/ Printing/ Publication	\$ 4,000	\$ 14,240	\$ 18,240	\$ 7,400
Marketing: Postage/Distribution		\$ 1,650	\$ 1,650	\$ 1,000
Marketing: Web Design/ Support/ Maintenance		\$ 0	0	\$ 300
Travel: In County		\$ 5,660	\$ 5,660	\$ 4,010
Travel: Out of County		\$ 10,580	\$ 10,580	
Equipment Rental		\$ 2,200	\$ 2,200	\$ 1,600
Space Rental		\$ 2,600	\$ 2,600	\$ 1,190
Mortgage/ Loan Payments			0	
Insurance		\$ 500	\$ 500	
Utilities		\$ 345	\$ 345	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 1,400	\$ 1,400	
Other Expenses				
Shipping		\$ 100	\$ 100	
Ticket Printing/Box Office Fees		\$ 300	\$ 300	
Documentation Video and Photo		\$ 900	\$ 900	
Program and Brochure printing		\$ 500	\$ 500	
			0	
Subtotal	\$ 15,000	\$ 100,637	\$ 115,637	\$ 17,500
TOTAL EXPENSES	\$ 133,137			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 22,000		17%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 8,452		6%
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 7,235	\$ 13,210	5%
Foundation Support	\$ 26,612		20%
Private/ Individual Support	\$ 2,500	\$ 4,290	2%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			
National Endowment for the Arts	\$ 10,000		8%
South Arts	\$ 5,838		4%
			0
Gov't Grants: State			
State of Florida	\$ 2,000		2%
			0
			0
Gov't Grants: Local			
Miami Beach Cultural Presenter	\$ 6,000		5%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0

Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Cultural Advancement Grants	\$ 10,000		8%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 100,637	\$ 17,500	13%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 115,637		
Total Revenues	\$ 133,137	Total In- Kind %	13%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-7

ORGANIZATION: Haitian Heritage Museum Corp.

GRANT REQUEST: \$6,000

PROJECT TITLE: Toussaint Louverture Exhibition

RECOMMENDATION: \$6,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 05-10-2014 - 06-30-2014

EVENT LOCATION: Haitian Heritage Museum, , ,

PROJECT SYNOPSIS: Grant funds are requested to support the exhibition entitled Toussaint Louverture, which will be in partnership with the National Museum of Haiti (MUPANAH) in celebration of Haiti's 214 years of being an Independent nation. The exhibit is taking place at Haitian Heritage Museum during Haitian Heritage Month in May (May 10 - June 30, 2014) . Funds will support the Exhibit production, marketing, administrative cost.

HOTEL CONFIRMATION:

Pending	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	4	1820
Out of County	1	400
Out of State	1	380
Foreign	1	100

TOTAL	7	2700
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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:	100	
# of hotel room nights anticipated to be booked:	100	
Actual number of hotel room nights used last year:	N/A	

MARKETING DETAILS: HHM marketing plan for this exhibition will be to utilize larger marketing entities that have a larger reach, in addition to the museum's marketing plan. We will be working with the Greater Miami Convention and Visitors Bureau, who has an initiative entitled Miami Museum Month, which falls in May. We have been an active participant for several years and we will participate in this initiative they promote and market local South Florida Museums to their international and national markets. Since the exhibition falls in May during this special initiative, we will benefit from its marketing. We will also partner with the Haitian American Chamber, The Haitian Consulat office here in Miami, the National Museum of Haiti (MUPANAH) who will print marketing materials such as flyers, calendars and press release for the exhibition to share with their international data base. We will also distribute printed marketing to targeted areas such as Design District, Midtown, Brickell, Little Haiti, and North Miami Beach, and South Beach. Applicable email (e-blasts) are also distributed to our mailing lists. Hard copy marketing includes articles or community calendar posts in local magazines, the Miami Herald, and Miami Today to promote the museum to local, national and international markets. On radio, we promote institutional activity via Voice of America, Art Beat, and WLRN. On television, we conduct television interviews on Island TV, NBC6-Haiti, North Miami TV, WLRN, BECON TV and Comcast newsmakers to announce upcoming events. We have also implemented a facebook account that already has over 3,000 fans, for posting HHM's program schedules on the internet and Twitter. We will also continue to coordinate Exhibits with the (DACRA) Miami Design District, Miami Living magazine, Art Beat, Yelp, and Social Miami.

PREVIOUS TDC FUNDING: \$6,750 (10-11); \$7,500 (09-10)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

Haitian Heritage Museum in partnership with the National Museum of Haiti (MUPANAH) presents the Toussaint Louverture Exhibition and Lecture series. Toussaint Louverture is revered as the liberator of Haiti. This exhibition will document the life of this global hero and his role in the Haitian Revolution and the emergence of the first black republic. The exhibition opens on May 10th. The first lecture series held on May 14th, and 28th will further discuss the impact of Toussaint on Haitian Revolution. For Caribbean Heritage Month, the lectures series continues on June 14th and 25th, and will focus on the global impact of Toussaint. Lectures will be led by curator Michel Frisch (MUPANAH) and HHM's museum educators. Since the history of Toussaint Louverture has had such a global impact, the nationally celebrated Haitian Heritage and Caribbean Heritage Months are the ideal backdrops to make this a cross cultural event. Diverse Caribbean cultures and traditions are celebrated during this time including the birthday of Toussaint which is of historic importance and interest to the 3rd largest minority population (Haitians) in South Florida. This project will positively impact Tourism by contributing to cultural activities that draw visitors to Miami for the Haitian and Caribbean Heritage Months. This historic exhibition will be shown for the first time in the United States outside of Haiti. The exhibition and lectures will be free to the public and will comprise of five events in total. It opens on May 10th during Gallery Walk in the Design District. The project will attract Tourism to Florida because of the interest for this type of exhibition during the National Caribbean and Haitian Heritage Months. The Toussaint Louverture story crosses many cultures from the Caribbean, Latin America and Europe which will be drawn to this exhibition.

This event will be marketed via Hard copy marketing which includes articles, community calendar posts, Miami Herald, and Miami Today to promote the museum to local, national and international markets. At the time of the application we have confirmed Island TV as our media partner. We will also implement our facebook account and posting of HHM's program schedules on the internet and Twitter; (DACRA) Miami Design District, Miami Living magazine, Art Beat, Yelp, and Social Miami.

At the time of the application we have not contacted any hotels as sponsors and have no hotel rooms blocked yet.

The TDC grant will enhance the project because the organization would not have been able to do this type of exhibition and reach other markets in south Florida. This will allow the Haitian Heritage Museum to bridge cultures and attract more visitors to the Museum which is located in the internationally known Miami Design District. We are working with Miami Dade County Commissioner Monestime's Haitian Heritage Month Committee, The National Museum of Haiti (MUPANAH) and Florida African American Heritage Preservation Network.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration	\$ 1,000	\$ 3,000	\$ 4,000	\$ 2,000
Personnel: Artistic			0	
Personnel: Technical/Production			0	\$ 3,000
Outside Artistic Fees/Services			0	
Outside Other Fees/Services	\$ 500	\$ 4,000	\$ 4,500	
Marketing ADV/ PV/ Printing/ Publication	\$ 3,500	\$ 1,000	\$ 4,500	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 5,000	\$ 5,000	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Space Rental			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 2,000	\$ 2,000	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 5,000	\$ 15,000	\$ 20,000	\$ 5,000
TOTAL EXPENSES	\$ 25,000			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support			0
Foundation Support	\$ 5,000		20%
Private/ Individual Support	\$ 1,000	\$ 5,000	4%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			
IMLS-African American History & Culture	\$ 8,000		32%
			0
			0
Gov't Grants: State			
Florida Dept.of State- General Support Grant	\$ 1,000		4%
			0
			0
Gov't Grants: Local			
			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0

Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
			0
			0
			0
			0
Department of Cultural Affairs Grants			0
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 15,000	\$ 5,000	25%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 20,000		
Total Revenues	\$ 25,000	Total In-Kind %	20%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-8

ORGANIZATION: Miami Momentum Dance Company, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: Miami Dance Festival 2014

RECOMMENDATION: \$8,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-03-2015 - 05-17-2014

EVENT LOCATION: Byron Carlyle Theater, Miami Dade College, Wolfson Campus, Coral Gables Branch Library, Miami Beach Cinematheque

PROJECT SYNOPSIS: TDC Grant funds are requested to support the 2014 Miami Dance Festival April 3 to May 15, 2014, featuring six weeks of concert performances, lectures and demonstrations, special events, master classes with nationally recognized guest artists and locally based dance artists, taking place on Miami Beach, in Coral Gables, North Miami, City of Miami, and downtown.

HOTEL CONFIRMATION:

Days inn, North Beach	22 room nights
The National Hotel	20 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	40	2,500
Out of County	2	300
Out of State	12	150
Foreign	2	50

TOTAL	56	3000
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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:	82	TBA
# of hotel room nights anticipated to be booked:	30	TBA
Actual number of hotel room nights used last year:	52	TBA

MARKETING DETAILS: Local and Florida public relations will be provided by Jessica Wade Inc. This firm currently represents the Miami Book Fair International and the Miami Film Festival.

National and online coverage will be provided by Los Angeles-based Toni Thomas, who currently represents Debbie Allen and the Los Angeles Black Dance Alliance as well as several Los Angeles-based dance companies.

Spanish language pr will be provided by locally based FunddArte.

The Miami Dance Festival has placed interviews on national TV (CNN Espagnol, The Ellen DeGeneres Show, NBC Morning News NYC, Univision, Newsday) radio (Hip-Hop Connection NYC) and in publications such as Dance Magazine Ebony, Backstage Magazine, and numerous national websites in addition to placing outstanding South Florida coverage (Channel 10, Sun Sentinell, New Times, Miami Herald, El Nuevo Herald, Edge TV, WTVJ)

Marketing to tourists in hotels will be handled by Creative Communications Marketing.

- Mailings of Miami Dance Festival postcard to mailing lists: Momentum, appropriate segments of Arts & Business Council/Miami Herald South Florida Arts Database, Dance Now, Ballet Flamenco La Rosa, Miami-Dade College Cultural Affairs, Miami Beach Arts Council, New World School of the Arts, and other related lists
- Extensive promotional package with WLRN
- E-flyers to Momentum's elist of 5,000, and all lists detailed above plus New Times elist and Miami Herald elist

- Posters & flyers distributed at art, dance & music stores, community centers, libraries, youth centers, museums, restaurants, etc.
- Momentum website (www.momentumdance.com) will provide up to the minute information on all activities, including ticket information and advance ticket sales
- Online ticketing through Momentum's online ticketing service
- NEW youth marketing through Facebook wall and Twitter
- Press releases and packets to all local media, and selected state and national media covering dance and the arts, lifestyle, etc. Press materials are available in English, Spanish, French and Creole.
- Print & radio advertisement in local media: extensive sponsorship package with WLRN; advertisement in Miami Herald, New Times, El Nuevo Herald, Diario Las Americas, SunPost, several Caribbean-based neighborhood publications. Spanish language radio stations TBA
- PSA's to all local media for distribution
- Print Advertisement: Dance Magazine, Tendu Magazine, Miami Herald, El Nuevo Herald, New Times, Sun Sentinel, Miami Art Guide
- E-marketing: Miami Herald, New Times, Social Miami, Miami Art Guide, Art About Town, Dance Magazine of Miami
- Free listings in publications by Miami-Dade Cultural Affairs Council, Greater Miami Visitor & Convention Bureau, Florida Dance Association, and other trade publications

PREVIOUS TDC FUNDING: \$9,000 (10-11); \$10,000 (09-10); End of Cycle -\$7,290 (08-09); \$7,290 (07-08); \$10,000 (06-07); \$9,000 (05-06); \$10,000 (04-05)

OTHER GOVERNMENT FUNDING:

City of Miami Beach (\$9,000); City of Coral Gables (\$2,000)

PROJECT NARRATIVE:

The Miami Dance Festival 2014 featuring Flamenco, modern dance, historic dance, dance on film, water ballet, a car ballet, a collaboration with local poets, a dance critics panel discussion and master classes, will take place April 3 - May 15 with 15 events taking place at: the Byron Carlyle Theater, PAN, Miami Dade College, the National Hotel, Miami Beach High parking lot, Miami Beach Cinematheque, Coral Gables Library, Miami Dade College, Wolfson Campus. Most events are free except: Byron Carlyle Theater General Admission \$25 in advance/\$30 at the door/\$12 Students & Seniors; Ritmo y Passion (PAN) \$20 General Admission/\$12 Students & Seniors and Film Night General Admission \$12 Students & Seniors \$10.

Tourists will be attracted through national pr outreach, advertisement in national publications and online, social media outreach, existing reputation of the Festival. Marketing includes local pr firm, Jessica Wade, Inc., national pr and social media specialist Toni Thomas, Spanish language pr firm FundArte; print mailer, advertisement on national arts and lifestyle online and print publications; local and state advertisement to arts and lifestyle publications including print, radio and online. Current media sponsors include WLRN Public Radio, Miami Beach TV, Around Town Magazine. Jessica Wade, Inc. is tasked with identifying additional media sponsors. Current hotel sponsors are Days Inn, South Beach and the National Hotel. Currently 60 room nights are booked.

Featured artists include: The PGK Project from San Jose, Momentum Dance Company, Ballet Flamenco La Rosa with guest artists from Spain, Afro ConTempo Dance Theater, individual artists Michael Hettich, Alan Ngim, Jamil Saih, Geeta Dias.

The majority of TDC funds will be used for marketing, advertisement and public relations - all essential for success in attracting national, statewide, and local audiences. Co-sponsoring organizations include: Miami Dade College, Wolfson Campus Department of Arts & Philosophy, Ballet Flamenco La Rosa, PAN, the Miami Beach Cinematheque, the National Hotel, Miami-Dade County Public Library System, ArtBurst and the Arts and Business Council.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 4,000	\$ 4,000	\$ 2,000
Personnel: Artistic		\$ 5,000	\$ 5,000	\$ 2,375
Personnel: Technical/Production		\$ 3,000	\$ 3,000	
Outside Artistic Fees/Services	\$ 3,000	\$ 15,000	\$ 18,000	\$ 1,000
Outside Other Fees/Services		\$ 2,000	\$ 2,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 10,500	\$ 1,500	\$ 12,000	\$ 3,000
Marketing: Postage/Distribution	\$ 1,500	\$ 2,000	\$ 3,500	
Marketing: Web Design/ Support/ Maintenance		\$ 200	\$ 200	
Travel: In County		\$ 500	\$ 500	
Travel: Out of County			0	
Equipment Rental		\$ 1,000	\$ 1,000	
Space Rental		\$ 4,000	\$ 4,000	\$ 6,000
Mortgage/ Loan Payments			0	
Insurance		\$ 3,000	\$ 3,000	
Utilities		\$ 500	\$ 500	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 400	\$ 400	
Supplies/Materials		\$ 400	\$ 400	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 42,500	\$ 57,500	\$ 14,375
TOTAL EXPENSES	\$ 71,875			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 18,000		25%
Memberships			0
Tuitions/Enrollment Fees	\$ 1,000		1%
Contracted Services: Outside Programs/ Performances	\$ 1,000		1%
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 2,000	\$ 375	3%
Foundation Support	\$ 3,000		4%
Private/ Individual Support	\$ 3,000	\$ 3,000	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			
Florida AIE Grant	\$ 1,000		1%
Florida Fast Track	\$ 2,000		3%
			0
Gov't Grants: Local			
City of Miami Beach	\$ 9,000		13%
City of Coral Gables	\$ 2,000		3%
			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			0
Other Revenues			
Miami Dade College		\$ 3,000	0
City of Miami		\$ 3,000	0
Arts & Business Council		\$ 1,000	0
WLRN Public Radio		\$ 4,000	0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 42,500	\$ 14,375	26%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 57,500		
Total Revenues	\$ 71,875	Total In- Kind %	20%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-9

ORGANIZATION: Miami River Fund, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: Free 18th Annual Miami Riverday

RECOMMENDATION: \$9,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-05-2014 - 04-05-2014

EVENT LOCATION: Lummus Park, , ,

PROJECT SYNOPSIS: Grant funds are requested to support the free 18th Annual Miami Riverday Festival, scheduled for April 5, 2014, a unique event celebrating the history, culture and environment of the Miami River, which flows 5.5 miles through Miami's urban core. The free festival features a variety of activities for everyone including: Miami River boat tours, live music from local bands, paddleboard races, historic re-enactors in the Wagner Homestead (1856) Fort Dallas (1844), 20 environmental education booths, and much more.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	50	2000
Out of County	50	1000
Out of State		1000
Foreign		1000
TOTAL	100	5000

HOTEL ROOM NIGHTS PROJECTION:

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

MARKETING DETAILS: The Miami Riverday 2014 Marketing Plan consists of the following:

TV Media: Channel 10

Radio: Advertisements on several Spanish Broadcasting System (SBS) radio stations

Print Media - Buy Match (but obe get obe free) Miami Herald & Nuveo Herald (5 major ads) plus Diario de las Americas

7,500 bilingual flyers

18 bilingual posters

10 street banners

Multiple websites and email blasts including GMCVB

PREVIOUS TDC FUNDING: \$10,000 (12-13); \$5,000 (11-12) End of Cycle; \$5,600 (10-11); \$6,400 (09-10); \$7,200 (08-09); \$8,000 (07-08) Started new cycle; \$8,000 (02-03); \$7,200 (01-02); \$8,000 (00-01)

OTHER GOVERNMENT FUNDING:

Community Grants (\$10,000)

PROJECT NARRATIVE:

The Miami River Fund Inc is applying to partially fund the FREE 18th Annual Miami Riverday Festival. Miami Riverday celebrates the unique culture of the Mixed-use and multicultural neighborhoods and attracts tourists via free Miami River Boat tours, live music by Spam Allstars and Suenalo, local cuisine, historic re-enactments in the 1844 Fort Dallas and the 1856 Wagner Homestead. This year the free Annual Miami Riverday festival will be celebrated on Saturday, April 5, 2014, 1 PM - 6 PM, in the Lummus Park Historic District, 250 NW North River Drive. The free 18th Annual Miami Riverday festival will continue attracting tourists via offering free Miami River Boat Tours, 2 live music bands (Spam Allstars and Suenalo), children activities (art education, rock climbing, face painting, obstacle course, etc) and much more. One of Miami's most popular tourist areas is Downtown, and Miami Riverday is located minutes away and/or walking distance from several major hotels frequented by tourists, including but not limited to: the Hyatt Regency, Riverpark Hotel, Mandarin Oriental, Hotel Intercontinental, Conrad Miami, J.W. Marriott, Radisson, etc. totaling over 4,000 hotel rooms. The Downtown Development Authority and the Greater Miami Convention and Visitor's Bureau assist in marketing Miami Riverday to hotels. Miami Riverday marketing includes TV - Channel 10, Print ads in Miami Herald, Nuevo Herald, Diario de las Americas, Radio ads on El Zol, Romance and Clasica, 7,500 bilingual flyers, 19 bilingual posters in Riverwalk kiosks, 10 large street banners, internet postings and email blast outs. The Radio Sponsor is SBS Radio stations and the print media sponsors are Herald, Nuevo Herald, Diario de Las Americas. We will again be directly contacting 10 major hotels with 4,000 rooms within walking distance from free 18th Annual Riverday. TDC funding would be used for marketing which is critical to advise tourists of this free opportunity. There are over 20 environmental organizations involved in providing information from their free educational booths. We estimate 5,000 people will attend the free 18th Annual Miami Riverday.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration	\$ 1,000	\$ 2,500	\$ 3,500	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 5,000	\$ 5,000	
Outside Other Fees/Services	\$ 3,410	\$ 25	\$ 3,435	
Marketing ADV/ PV/ Printing/ Publication	\$ 8,798	\$ 11,000	\$ 19,798	\$ 4,709
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	\$ 1,000
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental	\$ 896	\$ 7,570	\$ 8,466	\$ 500
Space Rental		\$ 2,420	\$ 2,420	
Mortgage/ Loan Payments			0	
Insurance		\$ 1,341	\$ 1,341	
Utilities			0	
Fundraising/ Development (Non-Personnel)		\$ 478	\$ 478	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 327	\$ 327	
Other Expenses				
Miami River Boat Tours	\$ 896	\$ 3,230	\$ 4,126	\$ 6,000
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 33,891	\$ 48,891	\$ 12,209
TOTAL EXPENSES	\$ 61,100			

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	\$ 12,891	\$ 12,209	21%
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			
FIND	\$ 1,000		2%
SFWMD	\$ 10,000		16%
			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			
Community Grants	\$ 10,000		16%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 33,891	\$ 12,209	31%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 48,891		
Total Revenues	\$ 61,100	Total In- Kind %	20%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-10

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

GRANT REQUEST: \$11,000

PROJECT TITLE: Festival Yachad - Israeli Folk Dance Festival

RECOMMENDATION:
\$5,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 05-23-2014 - 06-01-2014

EVENT LOCATION: Michael-Ann Russell Jewish Community Center, Julius Littman Performing Arts Theater, ,

PROJECT SYNOPSIS: Grant funds are requested to support the JCC's annual Festival Yachad - Israeli Folk Dance Festival featuring 350 dancers from the JCC's year-round Bamachol Dance Academy and 160 dancers from Israeli dance troupes from Panama, Brazil, Israel, and Mexico. Festival Yachad will feature 2 shows in North Miami Beach - a Showcase Performance on Friday, May 23, at the JCC, and a Children's Performance on Sunday, June 1 at the Julius Littman Performing Arts Theater.

HOTEL CONFIRMATION:

Ramada Plaza	160 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	345	1750

Out of County	30	200
Out of State	0	0
Foreign	165	50
TOTAL	540	2000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	160	
# of hotel room nights anticipated to be booked:	160	
Actual number of hotel room nights used last year:	140	

MARKETING DETAILS: Festival Yachad's marketing plan includes: promotional mailings to the JCC mailing list; email to broadcast lists of the Michael-Ann Russell JCC, the Israeli House of the Consulate General of Israel, Hebraica, local synagogues (e.g., Temple Sinai and Beth Torah Benny Rok Campus), and the Greater Miami Jewish Federation; promotional material (e.g., fliers and posters) distributed to Miami-Dade and Broward synagogues, day schools, churches, assisted living facilities and senior centers, and business establishments, as well as to Jewish Community Centers in Broward, Palm Beach, and Miami-Dade counties; press releases to local media including the Miami Herald, Aventura News, Sun Sentinel, Hallandale Digest, JW Magazine, and Jewish Journal (Miami-Dade, Broward, and Palm Beach County editions), Around Town, and the Israeli press (Yediot Ahronot and Israel Post). A promotional banner will be prominently hung at the JCC (whose campus is utilized by 3,500 people on a daily basis) and contact will be made with different radio and television stations to secure free public service announcements about the event. Social Media will be used to further promote Festival Yachad, including Facebook and the JCC website. Visiting dance troupes will promote their participation in their home communities, which will attract tourists from these respective communities. (Efforts continue to secure additional out-of-country Israeli dance troupes to participate in the Festival currently, 140 dancers plus 20 staff have confirmed participation), which will not only increase the number of dancers traveling to our community, but also family members and friends from their respective home communities who are going to travel to Miami-Dade to see them perform. Paid ads in printed media will also be secured.

PREVIOUS TDC FUNDING: \$5,000 (12-13); \$5,600 (11-12); \$6,300 (10-11); \$7,000 (09-10); \$5,000 (08-09) End of cycle; \$5,000 (07-08); \$5,000 (06-07); \$5,000 (05-06); \$5,000 (04-05)

OTHER GOVERNMENT FUNDING:

Hannibal Cox, Jr. Cultural (\$5,000)

PROJECT NARRATIVE:

Festival Yachad Israeli Folk Dance Festival celebrates Jewish heritage/Israeli culture through choreographed dance performances, traditional/contemporary Jewish/Israeli music, & colorful costuming reflecting the diversity of Jewish life in Israel & throughout the world. The Festival's theme will be "Chai" (signifying in Hebrew, the word life, as well as the number 18, reflecting Festival Yachad's 18th year) & will feature dance troupes from abroad plus 350 dancers in the JCC's Bamachol Dance Academy. 160 dancers from Mexico, Brazil, & Panama will perform & stay at the Ramada Plaza, Sunny Isles Beach. During their 4 day stay, they will shop at area stores, have meals at the hotel & local restaurants, & visit South Beach. Families of visiting dancers will come to Miami to attend the Festival & frequent area restaurants, malls, & attractions.

The Festival features 3 performances on 3 different days in 3 different venues – 2 in N. Miami-Dade for which funding is requested (with a total audience of 2,000) - a free Showcase Performance by visiting dance troupes, on May 23, at the JCC, in NMB, and a Children's Performance, on June 1, at the Julius Littman Performing Arts Theater in NMB, with tickets from \$5 - \$35. Other events for the visiting dancers are a "Shabbat Dinner", pool party and barbeque, & end of Festival party – all in N. Miami-Dade. Visiting dance troupes will perform in the Festival & stay at the Ramada Plaza, Sunny Isles Beach; some dance family members will travel here for the Festival; and residents from Broward & Palm Beach counties will be part of the Festival audience.

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

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

Accommodations for visiting dancers will be at the Ramada Plaza, Sunny Isles Beach –160 rooms will be used. (There is no hotel sponsor.)

TDC funding will provide resources for marketing, theater rental, & enhancing the overall production (e.g., costuming, scenery).

Project time line is:

Committee begins Festival planning - June, 2013

Invitations extended to outside groups - October, 2013

Fundraising strategies discussed with committee - October, 2013

Choreographies finalized - December, 2013

Dancers begin learning choreographies - January, 2014

Promotional efforts underway - February, 2014

Tickets on sale - March, 2014

All aspects of Festival finalized - April, 2014
N. Miami Dade performances - May 23 & June 1

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 11,203	\$ 11,203	\$ 5,948
Personnel: Artistic		\$ 5,604	\$ 5,604	\$ 7,920
Personnel: Technical/Production		\$ 2,750	\$ 2,750	
Outside Artistic Fees/Services		\$ 3,500	\$ 3,500	
Outside Other Fees/Services		\$ 1,500	\$ 1,500	
Marketing ADV/ PV/ Printing/ Publication	\$ 3,000	\$ 17,000	\$ 20,000	\$ 2,000
Marketing: Postage/Distribution		\$ 1,800	\$ 1,800	
Marketing: Web Design/ Support/ Maintenance		\$ 0	0	
Travel: In County		\$ 3,080	\$ 3,080	
Travel: Out of County		\$ 0	0	
Equipment Rental		\$ 6,000	\$ 6,000	
Space Rental	\$ 1,000	\$ 2,200	\$ 3,200	
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials	\$ 7,000	\$ 5,000	\$ 12,000	\$ 2,000
Other Expenses				
Sound/Lighting		\$ 1,500	\$ 1,500	
Refreshments Dancers		\$ 2,200	\$ 2,200	
Security		\$ 1,250	\$ 1,250	
Video Production		\$ 1,000	\$ 1,000	
			0	
Subtotal	\$ 11,000	\$ 65,587	\$ 76,587	\$ 17,868
TOTAL EXPENSES	\$ 94,455			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 23,750		25%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 33,307	\$ 4,000	35%
Foundation Support			0
Private/ Individual Support	\$ 3,530	\$ 13,868	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			
Hannibal Cox, Jr. Cultural Grants	\$ 5,000		5%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 65,587	\$ 17,868	14%
Grant Amount	\$ 11,000		
Cash Revenues + Grant Amount	\$ 76,587		
Total Revenues	\$ 94,455	Total In- Kind %	19%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-11

ORGANIZATION: New World Symphony, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: New World Symphony's WALLCAST™ Concerts,
April-May 2014

RECOMMENDATION:
\$7,500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-07-2014 - 05-04-2014

EVENT LOCATION: New World Center, , ,

PROJECT SYNOPSIS: Grant funds are requested to support the April and May (April 7 - May 4, 2014) presentations of the New World Symphony's 2013-14 WALLCAST™ concert series. This series presents the live projection of select concerts onto the façade of New World Center. By providing this community experience, NWS is introducing the general public to classical music in an accessible way. Each WALLCAST™ concert, presented free of charge, attracts upwards of 1,000 Miami-Dade County residents and tourists.

HOTEL CONFIRMATION:

Pending	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	88	2000
Out of County	0	425

Out of State	11	50
Foreign	2	25
TOTAL	101	2500

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:	150	
Actual number of hotel room nights used last year:	80	

MARKETING DETAILS: NWS currently advertises the WALLCAST™ Series amongst the tourist population in South Florida. Articles and upcoming schedules are regularly placed in Where Magazine, Around Town Magazine, and the Biscayne Times; these publications are available at many South Beach hotels within walking distance of the New World Center. NWS also enjoys partnerships with several local hotel concierges, who share information about WALLCAST™ concerts with their guests. Most notably, NWS' WALLCAST™ Series is the focus of the Greater Miami Convention and Visitors Bureau's "It's So Miami" campaign. This wide-reaching tourism campaign, prominently featuring an NWS WALLCAST™ concert, has had placement in airports and hotels around the country. NWS also reaches an audience of more than 6,000 accounts on Facebook. Information and event schedules are broadcast to these accounts that "like" the NWS page, 28% of which are based outside of Miami-Dade County. Similarly, the NWS account on Twitter currently has more than 10,000 followers. The WALLCAST™ Series has its own page on NWS' website (www.nws.edu/wallcasts), and each presentation is promoted via bi-weekly e-newsletters to 15,000 opt-in subscribers.

PREVIOUS TDC FUNDING: \$8,750 (12-13); \$10,000 (10-11); \$11,250 (08-09); \$12,500 (06-07)

OTHER GOVERNMENT FUNDING:

Community Grants (\$7,500)

PROJECT NARRATIVE:

New World Symphony's WALLCAST™ Series offers the general public free simulcasts in Miami Beach SoundScape Park of NWS performances that take place inside the New World Center. These presentations are projected in high definition and with state-of-the-art sound quality onto the New World Center's 7,000 sq. ft. front façade. Recognized in the orchestra field as a bold, innovative audience development strategy, the WALLCAST™ Series has become a local cultural phenomenon. Each presentation brings approximately 1,000 people of all ages and backgrounds to enjoy classical music in a new way, bringing a high-energy addition to South Florida's cultural scene.

With 13 presentations this season, the WALLCAST™ Series is anticipated to reach more than 15,000 local residents and tourists. Featuring close-ups of musicians, overhead shots of the orchestra, and rarely-seen views of the conductor in action, the presentations showcase perspectives that are impossible to see inside the concert hall. This unique experience also takes advantage of South Florida's year-round mild weather, making WALLCAST™ Concerts an ideal tourist activity.

NWS requests funds from the Tourist Development Council in support of the last two WALLCAST™ concert presentations of the 2013-14 season, taking place in April and May. Of the projected audience of 2,500, an estimated 75 will be from out of state (part of an estimated total of 500 from outside Miami-Dade County). Combined with 13 guest artists and visiting faculty, NWS anticipates a minimum of 150 hotel nights booked as part of the project. NWS has partnerships with the Albion Hotel, Loews Miami Beach Hotel, National Hotel, The Redbury South Beach, and SLS Hotel South Beach to accommodate guests.

NWS marketing includes advertisements on radio (WLRN), in print (Greater Miami Convention and Visitors Bureau), online (Google Ads; www.nws.edu), and on social media sites (Facebook; Twitter). These outlets promote the WALLCAST™ Series to a local, national, and international audience.

WALLCAST™ concerts are not only suitable for children too young to attend an indoor symphonic concert; they are also a cost-effective way for large families to attend an artistic presentation. Attendees include families that bring along members of several generations; Miami Beach residents; tourists from nearby hotels; and college professors with their music students. NWS provides a safe environment for Miami-Dade residents and tourists to gather and celebrate classical music, fostering a greater appreciation of the arts in this diverse community.

The valuable partnership between New World Symphony and the Department of Cultural Affairs allows us to be artistic leaders in the community, benefiting a growing audience of all ages. Support from the Tourist Development Council will allow NWS to continue producing a high-quality artistic experience, available for free to classical music connoisseurs and newcomers alike.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration	\$ 0	\$ 0	0	\$ 0
Personnel: Artistic	\$ 0	\$ 0	0	\$ 0
Personnel: Technical/Production	\$ 0	\$ 17,900	\$ 17,900	\$ 0
Outside Artistic Fees/Services	\$ 13,000	\$ 31,250	\$ 44,250	\$ 0
Outside Other Fees/Services	\$ 0	\$ 38,700	\$ 38,700	\$ 0
Marketing ADV/ PV/ Printing/ Publication	\$ 500	\$ 900	\$ 1,400	\$ 0
Marketing: Postage/Distribution	\$ 0	\$ 0	0	\$ 0
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 0	0	\$ 0
Travel: In County	\$ 0	\$ 2,750	\$ 2,750	\$ 0
Travel: Out of County	\$ 0	\$ 0	0	\$ 0
Equipment Rental	\$ 500	\$ 3,700	\$ 4,200	\$ 0
Space Rental	\$ 0	\$ 17,000	\$ 17,000	\$ 0
Mortgage/ Loan Payments	\$ 0	\$ 0	0	\$ 0
Insurance	\$ 0	\$ 0	0	\$ 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	\$ 0	0	\$ 0
Other Expenses				
Music Rental and Purchase	\$ 500	\$ 7,630	\$ 8,130	\$ 0
Facilities (front of house, security)	\$ 0	\$ 1,900	\$ 1,900	\$ 0
WALLCAST Professional Services	\$ 500	\$ 5,500	\$ 6,000	\$ 0
WALLCAST Expenses	\$ 0	\$ 400	\$ 400	\$ 0
Outdoor Restroom Facilities	\$ 0	\$ 438	\$ 438	
Subtotal	\$ 15,000	\$ 128,068	\$ 143,068	0
TOTAL EXPENSES	\$ 143,068			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 93,000		65%
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		14%
Foundation Support	\$ 15,068		11%
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	\$ 128,068	0	10%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 143,068		
Total Revenues	\$ 143,068	Total In- Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-12

ORGANIZATION: PhilanthroFest International Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: Philanthrofest 2014

RECOMMENDATION: \$11,250.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-12-2014 - 04-12-2014

EVENT LOCATION: Miami Dade College Wolfson Campus, , ,

PROJECT SYNOPSIS: Grant funds are requested to support marketing, promotions and artist fees in connection with PhilanthroFest 2014 Civic Engagement Festival. The Festival takes place on April 12, 2014 at Miami Dade College Wolfson Campus in Downtown Miami. The event includes art, music and dance performances as well as a showcase of 100+ non-profits and community agencies.

HOTEL CONFIRMATION:

None	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	500	4000
Out of County	50	700
Out of State	0	200
Foreign	0	100
TOTAL	550	5000

HOTEL ROOM NIGHTS PROJECTION:

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

MARKETING DETAILS: Philanthrofest has engaged JLPR for public relations services and media strategy. Marketing takes place via grassroots, traditional and social media channels. Signage includes on-site banners, posters and flyers throughout public and private business throughout Miami Dade County, sharing of promotional pieces through social media channels including website, blogs, Facebook, Twitter, Instagram, Google+, LinkedIn, and others. Media Partnerships have been established with The Miami Herald/El Nuevo Herald, Brickell Magazine, Key Biscayne Magazine, Doral Magazine, City of Miami Office of Communications, Miami Dade County, and others. Media coverage has included radio appearances on WLRN, WDNA, 880 The Biz, WVUM, etc.

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

OTHER GOVERNMENT FUNDING:

Community Grant (\$7,500)

PROJECT NARRATIVE:

PhilanthroFest is a community event showcasing and celebrating South Florida philanthropic organizations, community resources and cultural arts.

The event, now in its third year, will take place on April 12, 2014 at Miami Dade College Wolfson Campus in Downtown Miami. The event is FREE and open to the public. It connects 1000's of South Florida residents and visitors to valuable resources and services in the areas of Youth Services, Health & Human Services, Cultural Arts, Poverty/Welfare, Business Development, Educational, Environmental, and Special Medical Needs.

PhilanthroFest features a curated art show with local artists, a variety of music and dance entertainment, a kid's zone, a community stage, and other family friendly attractions that are fun for all ages. The event is a great time for residents and tourists alike as it provides a great opportunity to learn about South Florida resources and enjoy our natural beauty, music and art scene. PhilanthroFest showcases the best of South Florida and welcomes people of all ages, ethnicities, socio-economic backgrounds and places of origin.

PhilanthroFest allows organizations to strategically connect with new donors and volunteers that are seeking engagement opportunities while simultaneously connecting thousands of south Floridians to existing services delivered by the participating non-profits and community agencies. Those in need and those looking to share time, talent and treasure and able to connect with the organizations that align with their passions and values.

PhilanthroFest is about capacity building, connecting and creating collaborations among our diverse network of public and private partners.

Our team provides multiple levels of marketing. At the grassroots level, our street teams spread the word at community events and networking functions. We partner with Miami Dade County and the City of Miami to assist in providing promotional and outreach efforts through their government channels. We also partner with the Miami Dade County Public Libraries to include posters and flyers at each library location. The City of Miami also facilitates distribution of marketing collateral at their various municipal building, Neighborhood Enhancement Team offices and parks.

Traditional media such as newspaper, magazine, TV and radio are also used to spread the message. PhilanthroFest has enjoyed substantial attention from media outlets including The Miami Herald, El Nuevo Herald, Miami New Times, Miami Today, WLRN, NPR, WNDA, Channel 6, Channel 10, Key Biscayne Magazine. PhilanthroFest is also promoted on-line through our website, blog and social media channels (Facebook, Twitter, LinkedIn).

TDC funding will allow us to bring in bigger performance headliners that attract larger audiences. Additionally, TDC funding will be used to enhance marketing efforts throughout South Florida and will help in the development of a more robust, multi-language marketing campaign.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 18,000	\$ 18,000	
Personnel: Artistic		\$ 1,500	\$ 1,500	
Personnel: Technical/Production		\$ 3,500	\$ 3,500	
Outside Artistic Fees/Services		\$ 7,500	\$ 7,500	
Outside Other Fees/Services		\$ 14,400	\$ 14,400	
Marketing ADV/ PV/ Printing/ Publication	\$ 15,000	\$ 4,250	\$ 19,250	\$ 6,500
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 3,000	\$ 3,000	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental		\$ 21,100	\$ 21,100	
Space Rental		\$ 17,612	\$ 17,612	\$ 3,400
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities		\$ 5,700	\$ 5,700	
Fundraising/ Development (Non-Personnel)		\$ 5,000	\$ 5,000	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 5,500	\$ 5,500	
Other Expenses				
Miami Foundation Fee		\$ 2,500	\$ 2,500	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 109,562	\$ 124,562	\$ 9,900
TOTAL EXPENSES	\$ 134,462			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships			0
Tuitions/Enrollment Fees	\$ 5,000		4%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees	\$ 6,593		5%
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 30,000	\$ 9,900	22%
Foundation Support	\$ 30,000		22%
Private/ Individual Support	\$ 10,000		7%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 1,500		1%

Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 18,969		14%
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Community Grant	\$ 7,500		6%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 109,562	\$ 9,900	12%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 124,562		
Total Revenues	\$ 134,462	Total In- Kind %	7%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-13

ORGANIZATION: The Sunshine Jazz Organization, Inc.

GRANT REQUEST: \$5,000

PROJECT TITLE: Music in the Park

RECOMMENDATION: \$5,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

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

EVENT LOCATION: Betty T Ferguson Recreational Complex , , ,

PROJECT SYNOPSIS: Grant funds are requested to support the semi-Annual Music in the Park Community Concert Family Entertainment Series on May 2, 2014 at Betty T Ferguson Recreational Complex outdoor theater. The event will feature Jazz and Blues music and spoken word artist. The event is a Partnership between Sunshine Jazz Organization, Miami Dade County Department of Cultural Affairs and the Office of Commissioner Barbara Jordan, District.

HOTEL CONFIRMATION:

None	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	30	1800
Out of County	0	175
Out of State	0	25
Foreign	0	0

TOTAL	30	2000
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HOTEL ROOM NIGHTS PROJECTION:

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

MARKETING DETAILS: The event will be marketed as follows: Advertisement buys in print media in the targeted area including the Miami Times News, Miami Herald Neighbors and the South Florida Times. Advertisement in the local event calendars for each of these print mediums will also be secured.

Ongoing postings with social media options including facebook and twitter will also be used.

Printed promotional cards will be distributed through businesses, hotels, restaurants, and night clubs in and around the targeted area. Robocalls will be made to residents in the targeted zip-codes. Email blast and e-vites will be distributed by partner organizations. The event will be listed with local area business and conventions bureaus and chambers of commerce.

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

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

Music in the Park Community Concert Family Entertainment Series was established in partnership with Miami Dade County Commissioner Barbara Jordan, District 1 and Sunshine Jazz Organization. The series is a free event designed to promote art and culture through music, and bring high quality family entertainment to targeted communities.

The semi-annual event presents performers ranging in age from youth through senior citizens. While national artist maybe used from time to time, the series is planned to showcase talent from the local and southern Florida area in an effort to promote local talent and ensure that we maintain a healthy cultural connection through the promotion of music by providing jobs for local artist.

The Music in the Park Community Concert event will take place May 9, 2014 at the Betty T. Ferguson Recreation Complex outdoor theater located at 3000 NW 199 Street, Miami Gardens, Florida. 6:00 - 10:00 p.m. The event will be staffed by local volunteers coordinated by Sunshine Jazz Organization and staff. The principal performance participants are local artist who are not only offered an opportunity to perform and share their craft, they are also paid for their services. The event will be staffed with between 15 to 18 volunteers and 25 - 30 performers.

Each hosted event is planned to feature artists from local high schools, colleges and or universities and the community at large. Performer selection for the May 9, 2014 event will be finalized by February 28, 2014.

The event will be marketed as follows: Advertisement buys will be placed in print media in the targeted area including Miami Times News, Miami Herald Neighbors and the South Florida Times. Radio use includes WDNA, WEDR, and Hot105. Social Media use will include facebook and twitter.

Printed promotional cards will be distributed through businesses in the targeted area. Robocalls will be made to residents in the targeted zip codes. E-mail blast and e-vites will be distributed by the partner organizations. The event will also be advertised in local area business and convention bureaus and chambers of commerce as an event for good entertainment. It will also be identified as a must see, cost effective (free) event for traveler. We will also list the event with local travel organizations and cruise-lines to be included in travel packages.

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

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration	\$ 400	\$ 700	\$ 1,100	
Personnel: Artistic		\$ 10,000	\$ 10,000	
Personnel: Technical/Production		\$ 6,000	\$ 6,000	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services	\$ 600	\$ 1,400	\$ 2,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 4,000	\$ 5,000	\$ 9,000	
Marketing: Postage/Distribution		\$ 500	\$ 500	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Space Rental		\$ 1,000	\$ 1,000	
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 400	\$ 400	
Other Expenses			0	
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 5,000	\$ 25,000	\$ 30,000	0
TOTAL EXPENSES	\$ 30,000			

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			0
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
			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			
Target Initiative	\$ 25,000		83%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 25,000	0	17%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 30,000		
Total Revenues	\$ 30,000	Total In- Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: A-14

ORGANIZATION: The Unconservatory, Inc.

GRANT REQUEST: \$5,000

PROJECT TITLE: Gala For Two Pianos 2014

RECOMMENDATION: \$4,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-01-2014 - 06-30-2014

EVENT LOCATION: Miami Conservatory of Music, Miami Dade College, Kendall Campus, ,

PROJECT SYNOPSIS: Grant funds are requested to support Gala for Two Pianos, featuring performances by Unconservatory directors Whipple and Morales and Miami Dade College professors Wayne Bumpers and Virginia Covarrubias. Events will take place Sat., May 3, 7:00 pm and Sun., May 4, 4:00 pm at Miami Conservatory. Educational events will take place at MDC Kendall Campus during the school weeks preceding the concert weekend, between April 1 and May 2. Scheduling of educational events will be finalized in March.

HOTEL CONFIRMATION:

None	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	6	1900
Out of County		50
Out of State		30

Foreign		20
TOTAL	6	2000

HOTEL ROOM NIGHTS PROJECTION:

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

MARKETING DETAILS: Our marketing strategy is targeted to direct regional, national and foreign tourists to our venues, Miami Dade College, Kendall Campus and Miami Conservatory of Music. Our organization works closely with the French Consulate of Miami to promote concerts to local and foreign French speaking audiences. Members of our organization and performing artists will make appearances at live and taped media events to promote this project to English and Spanish speaking audiences.

Artists from our organization have a standing invitation to appear on local radio and television broadcasts to promote events. Broadcast media partners include Maricel Gonzales – Radio 1210 AM, Aleida Leal - WQBA radio, Maria Elena Paez - Radio Marti, WLRN Radio, WLRN channel 17 TV, Radio Caracol, Cadena Azul and Radio Mambi. The Unconservatory will send press releases and P.S.A.'s to local newspapers, radio and TV stations, online publications, local arts and educational organizations including the Miami Music Teachers Association, Miami Conservatory of Music, Miami-Dade Public Schools - Division of Life Skills, and other groups which support our activities.

In a repeat of last year's success, Miami Conservatory of Music will offer on site marketing to their student families, local residents and tourists. They will also promote Gala For Two Pianos on their web site, www.miamiconservatoryofmusic.com

Approximately thirty thousand postcards and fliers will be distributed throughout Miami-Dade, Broward, Palm Beach and Monroe counties prior to events via direct mail, hand-outs, retirement communities, hotels, restaurants and other established promotional outlets.

Concentrated door-to-door efforts in the area of our lead venue are continuing. Events are being promoted on our new site: www.Facebook.com/unconservatory
Local media will be solicited as partners to offer free and/or low cost promotional assistance.

PREVIOUS TDC FUNDING: \$4,000 (12-13); \$4,000 (11-12); {End of Cycle \$4,000 (10-11)}; \$4,000 (09-10); \$4,000 (08-09); \$4,000 (07-08); \$4,000 (06-07)

OTHER GOVERNMENT FUNDING:

Developing Arts in Neighborhoods (\$4,000)

PROJECT NARRATIVE:

This grant will support 3rd quarter performance activities: the 14th annual Gala For Two Pianos, presented at Miami Dade College, Kendall and Miami Conservatory of Music. Internationally acclaimed concert artists Kirk Whipple & Marilyn Morales will return in April and May of 2014 to perform works for 2 pianos / 4 hands and 8 hands with MDC professors Wayne Bumpers and Virginia Covarrubias. Public performances will take place at Miami Conservatory of Music on Sat., May 3 at 7 pm. and Sun., May 4 at 4 p.m. "Informance" activities will be presented to students from local schools and will take place from April 1 through May 2 during the school weeks preceding the concert weekend, once a week, to be scheduled in March. These educational concert/Q & A events will be free to students and faculty. Ticket prices for public concerts will range from \$10 - \$20.

Approximately 2,000 people are expected to attend these events. Our organization's growing presence is attracting increased attention nationally and internationally. We are marketing these and other events on social media, our web sites and via direct emails to our growing database of cultural tourists. Other marketing efforts include direct mail of postcards and brochures to concert supporters, media appearances by concert artists, trade advertising, and fliers to local area businesses and residents.

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

Programs supported by this grant are targeted to national and international tourists and the Miami-Dade community. Tourists are being attracted to Gala For Two Pianos via a variety of hard-copy promotional materials, online activities, through contact with artists presented in past programs, and from satisfied audiences. By elevating cultural appreciation in our local community, we enhance Miami Dade County as a destination for cultural tourism. Recordings attached to this application demonstrate the quality of concert artists presented by this organization.

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

Our media sponsors include WLRN Radio, Radio Radio 1210 AM and Community Newspapers - Kendall & Coral Gables. TDC funds enhance the attractiveness of this project to tourists. Support through the years from the TDC has allowed us to hire, promote and present world-class concert artists to local

and foreign audiences in ways that would not be otherwise possible.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 1,000	\$ 1,000	\$ 500
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 5,000	\$ 10,500	\$ 15,500	\$ 1,900
Outside Other Fees/Services		\$ 3,500	\$ 3,500	\$ 500
Marketing ADV/ PV/ Printing/ Publication		\$ 6,600	\$ 6,600	\$ 500
Marketing: Postage/Distribution		\$ 1,000	\$ 1,000	\$ 250
Marketing: Web Design/ Support/ Maintenance		\$ 1,000	\$ 1,000	\$ 400
Travel: In County		\$ 800	\$ 800	
Travel: Out of County			0	
Equipment Rental		\$ 500	\$ 500	\$ 250
Space Rental		\$ 500	\$ 500	\$ 250
Mortgage/ Loan Payments			0	
Insurance			0	\$ 500
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 1,000	\$ 1,000	
Other Expenses				
Piano tuning		\$ 300	\$ 300	\$ 150
Videography		\$ 500	\$ 500	\$ 500
Audio recording		\$ 1,000	\$ 1,000	\$ 500
Audio editing		\$ 500	\$ 500	\$ 500
			0	
Subtotal	\$ 5,000	\$ 28,700	\$ 33,700	\$ 6,700
TOTAL EXPENSES	\$ 40,400			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 5,500		14%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 3,500		9%
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 2,000		5%
Foundation Support	\$ 1,000		2%
Private/ Individual Support	\$ 8,250	\$ 3,550	20%
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	\$ 1,950		5%
Other Revenues			
Ad sales / trade services	\$ 2,500	\$ 500	6%
Venue service discounts		\$ 1,000	0
Other volunteer support and discounts		\$ 1,650	0
			0
Department of Cultural Affairs Grants			
Developing Arts in Neighborhoods Grant	\$ 4,000		10%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 28,700	\$ 6,700	15%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 33,700		
Total Revenues	\$ 40,400	Total In- Kind %	17%

Foreign	7	5
TOTAL	51	3985

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	50	
# of hotel room nights anticipated to be booked:	120	
Actual number of hotel room nights used last year:	46	

MARKETING DETAILS: "O, Miami employs a local (Palley Promotes) and a national (Alyson Sinclair) public relations representative, both of whom pitch stories about the festival three months prior to its start to major media outlets all over the country. In the past three years, we've been featured on two national NPR shows (Morning Edition and The Takeaway) and in publications like The New Yorker, The Guardian (UK), Huffington Post, Time magazine's blog, the Associated Press, and many others. On average, we generate forty individual stories per festival. This year we will purchase about sixty radio spots on WLRN to promote various aspects of the festival. We have formed partnerships with Poetry Foundation and the Academy of American Poets to promote our activities to the world poetry community, drawing attention to Miami as a literary destination. We are also forming creative partnerships with WLRN-Miami Herald News (our partner for the last three years) and the cable network Fusion. We employ a social media manager who posts multiple times daily on our Twitter, Facebook, and Instagram media accounts. Over the past three years, we have formed many creative partnerships with other cultural and community organizations that involve commitments to blast out festival events and projects to their constituents.

The second part of our plan is more non-traditional: to produce content that is itself marketing. In a crowded market for cultural stories in the media, each organization has to find ways to create innovative programming that writers want to pitch stories to their editors about. We've had good success with that strategy in the past, and this year we have created programs that media outlets in and out of Miami will be motivated to cover and that social media users will feel compelled to share. By spreading the word about Miami's cultural renaissance, we are helping to solidify Miami's growing reputation among potential tourists as a place that is both fun and culturally-stimulating."

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

OTHER GOVERNMENT FUNDING:

Community Grants (\$7,500)

PROJECT NARRATIVE:

O, Miami Poetry Festival begins April 1, 2013 and runs until April 30, 2013. The goal is for every single person in Miami-Dade County to encounter a poem. O, Miami Poetry Festival, created with a grant from the John S. and James L. Knight Foundation, has been recognized local, nationally, and internationally as one of the leading poetry festivals in the world. Our programming combines poetry with other art forms such as music, dance, and art to create unique audience experiences that transcend traditional social, cultural, and demographic divisions. All of our events are free to the public and take place all over Miami-Dade County, with a particular concentration on Miami Beach. We expect that the festival will draw just shy of 4,000 audience members. This year, we will be producing or co-producing 27 events with venue partners such as The New World Symphony and SoundScape Park, The Related Group, Pérez Art Museum of Miami, Miami Science Museum, The Wolfsonian-FIU, The Betsy Hotel-South Beach, The Carlton, Books & Books, Centro Cultural Español, Miami Light Project, and LAB Miami. The festival will feature performances from former United States Poet Laureates Robert Hass and Kay Ryan; 2011 National Book Award-winner Nikki Finney; Loewe International Poetry Prize-winner Elena Medel (Spain); and Cuban poet Legna Rodríguez Iglesias. Our two public relations representatives (Alyson Sinclair, national; Lisa Palley, local) will pitch this talent to literary enthusiasts in order to attract audiences, in addition to pitching O, Miami's unique event structure and cross-genre formula. Our media sponsors are WLRN-Miami Herald News and Fusion Network, and through these outlets, we will generate over a million impressions in Miami and around the country. Our book-selling partner Books & Books will market the festival through their email blasts, and our hotel sponsors The Betsy Hotel-South Beach and The Carlton will pitch the festivals to their networks as an occasion to take "a literary vacation" to Miami Beach. The Carlton and The Betsy have blocked fifty rooms.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 35,000	\$ 35,000	
Personnel: Artistic		\$ 35,000	\$ 35,000	
Personnel: Technical/Production		\$ 14,000	\$ 14,000	
Outside Artistic Fees/Services	\$ 8,000	\$ 54,200	\$ 62,200	
Outside Other Fees/Services		\$ 12,000	\$ 12,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 7,000	\$ 27,000	\$ 34,000	
Marketing: Postage/Distribution		\$ 350	\$ 350	
Marketing: Web Design/ Support/ Maintenance		\$ 4,000	\$ 4,000	
Travel: In County		\$ 250	\$ 250	\$ 4,000
Travel: Out of County		\$ 15,000	\$ 15,000	\$ 7,000
Equipment Rental			0	
Space Rental		\$ 8,800	\$ 8,800	
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 7,000	\$ 7,000	
Other Expenses				
Office Rental		\$ 1,200	\$ 1,200	\$ 0
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 213,800	\$ 228,800	\$ 11,000
TOTAL EXPENSES	\$ 239,800			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 5,500		2%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support		\$ 7,000	0
Foundation Support	\$ 200,000		83%
Private/ Individual Support		\$ 4,000	0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds	\$ 800		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			
Community Grant (CG)	\$ 7,500		3%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 213,800	\$ 11,000	7%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 228,800		
Total Revenues	\$ 239,800	Total In- Kind %	5%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: B-1

ORGANIZATION: Barry University, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: Miami Grands!

RECOMMENDATION: \$5,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-27-2014 - 04-27-2014

EVENT LOCATION: Barry University - Shepard & Ruth K. Broad Performing Arts Center, , ,

PROJECT SYNOPSIS: Grant funds are requested to support MIAMI GRANDS!, an originally composed concert piece written for 10 pianos with customized lighting design themed around different aspects of Miami. The world premiere, by internationally renowned composer Michael Torke, will take place April 27, 2014 at the Ruth K. & Shepard Broad Auditorium on Barry University's campus. The piece, conducted by Maestro Georgi Danchev, will feature 8 area Miami-based concert pianists and 2 Dranoff Foundation winning pianists.

HOTEL CONFIRMATION:

Newport Beachside Hotel and Resort	Pending
Sea View Hotel	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	9	664
Out of County	0	104
Out of State	1	32

Foreign	2	0
TOTAL	12	800

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:	79	79
Actual number of hotel room nights used last year:	Not available	Not available

MARKETING DETAILS: Marketing and advertising efforts for Miami Grands! will target a broad segment of the Miami-Dade County community. The marketing campaign will launch with distribution of 5,000 flyers at Florida International University; the University of Miami; Miami-Dade College; the Yamaha Piano Gallery; MOCA (Museum of Contemporary Art), located ten blocks north of Barry University; and at area libraries, galleries, and community centers. Each of the ten pianists involved in the project will also distribute flyers and e-flyers to the churches, schools and organizations with which they are affiliated. Additional marketing plans for Miami Grands! will include: light pole banner displays along Biscayne Boulevard and NE 2nd Avenue; print and digital advertisements placed in major English- and Spanish-language news print and online publications, including the Miami Herald, the El Nuevo Herald, the Sun-Sentinel, and Miami New Times; promotional emails sent to the mailing lists of the Dranoff International Two Piano Foundation, Organiste.net and ClassicalConnection.org; calendar listings; press releases sent to over 120 different media sources, including The Miami Herald, El Nuevo Herald, Sun-Sentinel, Miami New Times; and local television and radio stations. Radio advertising will also be purchased on WLRN 91.3FM and Classical South Florida 89.7FM. An interview of the Miami Grands! artistic personnel has been scheduled to take place the night of the dress rehearsal and to air on a segment of Art Loft on WPBT2 TV. Art Loft is a weekly 30-minute art program that showcases local and national artists, openings, installations, performances, and art organizations. Their feature on Miami Grands! will be aired in April with the possibility of being chosen for a national PBS airing. Project staff will also market the program through local networks including Golden Ticket which provides free tickets to the arts for Miami-Dade County seniors and Culture Shock, a program that provides discounted tickets to students ages 13-22. Targeted social media marketing will be utilized with event information appearing on Barry University's website, Facebook, and Twitter pages. All of these marketing efforts have been strategically planned to generate awareness of the 2014 Miami Grands! performance at the local, state, and national

level.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

Community Grants (\$7,500)

PROJECT NARRATIVE:

Barry University has commissioned internationally-renowned composer Michael Torke to write a work for ten grand pianos inspired entirely by Miami. The world premiere of Miami Grands! will include rhythmically-powerful movements themed around well-known Miami areas/pastimes. Eight highly regarded, Miami-based professional pianists and a Dranoff International Two Piano Competition winning duo will perform the original work on Barry University's Miami Shores campus. Additionally, the production will feature customized lighting design and special effects for a spectacular 'show' presentation rather than that of a typical piano concert setting. Miami Grands! will comprise a single concert performance and will be preceded by a reception of cocktails and hors d'oeuvres.

Miami Grands! will be presented on April 27, 2014 in the newly-renovated and acoustically-stellar Shepard & Ruth K. Broad Performing Arts Center on Barry University's Miami Shores campus (capacity 979). General Admission Seating is priced at \$20 per person and includes light food and drinks. VIP Reserved Seating is priced at \$100 per person and includes premium seating in the first five rows of the auditorium, as well as an invitation to a pre-performance VIP reception where the composer and conductor will be in attendance.

The unique musical and visual format of the Ten Grands Series, which showcases ten Yamaha grand pianos on a single stage with spectacular lighting design and effects, lends itself to a broad spectrum of potential audience members. Classical musical aficionados will appreciate the complex compositional nuances of layering the sounds of ten pianos to create a single musical experience. Classical music novices will find the auditory and visual format of the Miami Grands! accessible and engaging: Finally, the theme of the original work – inspired by the sounds and sights of the ever-changing Miami community – will resonate with the collective audience. For audience members traveling from out of the Miami-Dade County area to witness this world premiere, Barry University has preferred rates and discounts at select area hotels, including Sea View Hotel, Newport Beachside Hotel and Resort, Daddy O Hotel Miami, and Best Western Windsor Inn.

Promotional material will be placed in a variety of relevant and highly-circulated media sources as part of the strategic marketing plan. These sources include the Sun-Sentinel, the Miami Herald, WLRN 91.3, Classical South Florida 89.7, and WPBT2, the local PBS affiliate. Funding from the Miami-Dade County Tourist Development Council will be directed toward the marketing and promotion of the performance as well as artistic fees in order to maximize awareness and enhance the program quality and impact.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration			0	\$ 3,059
Personnel: Artistic			0	
Personnel: Technical/Production			0	\$ 3,535
Outside Artistic Fees/Services	\$ 8,230	\$ 20,927	\$ 29,157	\$ 1,000
Outside Other Fees/Services	\$ 3,500		\$ 3,500	
Marketing ADV/ PV/ Printing/ Publication	\$ 3,270		\$ 3,270	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 760	\$ 760	
Travel: Out of County		\$ 250	\$ 250	
Equipment Rental			0	\$ 2,000
Space Rental			0	\$ 3,000
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses				
Tuition Remission for Student Assistant		\$ 1,000	\$ 1,000	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 22,937	\$ 37,937	\$ 12,594
TOTAL EXPENSES	\$ 50,531			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 12,937		26%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support			0
Foundation Support			0
Private/ Individual Support	\$ 10,000	\$ 10,594	20%
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			
Equipment Rental Donation		\$ 2,000	0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 22,937	\$ 12,594	40%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 37,937		
Total Revenues	\$ 50,531	Total In- Kind %	25%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: B-2

ORGANIZATION: Greater Miami Festivals and Events Association **GRANT REQUEST:** \$5,000

PROJECT TITLE: GMFEA Conference & Exhibition

RECOMMENDATION: \$5,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

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

EVENT LOCATION: Jungle Island, , ,

PROJECT SYNOPSIS: Grant funds are requested to support GMFEA's 2nd annual regional conference & exhibition, composed of workshops, an exhibition and a performance showcase, to promote artists, craftsmen, vendors, performers and support services to the festival & event production community. The event will be held at Jungle Island on June 19, 2014. The first annual event held in June 2013 sold-out and results of the after event survey clearly indicated the need for such an event was long overdue in our community.

HOTEL CONFIRMATION:

Pending	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	100	280
Out of County	50	75
Out of State	5	0

Foreign		
TOTAL	155	355

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:	5	
Actual number of hotel room nights used last year:	1	

MARKETING DETAILS: Marketing efforts to showcase this opportunity to all producers, support service vendors, artists, and performers that produce and support all of events and festivals in Miami-Dade county will include: A. Website and Email

- GMFEA website: Information on all activities will be promoted on the website with links where applicable.
- Emails: Emails will be sent at least once a month to all members promoting workshops, Behind the Scenes events, the Conference & Exhibition and special functions.

B. Direct mail

- A series of direct mail promotions will be sent regarding the major events of the year including the Conference & Exhibition. All mail pieces will direct recipients to the event page on the website for specific information. The series will include:
 - o Save the date mailer: flyer sent in advance to all potential exhibitors and attendees.
 - o Preliminary agenda and list of exhibitors will be distributed to all potential exhibitors and attendees.
 - o Registration packet will be sent to all potential exhibitors and attendees.

C. Publications

- A monthly newsletter will be distributed indicating upcoming events.
- The GMFEA Brochure will be distributed at various locations.

D. Publicity

- News releases about the Conference & Exhibition will be distributed to local newspapers and trade publications announcing the date and location as well as program highlights, keynote speakers and exhibitors.

E. Media

PSA's will be produced for radio.

Radio Interviews to promote the event will be on several stations as in 2013

F. Social Media

Multi-level campaigns will be instituted - including Facebook; Youtube; Twitter; Pinterest;

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

GMFEA is requesting funds to enhance the 2nd annual GMFEA Conference & Exhibition. The event will provide educational workshops, promote artists, craftsmen, performers and support vendors to the festival & event producers in the region.

The goals include:

- Educational workshops on the “nuts & bolts” of event planning. Experts will be brought in to provide workshops on:
 1. Effective marketing strategies - including social media (facebook, twitter, pinterest, instagram, etc.); direct mail; broadcast & print media; creative new ideas (bus wraps, sculptures, contests, etc.)
 2. Sponsorship - including proposal writing, selling strategies, in-kind valuation, calculating return on investment
 3. Logistics - including security, staging, equipment, permitting, crowd control and ADA Compliance, evaluation and surveys

- A one-stop shop (exhibition) of event support services. An exhibition hall will be full of vendors available to enhance events. It is anticipated that booths will range from food vendors, craftsmen, visual artists, communication specialists, staging companies, a variety of equipment dealers to logistical services including Porta-Potties!

- The event will culminate with a performance showcase that will highlight local & regional performing artists and will be open to the general public. The main focus will be the promotion of local & regional artistic personnel to booking entities from small street fairs to large cultural events through the Showcase. Professional artists will be given a stipend to perform a short version of the type of work they would bring to an event. This will wrap up the conference with an extraordinary compilation of artistic talent. The objectives are to increase “bookings” for local artists and discounts will be offered as “show specials” in order to track the impact of the exhibition. A catalog of vendors and performers will be published with a discount identifying number and all booking information will be provided. The goal is to introduce the production personnel to the variety of vendors and artists available locally to increase the hiring of our local talent and provide more opportunities to our professional artists and service providers.

The event is planned for June 2014.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 5,000	\$ 5,000	
Personnel: Artistic		\$ 0	0	
Personnel: Technical/Production		\$ 0	0	
Outside Artistic Fees/Services		\$ 2,500	\$ 2,500	\$ 725
Outside Other Fees/Services	\$ 500	\$ 500	\$ 1,000	\$ 500
Marketing ADV/ PV/ Printing/ Publication	\$ 1,500	\$ 4,250	\$ 5,750	\$ 2,000
Marketing: Postage/Distribution		\$ 750	\$ 750	
Marketing: Web Design/ Support/ Maintenance	\$ 500	\$ 0	\$ 500	\$ 1,000
Travel: In County		\$ 2,400	\$ 2,400	\$ 300
Travel: Out of County		\$ 0	0	
Equipment Rental	\$ 2,000	\$ 500	\$ 2,500	\$ 1,000
Space Rental		\$ 6,000	\$ 6,000	
Mortgage/ Loan Payments		\$ 0	0	
Insurance	\$ 350	\$ 0	\$ 350	
Utilities		\$ 0	0	
Fundraising/ Development (Non-Personnel)		\$ 0	0	
Merchandise/ Concessions/ Gift Shops		\$ 0	0	
Supplies/Materials	\$ 150	\$ 350	\$ 500	\$ 1,750
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 5,000	\$ 22,250	\$ 27,250	\$ 7,275
TOTAL EXPENSES	\$ 34,525			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 8,000		23%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:			0
Other			
Rental Income			0
Corporate Support	\$ 9,000	\$ 6,275	26%
Foundation Support			0
Private/ Individual Support		\$ 1,000	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			
Fast Track	\$ 2,500		7%
			0
			0
Gov't Grants: Local			
			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0

Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 2,750		8%
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 22,250	\$ 7,275	18%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 27,250		
Total Revenues	\$ 34,525	Total In-Kind %	21%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: B-3

ORGANIZATION: Miami Art Museum of Dade County Association, Inc. **GRANT REQUEST:** \$25,000

PROJECT TITLE: "Caribbean: Crossroads of the World" Exhibition and Programming **RECOMMENDATION:** \$20,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-18-2014 - 08-17-2014

EVENT LOCATION: Pérez Art Museum Miami, , ,

PROJECT SYNOPSIS: Grant funds are requested for artistic, personnel, and marketing costs for Caribbean: Crossroads of the World, an exhibition at PAMM (April 18 – Aug. 17, 2014) that will highlight works dating from the Haitian Revolution to the present, and include Caribbean and U.S. artists. The show premiered at El Museo del Barrio, Queens Museum of Art, and The Studio Museum in Harlem--all in New York--but has never been on view in South Florida. Related programming will include a symposium and film series.

HOTEL CONFIRMATION:

InterContinental Miami	18 hotel room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	2	40000
Out of County	2	10000

Out of State	2	5000
Foreign	2	5000
TOTAL	8	60000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	18	
# of hotel room nights anticipated to be booked:	36	
Actual number of hotel room nights used last year:	0	

MARKETING DETAILS: The Museum works closely with the Greater Miami Chamber of Commerce to promote its exhibitions and programs throughout the area, concentrating on the tourism and hospitality sector to attract national and international cultural tourists and ensure a high level of awareness of the exhibition and related programming among this crucial demographic. PAMM's programs and exhibitions are planned to strategically build its audience. The Museum regularly buys promotional time on South Florida public radio WLRN-FM, as well as print (Miami Herald and New Times) and online advertising placements, and maintains strong ties with online and print local, national, and international media outlets. With an extensive media distribution list of 1,000+ outlets, information about its programs frequently appears in a variety of high-profile local, national, and international publications. Since opening its new facility, more than 26% of the Museum's media coverage has come from international publications. To promote its programs and exhibitions, the Museum also employs its e-mail database of more than 13,000+ contacts, to which it sends monthly and weekly emails blasts. The PAMM website features program calendars and information about current, upcoming, and past exhibitions. Finally, the Museum will design and produce flags advertising the exhibition along Biscayne Boulevard/US 1, along with outdoor billboard ads in strategic locations throughout the county. Through the combination of these methods, PAMM anticipates that it will attract thousands of first-time visitors, national and international cultural tourists, and those whose interest is piqued by the programmatic focus on the Caribbean who may not be frequent museumgoers.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

PROJECT NARRATIVE:

PAMM's exhibition, "Caribbean: Crossroads of the World" will highlight more than 200 rarely seen works dating from the Haitian Revolution to the present, and feature artists from throughout the Caribbean and the U.S. The Museum anticipates that the show will resonate with the local population, as well as international tourists. "Caribbean: Crossroads of the World" will run for 16 weeks, from April 18 through August 17, 2014, and will advance audiences' understanding of the region. PAMM anticipates that 60,000 visitors will tour the exhibition and/or attend related programs. Such programming will include a two-day symposium on April 25-26 to feature a panel of eight artists and curators from the Caribbean and U.S., as well as a three-evening Thursday night Caribbean film series in July 2014. The Museum anticipates that 200 people will attend the symposium and 150 will attend the film screenings.

Adult admission is \$12; youth (ages 7-18), \$8; students (with ID), \$8; seniors (62+ with ID), \$8. Admission is free for active U.S. Military (with ID) and children under six. Related programs may require an additional nominal fee.

PAMM is guided by the Museum's mission to create dialogues across and through regional and international contexts. As its new facility and cultural offerings have received worldwide attention, PAMM anticipates that "Caribbean Crossroads" will attract large, very diverse audiences, including local, national, and international museumgoers, as well as thousands of members of the general public who will be attracted by the show's focus and reached through an extensive marketing effort.

In addition to earned media, which PAMM anticipates will be extensive, and include both online and print coverage, the Museum in planning a large-scale advertising campaign that will include: outdoor billboards, flags placed along US 1, radio spots, and online and print ads. PAMM's communications department anticipates that these audience outreach methods will exceed 20,548,525 impressions, or views. Social media and online hits alone will expose an estimated 556,000 people to "Caribbean Crossroads."

Though the Museum has not yet secured media sponsors for the project, its communications team negotiates terms and seeks to obtain ad placements of approximately double the value of the media buy. PAMM will provide an update regarding media sponsors should any be secured by the time of the grant panel. PAMM partners with J.W. Marriott Marquis Miami, The Standard, DoubleTree by Hilton, and InterContinental Miami, and anticipates blocking 36 hotel room nights. Currently 18 nights have been booked at InterContinental Miami.

PAMM has begun its media outreach for "Caribbean Crossroads." The Museum will roll out its marketing campaign in March, and will place online and print ads throughout the duration of the exhibition to ensure

a steady flow of visitors throughout the shoulder season.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration	\$ 6,250	\$ 31,910	\$ 38,160	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 32,500	\$ 32,500	
Outside Artistic Fees/Services	\$ 8,750	\$ 14,575	\$ 23,325	
Outside Other Fees/Services		\$ 35,300	\$ 35,300	
Marketing ADV/ PV/ Printing/ Publication	\$ 10,000	\$ 80,000	\$ 90,000	
Marketing: Postage/Distribution		\$ 8,000	\$ 8,000	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County		\$ 18,000	\$ 18,000	
Equipment Rental		\$ 7,000	\$ 7,000	
Space Rental		\$ 15,000	\$ 15,000	
Mortgage/ Loan Payments			0	
Insurance		\$ 10,000	\$ 10,000	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 2,000	\$ 2,000	
Supplies/Materials		\$ 9,500	\$ 9,500	
Other Expenses				
Hospitality		\$ 5,000	\$ 5,000	
Hotel rooms		\$ 7,200	\$ 7,200	
Exhibition shipping		\$ 150,000	\$ 150,000	
			0	
			0	
Subtotal	\$ 25,000	\$ 425,985	\$ 450,985	0
TOTAL EXPENSES	\$ 450,985			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 50,000		11%
Memberships	\$ 25,000		6%
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	\$ 150,000		33%
Foundation Support	\$ 100,000		22%
Private/ Individual Support	\$ 100,985		22%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
Miami-Dade County			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
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 425,985	0	6%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 450,985		
Total Revenues	\$ 450,985	Total In- Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: B-4

ORGANIZATION: Miami Chamber Music Society

GRANT REQUEST: \$15,000

PROJECT TITLE: Mainly Mozart Festival XXI

RECOMMENDATION: \$10,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-20-2014 - 06-22-2014

EVENT LOCATION: The Biltmore Hotel, , ,

PROJECT SYNOPSIS: Funds are requested to support the XXI edition of the Mainly Mozart Festival. Nine concerts will be presented at the Biltmore Hotel in Coral Gables on consecutive Sundays, April 20-June 22, 2013. Once again the festival will showcase the finest South Florida classical musicians as well as visiting guest artists. In addition, the festival will present 2 concerts for children, in collaboration with the Miami Children's Chorus.

HOTEL CONFIRMATION:

None	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	116	2500
Out of County	4	
Out of State	4	400
Foreign	1	100

TOTAL	125	3000
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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:	45	
Actual number of hotel room nights used last year:	N/A	

MARKETING DETAILS: As a well-established concert presenter in Miami-Dade County for 20 years with top-level artistic presentations, the Mainly Mozart Festival has established a solid local following. By utilizing proven marketing techniques, including social media and online advertising, as well as hard-copy flyers and radio advertisements, the festival will open different and new audiences to the world of live classical chamber music.

The distinctive tourist appeal of 2014 edition the MMF is twofold: on one side it lies in the enduring magnetism of the music of Mozart on both the seasoned classical music concertgoers and people who don't identify as classical music aficionados. On the other side is a new exciting partnership with the Biltmore Hotel, which will host this year's festival. Biltmore is a landmark Coral Gables building and a beloved destination for locals in search for fabulous dining, golf and spa options as well as business and leisure visitors.

Specific efforts and tools used to achieve marketing goals:

- Radio: Classical South Florida (weekly ads), WLRN - South Florida Arts Beat, WVUM 90.5 (one weekly spot)
- TV: NBC MIAMI, TeleMiami
- Media Support: UM School of Communications, Department of Cinema and Interactive Media
- Email: Direct Mail, Mass emails to the MMF email database via MailChimp; Email campaign services such as Organiste, Florida Concert Flyers, Miami Art Guide MAG, Miami Art Zine
- Website: Launch the re-designed Mainly Mozart Festival website featuring online tickets purchasing option, concert listing and calendar, artists biographies, featured videos and touristic information for the visitors.
- Social Media: Facebook, Twitter

- Print Media: Print invitations sent out twice – in February and April, Brochures and flyers, Newspapers such as the Miami Herald, El Nuevo Herald and regional publications (local Coral Gables, Pinecrest, Palmetto Bay, Coconut Grove, etc papers)
- Online Advertising: On websites such as South Florida Classical Review, Organiste and Miami Art Guide MAG

In addition to the Biltmore Hotel, for its 2014 season the festival has established new partnerships with a few other major South Florida organizations. These are:

The Florida Grand Opera
The Miami City Ballet
University of Miami Frost School of Music
Miami Children's Choir

Each of the aforementioned organizations will advertise the series via their developed patron databases and other marketing tools available to them, significantly augmenting the festival's potential audience.

Lastly, the core performers of the Miami Mozart Festival are local artists and ensembles who are in a unique position to utilize their own voluminous personal and professional contacts to attract audiences.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

Community Grants (\$7,500)

PROJECT NARRATIVE:

Produced by the Miami Chamber Music Society (MCMS) the Mainly Mozart Festival XXI will be build on the success of prior events to feature 9 adult programs and 2 specifically for children. The concerts will be held on consecutive Sunday afternoons for a total attendance of over 3,000 residents and visitors to Miami-Dade County. The festival will take place at the Biltmore Hotel, 1200 Anastasia Ave, Coral Gables on consecutive Sundays starting on April 20, 2014 and ending on June 22, 2014. The children's concerts will take place on Saturdays: May 17 and June 7.

The festival will include performances by the Bergonzi, Amernet, Delray and Sona String Quartets; visiting guest artists will include: Alex Kerr – concertmaster of the Dallas Orchestra, Eli Matthews – assistant principal second violin of the Cleveland Orchestra and Richard Todd – principal horn of the Los Angeles Chamber Orchestra, among others.

Traditionally the festival focuses on the music of Mozart. XXI edition will explore the connections and influences of Mozart's creative output on his contemporaries and followers in programs such as:

"The Tales of Two Cities: Mozart in Prague and Vienna" - explores the music of Dvorak, Strauss and Webern (May 18th)

"Mozart and the Romantics" - focuses on an unlikely influence Mozart had on the Norwegian Edvard Grieg (April 20th)

A new position of the Young Artist has been created to provide an invaluable educational and performance opportunity for a deserving young instrumentalist residing in South Florida. The recipient of this award will perform at some of the Mainly Mozart Festival XXI concerts alongside the festival's distinguished performing artists.

Additionally, there will be a number of concerts that will be joint collaborations with some of the major South Florida cultural organizations, contributing some of their talent and resources: Florida Grand Opera, Miami City Ballet, University of Miami Frost School of Music and the Miami Children's Chorus.

The festival will present major national, international and local talent in both traditional and cutting-edge classical music programs, which is important draw for both locals and visitors. As such, significant artistic and marketing effort will be made to create a truly world-class trend-setting music festival with a sustainable base of both local and visiting patrons.

Significant media support sponsorship will be provided by the UM School of Communications,

Department of Cinema and Interactive Media.

Location: Biltmore Hotel, 1200 Anastasia Ave, Coral Gables, FL 33134. Individual adult tickets are \$20, a season subscription (11 concerts) is \$200. Children concert tickets are \$10. Parking is free at the adjacent lot.

The TDC Grant money will be crucial in our ability to carry out a successful marketing campaign for MMF.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration	\$ 0	\$ 15,000	\$ 15,000	\$ 5,000
Personnel: Artistic	\$ 0	\$ 0	0	
Personnel: Technical/Production	\$ 0	\$ 0	0	
Outside Artistic Fees/Services	\$ 6,000	\$ 37,650	\$ 43,650	
Outside Other Fees/Services		\$ 8,850	\$ 8,850	\$ 3,150
Marketing ADV/ PV/ Printing/ Publication	\$ 4,000	\$ 8,500	\$ 12,500	\$ 1,000
Marketing: Postage/Distribution	\$ 1,000	\$ 1,000	\$ 2,000	
Marketing: Web Design/ Support/ Maintenance	\$ 1,000	\$ 0	\$ 1,000	\$ 1,000
Travel: In County	\$ 0	\$ 0	0	
Travel: Out of County	\$ 0	\$ 0	0	
Equipment Rental	\$ 2,000	\$ 0	\$ 2,000	
Space Rental	\$ 0	\$ 7,000	\$ 7,000	
Mortgage/ Loan Payments	\$ 0		0	
Insurance	\$ 0		0	
Utilities			0	
Fundraising/ Development (Non-Personnel)	\$ 0		0	
Merchandise/ Concessions/ Gift Shops	\$ 0		0	
Supplies/Materials	\$ 1,000	\$ 500	\$ 1,500	
Other Expenses			0	
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 78,500	\$ 93,500	\$ 10,150
TOTAL EXPENSES	\$ 103,650			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 20,000		19%
Memberships	\$ 0		0
Tuitions/Enrollment Fees	\$ 0		0
Contracted Services:	\$ 0		0
Outside Programs/ Performances			
Contracted Services:	\$ 0		0
Special Exhibition Fees			
Contracted Services:	\$ 0		0
Other			
Rental Income	\$ 0		0
Corporate Support	\$ 15,000		14%
Foundation Support	\$ 0		0
Private/ Individual Support	\$ 31,000	\$ 10,150	30%
Other Private Support:	\$ 0		0
Auxiliary Activities			
Other Private Support:	\$ 0		0
Special Event Proceeds			
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)	\$ 0		0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 0		0

Investment Income (Endowment)	\$ 0		0
Interest and Dividends	\$ 0		0
Cash on Hand	\$ 20,000		19%
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Community Grants	\$ 7,500		7%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 93,500	\$ 10,150	0
Grant Amount			
Cash Revenues + Grant Amount	\$ 93,500		
Total Revenues	\$ 103,650	Total In- Kind %	10%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: B-5

ORGANIZATION: Miami Piano Circle

GRANT REQUEST: \$15,000

PROJECT TITLE: 10 Grands at the Opera!

RECOMMENDATION: \$6,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 05-12-2014 - 05-31-2014

EVENT LOCATION: New World Center for the Performing Arts, , ,

PROJECT SYNOPSIS: Grant funds are requested to support Miami Piano Circle's '10 Grands at the Opera!' an original ten-piano (simultaneously!) production with customized lighting design featuring opera favorites masterfully arranged by Ford-Foundation winning composer and Professor Emeritus of the University of Miami Frost School of Music Dennis Kam. The concert will feature Miami-based pianists, all with international concertizing experience and will be held at the spectacular New World Center in Miami Beach on May 12 - 31, 2014.

HOTEL CONFIRMATION:

None	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	10	760
Out of County	0	15
Out of State	0	55

Foreign	1	20
TOTAL	11	850

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:	N/A	N/A

MARKETING DETAILS: Publications:

We will be placing ads in the Miami Herald, and arts calendars listings in: Miami Herald, New Times, and Sun-Sentinel.

City of Miami Beach Communications Department will publicize with listings.

We have listed already in the calendar of the Greater Miami Convention and Visitor's Bureau, with a reach of 100,000+

TV:

We have interviews and airing on Key Biscayne TV Local Channel 77, and the event will be advertised on the TV Screens inside and outside the New World Center one month prior to the event, specifically targeting New World Symphony attendees and classical music lovers.

Radio:

We will obtain radio spots with Classical South Florida 89.7, and 1260 AM Caracol Radio (plus an on-air interview). We will also purchase air time with WLRN during morning drive time public service announcements between the NPR news.

Online Advertising, Social Media, and Eblasts:

We will utilize the following e-advertising options: Miami ArtZine, Socialmiami.com, ClassicalConnections.org, South Florida Concert Flyers, Mbculture.com (Miami Beach Culture), Weekly eblast (3500) from Miami Beach Cultural Arts Council, Greater Miami Convention & Visitors Bureau (GMCVB) Special Offer listing, Miami & The Beaches (.com), Miami Piano Circle eblast, Florida Grand Opera email list – eblast, and Miami Piano Circle Facebook announcements.

We also have implemented a marketing strategy of targeted Facebook advertising which centers in news feeds. By inputting demographics of concertgoers and our general classical music audiences, we will be able to obtain information from Facebook about strategic ad placement. We have also been featured in

the Knight Arts Blog in the past, and have again secured coverage for this event.

Additionally, we will be launching a Kickstarter campaign for the project, adding more online visibility and securing more funding at the same time.

Press Releases:

Press releases will be sent to over 100 Media contacts, as well the Miami Beach Communications Department for inclusion in their publications and calendars.

Print Flyer Distribution:

To Miami Beach, Miami Shores, Key Biscayne, Design District and Coral Gables galleries, libraries, schools, hotels, restaurants and area businesses.

We will cross-promote with area piano teaching studios and other arts events i.e. The Miami Piano Studio, McLean Piano Lessons, St. Martha-Yamaha Concert Series. Pianists involved in the production will also promote the event through their various channels, i.e. teaching studios, churches, synagogues, schools, and universities.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

DAN (\$7,494)

PROJECT NARRATIVE:

Miami Piano Circle's 2014 original production of '10 Grands at the Opera!' to be held at the New World Center is a concert piece of ten grand pianos (playing simultaneously!) enhanced with customized lighting design, and programmatically includes selections masterfully arranged by Ford-Foundation winning, Miami-based composer Dennis Kam.

The show will take place May 17, 2014 at 8:00 p.m., and the project timeline began in July 2013 (planning stages) and will close May 30, 2014. We anticipate approx. 850 audience members.

The unusual concert feature of 10 grand pianos is unlike any other ensemble nationwide, and we are projecting national touring within the next 2 years of 5 original shows, exposing the Miami arts scene nationally with this Miami-born project. Cultural offerings in Miami-Dade County consist of typical genres from the arts, but this unique ten-piano show has popular appeal. Our media efforts, besides sending press releases to over 100 media outlets, include a spots on Classical 89.7 FM as well as cross-promotions with area schools, libraries, galleries, and hotels. TDC funding will be greatly appreciated to assist in our marketing efforts to ensure a maximum reach to advertise our cultural offering to tourists and well as residents.

Our Media Sponsors include 1260 AM Radio Caracol and Key Biscayne Local TV Channel 77.

We do not yet have hotel sponsors or blocked hotel rooms for the event.

Ticketing will range from \$20-\$40, depending on the seating. We will utilize Golden Ticket and Culture Shock for discounted tickets for seniors and teens/students.

Our development efforts began last summer, and to date, we have over 70% of our entire project budget. All 10 pianists and the conductor have been contracted, and the composer has completed the music score. We have already secured the New World Center with a down payment and a 2nd payment, and our rehearsals are slated for May 14, 15, 16 with the performance on the 17th. Yamaha Piano Music Center is our provider for instruments, moving and tuning.

The program will include favorite selections from beloved operas which have been arranged for ten pianos from Saint-Saens' Samson and Delilah, Wagner's 'Ride of the Valkyries,' Ravel's 'L'Heure Espagnol, Puccini's Turandot, Bizet's Carmen, Mozart's Don Giovanni, Verdi's Il Trovatore, La Traviata, Poulenc's Dialogues of the Carmelites, and more.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 9,400	\$ 9,400	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 5,000	\$ 8,500	\$ 13,500	
Outside Other Fees/Services		\$ 5,000	\$ 5,000	\$ 8,000
Marketing ADV/ PV/ Printing/ Publication	\$ 10,000	\$ 6,460	\$ 16,460	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Space Rental		\$ 8,000	\$ 8,000	\$ 2,000
Mortgage/ Loan Payments			0	
Insurance		\$ 900	\$ 900	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 38,260	\$ 53,260	\$ 10,000
TOTAL EXPENSES	\$ 63,260			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 8,560		14%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:			0
Other			
Rental Income			0
Corporate Support		\$ 10,000	0
Foundation Support	\$ 15,706		25%
Private/ Individual Support	\$ 4,000		6%
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
State of Florida Fast Track Program	\$ 2,500		4%
			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			
DAN Grant	\$ 7,494		12%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 38,260	\$ 10,000	28%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 53,260		
Total Revenues	\$ 63,260	Total In- Kind %	16%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: B-6

ORGANIZATION: National Tropical Botanical Garden

GRANT REQUEST: \$25,000

PROJECT TITLE: "Natural Intersections" and "The Secret Garden Festival"

RECOMMENDATION:
\$15,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 05-01-2014 - 06-30-2014

EVENT LOCATION: The Kampong, , ,

PROJECT SYNOPSIS: Grant funds are requested to support "Natural Intersections" an art installation by contemporary artist Patricia Van Dalen May 1 thru June 30, 2014; opening with the festival "The Secret Garden - Discovering The Garden Behind The Red Gate" on May 1 to 5, 2014. An art exhibit specifically created for The Kampong showcasing a fascinating arrangement of art spread among the beauty of the landscapes. Visitors and tourists will go in a journey of discovery at this historical garden and museum.

HOTEL CONFIRMATION:

Pending	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	2	6800
Out of County	2	1920

Out of State		780
Foreign		500
TOTAL	4	10000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	20	
# of hotel room nights anticipated to be booked:	15	
Actual number of hotel room nights used last year:	30	

MARKETING DETAILS: The Kampong fully embrace the use of Internet marketing with search engine optimization, analytics, an enhanced Web page, e-subscriptions mailings and presences on Facebook, Twitter, and like social media networks. Groupon, Living Social, and other daily deals are also inspiring attendance by newcomers for tours, art exhibits, classes, lectures and workshops.

In addition, marketing and printed/electronic materials are distributed via mail, email, and through other outlets have proven very successful and drive visitor attendance from South Florida.

Postcards and brochures will be printed and distributed to our visitors and mailed to our mailing list. The Frost Art Museum will also promote the festival and art installation to their students and members.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The Kampong is dedicated to enriching life through discovery and to understand the connections between history, nature and arts. The Kampong brings to Miami-Dade County "Natural Intersections" an art installation by contemporary artist Patricia van Dalen starting on Thursday May 1st - June 30th, 2014. This art installation will spread throughout the garden and lead to multiple points where visitors will discover plant specimens from around the world representing David Fairchild travels and the important plants he introduced to the United States.

In addition to this art installation, the historical buildings will also be open to the public including the home of Dr. Galt Simmons, one of Miami's oldest buildings (1898), the Barbour Cottage (1926), and David Fairchild House (1927). We are expecting 10,000 visitors and tourists throughout the 60 days.

HOW

"Natural Intersections" brings an array of art and cultural activities for visitors and tourists

WHERE: May 1st - June 30th, 2014

Admission prices are \$15 for adults and \$10 seniors and children (4 -12 years old) \$5 Discount for Cyclists and Bus riders. All activities included with admission price.

SCHEDULE OF EVENTS (all events are open to the public)

-Opening April 29 with an evening of food, poetry and the art of foraging, join us and O Miami for a taste of The Kampong and poetry, Miami style.

-**THE SECRET GARDEN FESTIVAL: Discovering The Garden Behind The Red Gate** May 1 - May 5

From foraging to fascination, a discovery to open your imagination thru your senses:

Smell the exotic perfume of Cananga Odorata, the Ylang Ylang tree, used in Chanel #5 and the familiar musty smell of David Fairchild's laboratory, with oddities from his travels and life. Taste tropical flavors of succulent mangos, brought over by David Fairchild.

MAY 1 Patricia van Dalen opens Natural Intersections, connecting art with the history, flora and fauna of The Kampong at a reception open to the public, where she will speak on the connection of her art and nature.

May 2 - 5 Artist will provide 4 hands-on art workshops for children, exploring the colors of nature. Tree

Dressing Day event West Grove Schools

May 13 Moonlight Tour

May 15/June 19 Lecture and Tour "Night Blooming Plants"

May 24-25 /June 28-29 Culinary demonstration of The Kampong's historic mango chutney.

DAILY

Tours of the gardens, museum and art installation

WEEKENDS

Tours of the art installation. gardens and museum

Interactive Art Workshop for Kids and Adults

Fruit Tastings of tropical fruits brought over by David Fairchild that are interwoven in the culture of Miami

today

WLRN will be our media sponsor and Marriot our hotel sponsor through partnership with FIU.

MARKETING "Natural Intersections" will attract visitors and tourists to the fascinating history of Miami and the important contribution our citizens have made to the arts and sciences. The Frost ART Museum will be curating the artwork

Funds from TDC will support marketing and art production efforts

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 8,000	\$ 8,000	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 27,500	\$ 27,500	
Outside Other Fees/Services	\$ 5,000	\$ 5,000	\$ 10,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 5,000	\$ 5,000	\$ 10,000	
Marketing: Postage/Distribution		\$ 500	\$ 500	
Marketing: Web Design/ Support/ Maintenance		\$ 5,000	\$ 5,000	
Travel: In County		\$ 2,500	\$ 2,500	
Travel: Out of County		\$ 3,000	\$ 3,000	
Equipment Rental		\$ 6,000	\$ 6,000	
Space Rental			0	
Mortgage/ Loan Payments			0	
Insurance		\$ 3,000	\$ 3,000	
Utilities		\$ 3,000	\$ 3,000	
Fundraising/ Development (Non-Personnel)		\$ 3,000	\$ 3,000	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 5,500	\$ 5,500	
Other Expenses				
Bank Fees		\$ 1,000	\$ 1,000	
Production Cost - Materials to create and installation cost of art work at The Kampong's main lawn.	\$ 5,000	\$ 10,500	\$ 15,500	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 88,500	\$ 103,500	0
TOTAL EXPENSES	\$ 103,500			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 25,000		22%
Memberships	\$ 15,000		13%
Tuitions/Enrollment Fees	\$ 12,000		11%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income	\$ 3,000		3%
Corporate Support	\$ 5,000		4%
Foundation Support	\$ 5,000		4%
Private/ Individual Support	\$ 15,000		13%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds	\$ 15,000		13%
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)	\$ 11,000		10%
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
			0
			0
			0
Department of Cultural Affairs Grants			
Community Grants	\$ 7,500		7%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 113,500	0	0
Grant Amount			
Cash Revenues + Grant Amount	\$ 113,500		
Total Revenues	\$ 113,500	Total In- Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: C-1

ORGANIZATION: Aqua Foundation for Women, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: Aqua Girl 2014

RECOMMENDATION: \$7,500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 05-14-2014 - 05-18-2014

EVENT LOCATION: National Hotel , The Betsy , Palace, Trade

PROJECT SYNOPSIS: Grant funds are requested to support Aqua Girl 2014 (May 14th-18th) at our new hotel, the Marseilles. Aqua Girl is an annual national women's week designed to promote the visibility, health and equality of lesbian, bisexual and transgender women and showcase a variety of LGBT artists. This year there will be many cultural and social events across Miami and Miami Beach including a live music concert, dance parties, pool parties, speed dating, boating brunch, sip and savor and fitness challenge.

HOTEL CONFIRMATION:

Marseilles	400 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	140	1600
Out of County	30	750
Out of State	5	2250

Foreign	0	400
TOTAL	175	5000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	380	
# of hotel room nights anticipated to be booked:	380	
Actual number of hotel room nights used last year:	384	

MARKETING DETAILS: Our marketing plan is based on bringing in tourist from international locations such as Canada, as well as national locations such as Atlanta, New York, New Jersey, PA and DC. We are also attracting women from Florida, outside of our tri-county area. We are partnering with LBT women in Canada to reach the LBT women there. They will be promoting Aqua Girl through various means such as eblasts, printed materials and videos at events. For national visitors we are planning an aggressive campaign that includes print ads, web banners on sites they frequent, eblasts from organizations who market to LBT women, as well as gaining press. We also have flyers at Pride and party events in various cities around the US. To attract Floridians we are partnering with party planners in several cities to help us get the word out. We will have flyers at Pride and party events.

PREVIOUS TDC FUNDING: \$5,000 (12-13); \$5,000 (11-12); \$5,000 (10-11); \$5,000 (07-08); \$5,000 (05-06)

OTHER GOVERNMENT FUNDING:

City of Miami Beach (\$5,000);
Miami Beach VCA (\$32,000)

PROJECT NARRATIVE:

Aqua Girl is a National Festival week geared toward the lesbian, bisexual, and transgender women's community produced by Aqua Foundation for Women. Aqua Girl consists of cultural and social event across Miami and Miami Beach including a live music event, upscale dinner, dance parties, pool parties, a VIP event and a concert. Aqua Girl 2014 is May 14th - May 18th at various locations within Miami-Dade County. Tickets range from \$12 - \$95. All events are open to the public provided they are appropriate age, have purchased tickets, etc. We expect approximately 5000 attendees total.

We work with a host hotel, the National Hotel (where we have 380 room nights blocked), which serves as the central meeting place for our out-of-town visitors as well as locals. The festival focuses on highlighting LBT female artist and performers from across the country and has hosted a variety of comedians, djs, singers, artists, drag kings, tv personalities and designers. Aqua Girl's line up of performances and events have made it a must on the travel schedule of LBT women from across the country and the world with a record of continuous tourist growth every year since its inception. This years specific events include a VIP Cocktail Reception, a live music concert, wine tasting event at The Betsy, a fitness challenge, boating brunch, 2 different evening dance parties, and 3 pool parties. We're hosting these events at a variety of popular locations including Score, Trade, Marsseilles, The Betsy and the Catalina.

We believe marketing is the key to our growth nationally and locally. We target the LBT communities internationally, nationally and locally, with a combination of paid and in-kind sponsored advertising, palm cards, brochures, online marketing & poster distribution nationally & a public relations campaign that distributes press releases and op-eds to hundreds of media outlets worldwide. Current sponsors and partners include, Greater Miami Convention and Visitors Bureau, Grey Goose, Bacardi, 42 Below, Pandora, Windy City Times, iCandee Events, Go magazine, She magazine, Curve magazine, Mark's List, and Damron with many others in process.

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

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

Aqua Girl has an event company, a volunteer committee as well as staff working together to secure venues, entertainment and marketing. Prime sponsors including hotel, named sponsors as we as marketing contracts were secured in December. All venues and entertainment will be finalized and secured by the end of January. February to May will focus on marketing and logistics.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 20,500	\$ 20,500	\$ 5,000
Personnel: Artistic		\$ 25,000	\$ 25,000	
Personnel: Technical/Production		\$ 5,000	\$ 5,000	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 8,000	\$ 8,500	\$ 16,500	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 5,000	\$ 5,000	
Travel: In County		\$ 4,000	\$ 4,000	
Travel: Out of County			0	
Equipment Rental	\$ 2,000	\$ 8,000	\$ 10,000	
Space Rental		\$ 5,000	\$ 5,000	
Mortgage/ Loan Payments			0	
Insurance		\$ 3,000	\$ 3,000	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 3,500	\$ 3,500	
Supplies/Materials		\$ 2,000	\$ 2,000	
Other Expenses				
Food and beverages		\$ 6,000	\$ 6,000	\$ 7,000
Public Relations fees 2,000/ticketing & cash man. 10,000		\$ 12,000	\$ 12,000	
City Services 4,000/ security 7,000/ cleaning 4,000		\$ 15,000	\$ 15,000	
Décor 4,000/sound & lig. 12,000	\$ 5,000	\$ 16,000	\$ 21,000	\$ 10,000
Shuttles 3,500/ valet 1,000		\$ 4,500	\$ 4,500	
Subtotal	\$ 15,000	\$ 143,000	\$ 158,000	\$ 22,000

TOTAL EXPENSES	\$ 180,000			
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PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 53,000		29%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 10,000	\$ 17,000	6%
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			
City of Miami Beach and Greater Miami Convention Bureau sponsorship	\$ 5,000		3%
Miami Beach Visitors and Convention authority	\$ 32,000		18%
			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	\$ 26,000		14%
Other Revenues			
Program Sales	\$ 7,000		4%
Bar Sales	\$ 25,000		14%
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 158,000	\$ 22,000	0
Grant Amount			
Cash Revenues + Grant Amount	\$ 158,000		
Total Revenues	\$ 180,000	Total In- Kind %	12%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: C-2

ORGANIZATION: City Theatre, Inc.

GRANT REQUEST: \$20,000

PROJECT TITLE: 19th Annual Summer Shorts Festival

RECOMMENDATION: \$10,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-10-2014 - 06-30-2014

EVENT LOCATION: Adrienne Arsht Center for the Performing Arts, EPIC Hotel, ,

PROJECT SYNOPSIS: Grant funds are requested to support City Theatre's 19th Annual Summer Shorts Festival - A 3-part program:(1) Summer Shorts: the production of 10-12 "short" plays: June 12-July 6, 2014 at the Arsht Center;(2) a full-length family musical The Amazing Adventures of Dr. Wonderful: June 18-July 2, 2014 at the Arsht Center; and (3)CityWrights: A Professional Weekend for Playwrights, Publishers, Agents, Artists and Students June 26-29, 2014 at the Arsht Center, EPIC Hotel, and Sabadell United Bank.

HOTEL CONFIRMATION:

Epic Hotel	200 room nights
The Courtyard by Marriott Miami Downtown	100 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	50	8000
Out of County	20	3500
Out of State	10	500

Foreign	0	0
TOTAL	80	12000

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	60	
# of hotel room nights anticipated to be booked:	300	
Actual number of hotel room nights used last year:	300	

MARKETING DETAILS: Our continuing marketing strategy is to emphasize City Theatre as a national forum for new work. We will continue to build our national profile for Summer Shorts by including the works of renowned playwrights as well as the emerging new voices we discover as part of City Theatre's National Short Play Writing Contest. We will also capitalize on the success of last season's family musical, The Amazing Adventures of Dr. Wonderful and Her Dog, which is returning by popular demand. Building upon our partnership with the national literary publishing house Samuel French and the Dramatist Guild, City Theate will expand our nationally recognized literary conference: CityWrights: A Professional Weekend for Playwrights. We will distribute over 5000 postcards and full glossy season brochures to various venues and theatre events. We promote accessibility to culturally diverse audiences through free outreach programs; discount ticket vouchers for low-income, senior and student attendees; signed performances arranged for special group special needs; on-site programs throughout the community; and free readings. Our regional partner the South Florida Theatre League will include City Theatre events in its Theatre League Festival running all summer. Last season we worked closely with the staff at the Adrienne Arsht Center to mount a strong comprehensive marketing campaign in the terms of the amount, quality and variety of press. Information regarding our programming was on our website, Facebook, twitter, and in brochures, postcards, street signage, and press releases (Miami Herald, Sun Sentinel, Key Biscayne Islander, and on WLRN).

PREVIOUS TDC FUNDING: End of Cycle - \$5,000 (12-13); \$5,000 (11-12); \$7,000 (10-11); \$5,000 (09-10); \$5,000 (08-09); \$10,000 (07-08) End of Cycle; \$5,000 (06-07); \$5,000 (05-06); \$5,000 (04-05); \$5,000 (03-04)

OTHER GOVERNMENT FUNDING:

Cultural ADV (\$100,000); YEP (\$10,000) Cultural Adv Travel (\$4,000)

PROJECT NARRATIVE:

City Theatre has produced Summer Shorts: America's Short Play Festival every year for the past 18 summers. Our Festival is regarded as a major South Florida cultural highlight and is nationally recognized as one of the most important and longest running festivals for producing new theatrical work in the short play genre. City Theatre's proposed project is our 19th Annual Summer Shorts Festival -A three-part program:(1) SUMMER SHORTS: 10-12 "short" plays - June 12-July 6, 2014, Adrienne Arsht Center. (18 performances @ \$35-\$45/ticket with reduced rates for students and group sales); (2) A full-length family musical, which this season features: THE AMAZING ADVENTURES OF DR. WONDERFUL and HER DOG, performed June 18-July 2, 2014, Adrienne Arsht Center. (22 performances @ \$9 for camp/special groups & \$20/person for the general public and (3) CityWrights: A Professional Weekend for Playwrights, which includes programming for playwrights, publishers, agents, artists, students and teachers. Fees range from \$175-\$350 with scholarship opportunities for students. The symposium takes place June 26-29, 2014 at the EPIC Hotel in downtown Miami and the Arsht Center. It includes an evening reception on June 25 at the Downtown Miami Sabadell United Bank, at which time the winner and finalists of our City Theatre National Short Play Writing Contest will be announced. (Last season, 8 out of 9 award winners were from out-of-town.) The general public is also invited to attend free readings of new works. CityWrights is expanding this year with the launch of the innovative "Ten Minute Marketplace" with opportunities for national outreach. As the Bookfair makes Miami a destination for book lovers and the Miami International Film Festival makes Miami a destination for film fans; Summer Shorts and CityWrights are attracting local, regional and national theatre artists through print, online, industry and institutional marketing. For the fourth year, many of the CityWrights conference sessions will be streamed live globally via NewPlay TV and HowlRound, a nationally recognized playwriting resource. Social media will be the conferences most sought after marketing vehicle. The live streaming sessions of the CityWrights conference will greatly increase our national visibility. Since 1996, City Theatre has worked primarily with WLRN and The Miami Herald, and our increased commitment to both outlets last year resulted in far greater audiences. Miami's hottest hotel, The EPIC, will be Host Sponsor for CityWrights and the Summer Shorts Festival. The EPIC will host the CityWrights: Professional Weekend for Playwrights, as well as offer a special "incentive" rates for its visitors waiting for a cultural experience at City Theatre's Summer Shorts Festival. Downtown Miami's Marriott Hotel is also a sponsor for this year's CityWrights conference and will also promote Summer Shorts. 300 hotel rooms are blocked for this project and 7,000 spectators are anticipated.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 86,415	\$ 86,415	
Personnel: Artistic		\$ 55,500	\$ 55,500	
Personnel: Technical/Production	\$ 5,000	\$ 25,000	\$ 30,000	
Outside Artistic Fees/Services	\$ 8,000	\$ 26,950	\$ 34,950	
Outside Other Fees/Services		\$ 25,000	\$ 25,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 5,000	\$ 26,700	\$ 31,700	
Marketing: Postage/Distribution		\$ 2,000	\$ 2,000	
Marketing: Web Design/ Support/ Maintenance		\$ 3,000	\$ 3,000	
Travel: In County		\$ 1,700	\$ 1,700	
Travel: Out of County		\$ 1,000	\$ 1,000	
Equipment Rental			0	
Space Rental		\$ 1,500	\$ 1,500	\$ 70,000
Mortgage/ Loan Payments		\$ 3,200	\$ 3,200	
Insurance		\$ 6,600	\$ 6,600	
Utilities		\$ 3,200	\$ 3,200	
Fundraising/ Development (Non-Personnel)		\$ 2,000	\$ 2,000	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials	\$ 2,000	\$ 26,000	\$ 28,000	
Other Expenses				
AEA Bond		\$ 8,000	\$ 8,000	
Trucking		\$ 4,500	\$ 4,500	
Parking Artist		\$ 7,000	\$ 7,000	
Payroll taxes		\$ 13,000	\$ 13,000	
Artist Housing		\$ 4,000	\$ 4,000	
Subtotal	\$ 20,000	\$ 332,265	\$ 352,265	\$ 70,000
TOTAL EXPENSES	\$ 422,265			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 74,000		18%
Memberships			0
Tuitions/Enrollment Fees	\$ 15,000		4%
Contracted Services: Outside Programs/ Performances	\$ 17,000		4%
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other	\$ 10,000		2%
Rental Income			0
Corporate Support	\$ 15,000		4%
Foundation Support	\$ 52,265		12%
Private/ Individual Support	\$ 25,000		6%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds	\$ 10,000		2%
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			
Rental Income		\$ 70,000	0
Special Events			0
			0
			0
Department of Cultural Affairs Grants			
Cultural ADV	\$ 100,000		24%
Youth Enrichment Program (YEP)	\$ 10,000		2%
Cultural ADV (Travel)	\$ 4,000		1%
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 332,265	\$ 70,000	6%
Grant Amount	\$ 20,000		
Cash Revenues + Grant Amount	\$ 352,265		
Total Revenues	\$ 422,265	Total In- Kind %	17%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: C-3

ORGANIZATION: Patrons of Exceptional Artists, Inc.
PROJECT TITLE: Miami International Piano Festival
PROJECT TYPE/CATEGORY: Special Events/Promotions

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

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 05-15-2014 - 05-18-2014

EVENT LOCATION: The Colony Theater, , ,

PROJECT SYNOPSIS: Grant funds are requested to support the 2014 Miami International Piano Festival celebrating its 17th Anniversary Season on May 15 - 18, 2014. Various unique concert programs will feature the most outstanding rising stars performing on the international classical music scene today. Every year, presenters, promoters, agents and managers look to the Festival to discover the next generation of outstanding artists. An enlightening lecture series is offered free and open to the public.

HOTEL CONFIRMATION:

The Cadet Hotel	54 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	2	1350
Out of County		300
Out of State	4	75
Foreign	2	75

TOTAL	8	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:	20	
# of hotel room nights anticipated to be booked:	54	
Actual number of hotel room nights used last year:	42	

MARKETING DETAILS: The 2014 Season marks the 17th Anniversary of the Miami International Piano Festival. New marketing initiatives include subscription opportunities announced well in advance of the opening concert, redesigned printed materials and website, new festival coordinator and increased exposure of artists through media outlets in advance of the concert activities.

Print Advertising: Ads purchased in the Miami Herald, El Nuevo Herald, Miami New Times, Sun-Sentinel, Sun Post, Miami Art Guide, and Around Town Magazine.

Radio: Ads purchased on WLRN and Classical South Florida Station 89.7; request opportunities for artist interviews with local and national on-air personalities, offer member discounts in exchange for e-mail announcements.

E-mail: E-mail address database contains over 4,000 names with high open and click through rates. Work with local partners (S.Florida Concert Advertising, Organiste) and marketers (PatronMail) to maximize exposure through regular newsletters and event announcements; explore e-mail exchanges with other arts organization and venues (ie., New World Symphony, Colony Theatre; Arsht Center, Sunday Afternoons of Music, Steinway Piano Gallery)

Internet: Continue to build and update the award winning website (redesigned in 2013), miamipianofest.com; post events on the Miami International Piano Festival Group on Facebook (1,500 likes); place electronic ads through miami.com behavioral targeting initiatives; continue to expand presence on YouTube.com (over 300 videos posted viewed over 2 million times) and place ads on key websites such as the South Florida Classical Review.

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

OTHER GOVERNMENT FUNDING:

City of Miami Beach (\$13,978); Festival and Events (\$15,000)

PROJECT NARRATIVE:

The 17th annual Miami International Piano Festival Discovery Series will feature six concerts, featuring nine world-renowned artists. Concerts will include:

- May 15th at 7:45pm, Recital by Kotaro Fukuma (Japan) featuring works by Rameau, Bizet, Granados, J. Strauss, Ravel, Debussy
- May 16th at 7:45pm, Recital by Nick Van Bloss (England) featuring works by Mozart and Bach
- May 17th at 3:00pm, Prodigies & Masters of Tomorrow Recital by Llewellyn Sanchez-Werner (USA)(17 year old prodigy) "The youngest college student ever to attend Juilliard" featuring works by Beethoven, Liszt, Ravel, Chopin, Rachmaninoff
- May 17th at 7:45pm Recital by Zlata Chochieva (Russia) featuring works by Chopin, Schumann, Rachmaninoff
- May 18th at 5:00pm, Grand Finale of the Discovery Series "The Marriage of Opera & The Magic of Piano Transcriptions" A collaborative event with the Vocal Studio of Manny Perez This concert will present classical singers and pianists in transcriptions by Franz Liszt and Sigismund Thalberg of vocal melodies from opera and song literature. Pianists: Kemal Gekic & Misha Dacic Singers: To be announced.

The Festival will take place May 15-18, 2014 at The Colony Theater on Miami Beach and over 2,100 people are expected to attend once again this year. Tickets range in price from \$15 to \$50.

Known internationally for presenting the greatest rising classical stars, the Festival has become a prestigious event that attracts local, regional, national and international attendees. The Discovery Series is purposely held over a four day weekend to attract visitors who wish to make Miami Beach a cultural destination.

Festival marketing includes: a) E-mail blasts to proprietary and purchased lists, Facebook, YouTube, on-line magazines and music sites b) Print ads will be purchased in local newspapers, international piano magazines and ad exchanges will take place with other arts organizations. c) Radio ads are placed on Classical South Florida d) TV ads will appear on WLRN to coincide with the airing of a Festival related documentary. Additionally, each live performance is documented through high quality audio and visual recordings. These recordings are released commercially and have become top sellers internationally. Festival recordings are prominently for sale in shops all over Japan, China and Europe.

Festival media sponsors include WLRN Public Television and Radio, Classical South Florida, the Miami Herald and Miami New Times.

The Cadet Hotel has once again agreed to serve as the official host hotel for the Festival. We have reserved a block of 10 rooms (for a total of 45 room nights) for visiting artists and patrons at the Cadet and

offer special rates for Festival attendees.

TDC funding will allow the Festival to continue to present exceptional, international artists. By discovering, supporting and presenting the finest upcoming classical musicians, the Festival is an important musical feature in the South Florida's cultural landscape.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 24,000	\$ 24,000	\$ 5,000
Personnel: Artistic		\$ 5,000	\$ 5,000	
Personnel: Technical/Production		\$ 0	0	
Outside Artistic Fees/Services	\$ 7,500	\$ 7,000	\$ 14,500	
Outside Other Fees/Services		\$ 8,700	\$ 8,700	\$ 3,500
Marketing ADV/ PV/ Printing/ Publication	\$ 2,500	\$ 7,978	\$ 10,478	
Marketing: Postage/Distribution		\$ 750	\$ 750	
Marketing: Web Design/ Support/ Maintenance		\$ 500	\$ 500	
Travel: In County		\$ 4,000	\$ 4,000	\$ 1,500
Travel: Out of County		\$ 6,000	\$ 6,000	
Equipment Rental		\$ 0	0	
Space Rental	\$ 5,000	\$ 6,500	\$ 11,500	
Mortgage/ Loan Payments		\$ 0	0	
Insurance		\$ 750	\$ 750	
Utilities		\$ 0	0	
Fundraising/ Development (Non-Personnel)		\$ 0	0	
Merchandise/ Concessions/ Gift Shops		\$ 1,500	\$ 1,500	
Supplies/Materials		\$ 800	\$ 800	
Other Expenses				
Production/Staging		\$ 5,500	\$ 5,500	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 78,978	\$ 93,978	\$ 10,000
TOTAL EXPENSES	\$ 103,978			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 25,000		24%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 15,000	\$ 2,500	14%
Foundation Support			0
Private/ Individual Support	\$ 10,000	\$ 7,500	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			
City of Miami Beach-Presenters Program	\$ 13,978		13%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop			0

Revenues			U
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Festivals and Events Program	\$ 15,000		14%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 78,978	\$ 10,000	16%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 93,978		
Total Revenues	\$ 103,978	Total In- Kind %	10%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: C-4

ORGANIZATION: South Florida Autism Charter Schools, Inc.

GRANT REQUEST: \$7,000

PROJECT TITLE: 7th Annual Miami International Agriculture, Horse & Cattle Show

RECOMMENDATION:
\$7,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-11-2014 - 04-13-2014

EVENT LOCATION: Tropical Park - Ronald Reagan Equestrian Center, , ,

PROJECT SYNOPSIS: Grant funds are requested to support the 7th Annual Miami International Agriculture, Horse & Cattle Show, which is sponsored by Commissioner Javier D. Souto and the Miami Horse Council. This free event is open to the public and will take place on April 11, 12 and 13, 2014, at the Ronald Reagan Equestrian Center at Tropical Park. This event attracts tourists from the USA and South America, and also provides farmers, ranches, and local businesses with the opportunity to promote their industries.

HOTEL CONFIRMATION:

Hampton Inn Dadeland	25 room nights
The Biltmore Hotel	50 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	200	56300
Out of County		2500

Out of State		1200
Foreign		
TOTAL	200	60000

HOTEL ROOM NIGHTS PROJECTION:

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

MARKETING DETAILS: The proposed project is the 7th Annual Miami International Agriculture, Horse & Cattle Show (MIAHCS), which will take place in the Ronald Reagan Equestrian Center at Tropical Park on April 11, 12 & 13, 2014. Admission and parking are free. MIAHCS is advertised in several foreign and domestic business publications, through local newspapers (Miami Herald and El Nuevo Herald), English/Spanish radio (Univision Radio, KISS Radio, and advertising time on Comcast TV, WSVN-7, and Univision. Additional marketing strategies include: outdoor advertising, internet marketing, street banners & posters, signs in government buildings, and event website. MIAHCS attracts tourists to Miami-Dade County from all over the USA and South America, and promotes Miami as an international gateway to domestic markets in the agriculture and livestock industries, which both have a considerable presence in Miami and the State of Florida. Tourists and members of the local community come to participate in and/or witness the Cattle Judging, as well as cattle and horse exhibitions. Average attendance for the 3-day event is 60,000.

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

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The proposed project is the 7th annual Miami International Agriculture Horse & Cattle Show (MIAHCS), to be held in the Ronald Reagan Equestrian Center at Tropical Park on April 11, 12 & 13, 2014. Admission & parking are free. MIAHCS celebrates international culture with live music acts & horse exhibitions of Paso Fino, P.R.E. Andalusian, and Paso Peruano horses, paired with international folklore performances. Medieval Times of Orlando, Florida, provides 3 free shows with live performances of jousting knights, horsemanship skills and falconry. The food court offers international food and beverages in the food court area, and the family-friendly Kid Zone offers rides and entertainment. The Commercial Vendor Area features local businesses, farmers & ranchers promoting their industries, and SFACS provides information regarding autism community resources. MIAHCS attracts tourists from all over the USA and South America, promoting Miami as the international gateway to domestic markets in the agriculture and livestock industries, both of which have a considerable presence in South Florida. Horse & cattle exhibitions and events appeal to international and local visitors, with an average 60,000 in attendance for the three-day event.

MIAHCS is advertised in several foreign and domestic business publications to attract individuals from the international cattle industry. The event is marketed locally through multi-lingual advertising in local newspapers, including El Nuevo Herald, The Miami Herald, and Community Newspapers; through English and Spanish radio, including Univision Radio and KISS Radio; and through advertising time on local television productions on Comcast TV, WSVN-TV and Univision. Additional marketing strategies include outdoor advertising, internet marketing, street banners and posters in government buildings and transit systems, libraries and government centers, MDC Parks & Recreation website, and the MIAHCS website. Media sponsors include Clear Channel and Univision Radio. Hotel Sponsors include The Biltmore Hotel in Coral Gables, FL. Additional hotel sponsors are being sought at this time, and a total of 50 rooms will be blocked for this event. The recent addition of two state-of-the-art arenas to the Ronald Reagan Equestrian Center will enable the MIAHCS event to expand to offer more shows and events this year.

Tourists attend MIAHCS learn about the cattle and agriculture industries while enjoying international music and culture, and horse/folklore exhibitions. TDC funding will assist in equipment rental and event insurance expenses. MIAHCS is produced by Miami-Dade County, Commissioner Javier D. Souto, MDC Parks & Recreation, South Florida Horse Council, and South Florida Autism Charter Schools, Inc. (SFACS). Proceeds from the event are donated to SFACS in direct support of educational and therapeutic programming and services. The MIAHCS Planning Committee meets on a weekly basis beginning in January of each year.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 35,000	\$ 35,000	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services		\$ 195,000	\$ 195,000	
Marketing ADV/ PV/ Printing/ Publication		\$ 41,580	\$ 41,580	\$ 50,000
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental	\$ 4,800	\$ 51,021	\$ 55,821	
Space Rental		\$ 3,040	\$ 3,040	\$ 7,548
Mortgage/ Loan Payments			0	
Insurance	\$ 2,200		\$ 2,200	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 500	\$ 500	
Other Expenses				
Police & Fire Rescue Services (paid by SFACS)		\$ 17,408	\$ 17,408	
Entertainment, horses, music (paid by SFACS)		\$ 11,250	\$ 11,250	
			0	
			0	
			0	
Subtotal	\$ 7,000	\$ 354,799	\$ 361,799	\$ 57,548

TOTAL EXPENSES	\$ 419,347			
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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	\$ 18,429		4%
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
FY 13/14 General Fund Allocation	\$ 150,000		36%
District 10 Office Funds	\$ 170,000		41%
			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			
Miami-Dade County reimbursement for police & fire service	\$ 14,786		4%
Cash donations at event entrance	\$ 1,674		0%
In-kind rental of Ronald Reagan Equestrian Center		\$ 7,548	0
In-kind donation of television/air-time from Univision		\$ 50,000	0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 354,889	\$ 57,548	2%
Grant Amount	\$ 7,000		
Cash Revenues + Grant Amount	\$ 361,889		
Total Revenues	\$ 419,437	Total In- Kind %	14%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: C-5

ORGANIZATION: The Rhythm Foundation, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: TransAtlantic Festival 2014

RECOMMENDATION: \$10,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-01-2014 - 04-05-2014

EVENT LOCATION: North Beach Bandshell, , ,

PROJECT SYNOPSIS: Grant funds are requested to support the 12th annual TransAtlantic Festival, a series of modern world music concerts and events on April 1 -5, 2014 at the North Beach Bandshell. The festival is a unique showcase of innovative and exciting young artists creating music from the beautiful collision between traditional sounds and modern influences.

HOTEL CONFIRMATION:

Best Western on the Bay	50 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	10	1500
Out of County	5	600
Out of State		200
Foreign	25	200
TOTAL	40	2500

HOTEL ROOM NIGHTS PROJECTION:

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

MARKETING DETAILS: Marketing is done on several platforms. Grassroots marketing, using flyers and posters and targeted radio and print outlets such as Colombian and general Latin media, is a key to reaching into cultural communities. We collaborate with civic and cultural organizations such as the French Cultural Services, Centro Cultural Brasil USA, Colombian American Service Association and many others for direct mailing lists and email support as well. The Colombian connection is enhanced this year because of a new relationship with the Colombian embassy to support cultural exchange including this Festival.

Internet marketing uses our 20,000+ name email list of world music fans in the tri-county area (and beyond) through postcard and brochure mailing, and bi-weekly email blasts. The website, rhythmfoundation.com is widely linked and receives more than 10,000 hits per week during the busy season. Additional email marketing is done with specialized services like Remezcla, Fabrika, Tropicult and others. We also work extensively with viral marketing (Facebook, Twitter, Instagram, Youtube, etc) and have developed an extensive profile on these platforms.

Ads are placed in mainstream media such as New Times, and radio underwriting on WDNA-FM and WVUM-FM. TV PSA spots air on Atlantic Broadband cable network. An outdoor-advertising campaign is included this year, using mini-billboards in the venue vicinity. A publicity campaign is designed to attract feature stories and calendar inclusion in all South Florida media and beyond.

Tourism marketing: We have engaged a PR firm, Tropicult, to focus on social media both locally and internationally for world music marketing, to help ensure that preview features and calendar inclusion is done on a national media level. We will also work closely with the individual band and record label PR sources to gain further reach.

PREVIOUS TDC FUNDING: End of Cycle - \$5,000 (12-13); \$5,000 (11-12); \$5,000 (10-11); \$5,000 (09-10); \$5,000 (08-09); \$5,000 (02-03) End of Cycle;

OTHER GOVERNMENT FUNDING:

Miami Beach CAC Presenters - \$13,000 (portion of annual grant used for this project - \$4,000); Portion of Cultural Advancement (\$5,000)

PROJECT NARRATIVE:

The TransAtlantic Festival is a series of Modern World Music concerts and events April 4 and 5, 2014 at the North Beach Bandshell in Miami Beach, with related special events. This is the twelfth edition of the annual festival showcasing modern world music. The series focuses on artists from the cultural capitals of the Atlantic region, making modern world music by fusion traditional rhythms with electronica and new sounds, from places like London, France, Spain, North – West –South Africa, Brazil, Argentina, the Caribbean, Miami and New York.

All events are open to the public. The concerts at the North Beach Bandshell are ticketed, with a \$23 advance price/\$28 at the door. The after concert events are free to the public.

April 4: North Beach Bandshell: Chilean electro-pop sensations ASTRO, named Discover New Artist of the Year at last summer's prestigious Latin Alternative Music Conference; Colombian singer-songwriter ESTEBAN and his band; and locally based Latin-tronica artist TREMENDS. April 5: North Beach Bandshell: Tuareg Sahara desert blues rocker BOMBINO, named one of the Best CDs of the year by BBC, CBC, and Rolling Stone; Jamaican dub group COURTNEY JOHN PROJECT and Miami's popular AFROBETA trio. The international artists are all making their Florida debuts.

After show events will feature Brazilian funk DJ FABIO SOUL at the Sandbar Lounge in North Beach.

The hotel partner, as it has been successfully used for the previous 5 years, is the Best Western on the Bay in North Bay Village. This waterfront property offers a great rate for visiting artists and audience referrals, and is close to the venue. We anticipated 70 hotel room nights will be booked.

Media partners include Remezcla.com, Atlantic Broadband and WDNA FM.

The target audience is Miami-Dade's internationally-minded residents and visitors, with an anticipated attendance of 1,200+ per night. This audience is estimated at 60% Miami-Dade Residents, 40% tri-county area residents and tourists. The festival was originally created to open up the Rhythm Foundation's core audience of "world music" fans, to be able to make links to new and current citizens working in the new media, arts and international professions.

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

this event.

PROJECT EXPENSE BUDGET FY 2013-2014

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 10,000	\$ 10,000	\$ 2,500
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 10,000	\$ 40,000	\$ 50,000	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 1,000	\$ 4,000	\$ 5,000	\$ 5,000
Marketing: Postage/Distribution		\$ 1,000	\$ 1,000	
Marketing: Web Design/ Support/ Maintenance	\$ 2,000	\$ 3,000	\$ 5,000	\$ 2,000
Travel: In County		\$ 7,000	\$ 7,000	
Travel: Out of County			0	
Equipment Rental	\$ 2,000	\$ 10,000	\$ 12,000	
Space Rental		\$ 5,000	\$ 5,000	\$ 2,000
Mortgage/ Loan Payments			0	
Insurance		\$ 1,000	\$ 1,000	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 500	\$ 500	
Other Expenses				
ticketing and box office		\$ 500	\$ 500	
security / off duty police		\$ 2,000	\$ 2,000	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 84,000	\$ 99,000	\$ 11,500
TOTAL EXPENSES	\$ 110,500			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 30,000		27%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other	\$ 5,000		5%
Rental Income			0
Corporate Support	\$ 35,000	\$ 7,000	32%
Foundation Support			0
Private/ Individual Support		\$ 2,500	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			
FL Division of Cult Affairs portion of annual grant	\$ 2,000		2%
			0
			0
Gov't Grants: Local			
Miami Beach CAC portion of annual grant	\$ 4,000		4%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0

Merchandise/ Concessions/ Gift Shop Revenues	\$ 3,000		3%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
City of Miami Beach in kind space rental		\$ 2,000	0
			0
			0
			0
Department of Cultural Affairs Grants			
Miami Dade portion of Cultural Advancement grant	\$ 5,000		5%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 84,000	\$ 11,500	15%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 99,000		
Total Revenues	\$ 110,500	Total In-Kind %	10%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: D-1

ORGANIZATION: Miami Northwest Express Track Club, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: 39th Annual Northwest Track and Field Classic **RECOMMENDATION:** \$10,000.00

PROJECT TYPE/CATEGORY: Sport

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 06-13-2014 - 06-15-2014

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

PROJECT SYNOPSIS: Grant funds are requested to support the 39th Annual Northwest Track & Field Classic on June 13 - 15, 2014. This event involves youth from the Bahamas, British Virgin Islands, Canada, Cayman Islands, Jamaica, Mexico and Puerto Rico and throughout the United States and U.S. Virgin Islands.

HOTEL CONFIRMATION:

Homewood Suites Miami International Airport	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	800	2200
Out of County	400	800
Out of State	625	1000
Foreign	1200	2000
TOTAL	3025	6000

HOTEL ROOM NIGHTS PROJECTION:

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

MARKETING DETAILS: We have created two commercials to promote the event on the internet. We will also be using WEDR, Hot 105 and WMBM Radio to promote it to their listeners. We will also post flyers statewide, send press releases to local newspapers and national and international track and field magazines and we will mail personal invitational letters to over 8000 addresses around the world. We have also mailed 400 informational packets to schools, clubs and athletes who are seeking a VISA from their government to participate in this year's classic.

PREVIOUS TDC FUNDING: \$10,000 (12-13); \$12,000 (11-12); \$12,000 (10-11); \$10,000 (09-10); End of Cycle -\$8,000 (08-09); \$15,000 (07-08); \$5,600 (06-07); \$10,000 (05-06); \$7,000 (04-05);

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The 39th Annual Northwest Track & Field Classic provides 3 days of competition that is held during the second weekend of June each year. This competition involves thousands of athletes, Coaches, Teams, Chaperones and fans from the Caribbean and throughout the United States. In the process, cultural exchanges are made and life-time friendships are established. This event will be held at Miami-Dade College, North Campus / Traz Powell Stadium on June 13-15, 2014, and it includes only track and field based events. There is \$6 per day or \$15, 3-day admission pass to attend this international event which attracts tourists from around the world and brings them to South Florida every June. This event is promoted via radio, television, local newspapers and on the internet. It is also advertised in Track and Field News, National Master News, Youth Running, The Southern Running Journal and in several track and field Magazines. We have also had WEDR, Hot 105, WMBM and the Miami Herald provide live coverage during past events and we've already received commitments from them to help promote us again this year. In preparation for another outstanding event, we have solidified contracts with several hotels to provide special rates for our attendees and we are expecting to fill 1200+ booked rooms for this year's event. On the track, we are expecting boys and girls as young as four years of age, as well as male and female athletes who are elite or amateurs, and many fun seekers who are interested in the sport. The TDC funding enhances our project's tourism by providing funding that defrays basic promotional costs and track meet essentials. The meet is hosted by the Miami Northwest Express Track Club and it is sanctioned by the USA Track & Field Association. We begin promoting this event immediately after it concludes as our database continues to expand and our influence around the world has continued to increase. We have received many phone calls from new people who are seeking additional information about our event based upon the referrals of those who have attended in the past.

PROJECT EXPENSE BUDGET FY 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		\$ 7,000	\$ 7,000	\$ 3,000
Marketing ADV/ PV/ Printing/ Publication	\$ 4,000		\$ 4,000	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental	\$ 3,000		\$ 3,000	
Space Rental			0	
Mortgage/ Loan Payments			0	
Insurance	\$ 1,000		\$ 1,000	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 15,000	\$ 15,000	\$ 1,500
Supplies/Materials	\$ 2,000	\$ 5,500	\$ 7,500	\$ 2,000
Other Expenses				
Awards / Trophies / Plaques / Medals	\$ 5,000	\$ 19,000	\$ 24,000	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 46,500	\$ 61,500	\$ 6,500
TOTAL EXPENSES	\$ 68,000			

PROJECT REVENUE BUDGET FY 2013-2014

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 10,000		15%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other	\$ 8,000		12%
Rental Income			0
Corporate Support			0
Foundation Support			0
Private/ Individual Support	\$ 15,000	\$ 6,500	22%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds	\$ 3,500		5%
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 10,000		15%

Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 46,500	\$ 6,500	24%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 61,500		
Total Revenues	\$ 68,000	Total In- Kind %	10%

Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 3rd Quarter (Apr 1 - Jun 30)

Agenda Item No.: E-1

ORGANIZATION: Greater Miami Billfish Tournament, Inc.

GRANT REQUEST: \$15,000

PROJECT TITLE: Yamaha Contender Miami Billfish Tournament **RECOMMENDATION:** \$15,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-03-2014 - 04-05-2014

EVENT LOCATION: Miami Beach Marina, , ,

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

HOTEL CONFIRMATION:

Hilton Miami Downtown	40 hotel room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	150	1250.
Out of County	100	700
Out of State	75	400

Foreign	25	100
TOTAL	350	2450

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	30	0
# of hotel room nights anticipated to be booked:	40 - 50	0
Actual number of hotel room nights used last year:	45	0

MARKETING DETAILS: Annually, between December and March, the tournament implements local and national print, electronic marketing and advertising, as well as radio and TV coverage to promote the event, as well as Miami-Dade as a top sportfishing destination. The event runs approximately 12 advertisements promoting the event in both national and international magazines and another 4-8 newspaper ads from Palm Beach to Monroe counties. Eight thousand copies of a top quality color, 84-page tournament book are printed and distributed nationally including at the Miami International Boat Show. Television and radio interviews are started a month prior to the event. Several press releases are sent out to over 200 press contacts throughout the year promoting our event and location. The press list includes several "calendar of events" listings in national publications and as tourist-related activities. The tournament attends consumer events/shows nationwide promoting our event, including the Miami International Boat Show, the Ft. Lauderdale Boat Show, the Dania Beach Marine Flea Market, The Stuart Boat Show, Key Largo Seafood Fest, the Nautical Marine Mart in the Florida Keys, numerous tackle store events and the ICAST show in Las Vegas, NV. Mailings are sent to the over 3,000 constituent database at different times throughout the year promoting our event, and large, colorful posters are printed and posted throughout Palm Beach to Monroe counties two months prior to the tournament. Email blasts are sent to thousands of recipients, updating them on activities, special events, deadlines, etc. The Tournament hosts its own website at www.miamibillfish.com with information on the event, location and its activities. The tournament is covered both prior to and after the event on over 40 independent web sites. Spectators are encouraged through the publicity efforts to take part in the daily dockside activities, parties and auctions, which are all free and open to the public. The Miami Beach Marina, along with Monty's Restaurant as a backdrop, provides an attractive water-front location for tourists to visit.

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:

Community Grants (\$7,500)

PROJECT NARRATIVE:

The Yamaha Contender Miami Billfish Tournament is a fishing tournament that attracts tourists (2450) and anglers (350) to Miami-Dade County for the fishing opportunities, cash award structure, trophies and prizes. Novice anglers, as well as experienced fisherman including divisions for juniors, Pee Wee and ladies are attracted to this event because of its amenities and the location. Miami Beach and the Miami Beach Marina act as the perfect backdrop and site for tourists and locals to experience a unique atmosphere and location.

The event begins April 3rd with our kick-off party and registration. Anglers must pay a fee to fish which varies per team. Friday and Saturday April 4th and 5th are fishing days. The tournament hosts an afternoon party on the docks of the Miami Beach Marina with our Baywalk Arts festival. The Baywalk Festival component includes 20 exhibitors from local artists, jewelers, craftsman, music and activities for children all free and open to the public exposing the community to marine conservation and education. Nova University research students set up a lab to dissect fish and collect data to share back to the anglers and general population to educate on fishing trends. Other festivities include weigh-ins, music, raffles, and food. Saturday night continues with a silent auction, followed by dinner, music and an awards ceremony. Dinner tickets can purchased, the event is free. Local and national sponsors, conservation groups, fisherman and volunteers travel to attend the event, so the YCMBT is using the Hilton Miami Downtown Hotel for their host hotel, blocking 30 rooms.

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

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		\$ 500	\$ 500	
Outside Other Fees/Services		\$ 80,000	\$ 80,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 13,000	\$ 7,000	\$ 20,000	\$ 24,400
Marketing: Postage/Distribution	\$ 2,000	\$ 225	\$ 2,225	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 500	\$ 500	
Travel: Out of County		\$ 1,600	\$ 1,600	
Equipment Rental		\$ 3,100	\$ 3,100	\$ 1,250
Space Rental		\$ 4,500	\$ 4,500	
Mortgage/ Loan Payments			0	
Insurance		\$ 4,800	\$ 4,800	
Utilities		\$ 4,000	\$ 4,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 14,000	\$ 14,000	
Other Expenses				
Acct/License/Taxes		\$ 9,000	\$ 9,000	
Banquet/Event		\$ 45,000	\$ 45,000	\$ 42,350
Awards/Trophies		\$ 150,000	\$ 150,000	\$ 7,000
			0	
			0	
Subtotal	\$ 15,000	\$ 324,225	\$ 339,225	\$ 75,000
TOTAL EXPENSES	\$ 414,225			

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	\$ 80,000	\$ 65,000	19%
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	\$ 25		0%
Cash on Hand			0
Other Revenues			
Auction/Raffle	\$ 105,000	\$ 10,000	25%
Tournament Entry Fees	\$ 131,700		32%
			0
			0
Department of Cultural Affairs Grants			
Community Grants	\$ 7,500		2%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 324,225	\$ 75,000	4%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 339,225		
Total Revenues	\$ 414,225	Total In- Kind %	18%