



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

## **Board of County Commissioners**

Stephen P. Clark Center  
6<sup>th</sup> Floor Conference Room  
111 Northwest 1<sup>st</sup> Street  
Miami, Florida 33128

May 22, 2014  
As Advertised

Harvey Ruvin, Clerk  
Board of County Commissioners

Christopher Agrippa, Director  
Clerk of the Board Division

Tawana Parker, Commission Reporter  
(305) 375-5146



**CLERK'S SUMMARY AND OFFICIAL MINUTES  
TOURIST DEVELOPMENT COUNCIL  
MAY 22, 2014**

The Tourist Development Council (TDC) convened in the 6<sup>th</sup> floor Conference Room at the Stephen P. Clark Government Center, 111 Northwest First Street, Miami, Florida, at 12:00 p.m. on May 22, 2014. The members present were Mr. William Perry III, Ms. Olga Ramudo, Mr. Hemant Patel, Ms. Danielle Torres, and Mr. Stuart Blumberg; (Commissioner Esteban Bovo, Jr, Mr. Gene Prescott, City of Miami Beach representative and City of Miami Commissioner Keon Hardemon were absent).

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

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

Vice-Chairman Mr. Stuart Blumberg called the meeting to order at 12:13 p.m. Mr. Blumberg advised Commissioner Esteban Bovo was in the Miami-Dade County Board of County Commissioners Zoning meeting and would be unable to attend today's (05/22) scheduled TDC meeting.

**I. Additions, Deletions, Withdrawals**

There were no additions, deletions, or withdrawals from today's (5/22) 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. Financial Disclosure Forms**

Mr. Spring advised the Council members were required annually to file a financial disclosure form and the staff would be able to offer any assistance with completing the form. He also advised the deadline for filing the form was July 1, 2014.

#### **IV. Items for Approval**

##### **A. Minutes of the March 6, 2014 Meeting**

Mr. Spring asked that this item be addressed later in the meeting,

##### **B. TDC Nomination Committee Report and Recommendations**

Mr. Spring stated a public nomination process was implemented to fill four (4) positions on the TDC, which expired March 2014. The positions required one (1) elected municipal official, one (1) owner/operator of hotels or other tourist accommodations subject to the tourist development tax and two (2) persons involved in the tourist industry and who have demonstrated an interest in tourist development, but who are not owners or operators of motels, hotels or other tourist accommodations.

The TDC nominating committee selected the recommended candidates: City of Miami Beach Commissioner Micky Steinberg, T. Gene Prescott, Stuart Blumberg, and William Perry III. He noted the nominations were before the members of the Council to approve or make a recommendation to the Board of County Commissioners (BCC) and once approved, membership for the TDC would be established. Mr. Patel inquired if there were any additional nominations and Ms. Benjamin advised there were two other nominations for the owner/operator positions.

Mr. Talbert commented Commissioner Hardemon was not in attendance for today's (5/22) TDC meeting because the City of Miami Commission meetings are held on on Thursday. He suggested that the TDC meetings be scheduled accordingly to accommodate all members. The staff noted they worked diligently to ensure the scheduled meeting dates and times were feasible for everyone.

It was moved by Mr. Hemant Patel that the candidates recommended by the nominating committee for the four available positions with the TDC be approved. This motion was seconded by Ms. Olga Ramudo and upon being put to a vote, the vote passed 5-0. (Commissioner Esteban Bovo, Gene Prescott, City of Miami Commissioner Keon Hardemon and City of Miami Beach representative were absent).

#### **V. Reports and Discussion Items**

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

Mr. Spring advised this was the fourth funding period of the fiscal year and noted the TDC began with a budget of a little more than \$1.3 million. He stated the TDC did an excellent job regarding maintaining discipline with the budget, therefore leaving adequate funds for applications received in the fourth period. Mr. Spring announced nineteen (19) applications were received for the fourth funding quarter requesting a total of \$257,000.00 in funding. He stated eighteen (18) applicants were non-profit and one (1) for-profit. He advised four (4)

applicants were new or first time projects, eleven (11) were continuing projects, and four (4) applicants were eligible as ongoing projects that had completed a five year cycle.

Mr. Spring stated that the TDC Subcommittee recommended a total of \$155,000.00 in funding on behalf of the nineteen (19) applicants and commented the balance in the TDC reserve was \$73,677.00. He noted it was possible for the Council to use all or part of the reserve, but any unused balance would be carried over into the next fiscal year.

Ms. Ramudo asked how this year's surplus compared to the previous year. Mr. Spring stated it was smaller, but noted the Council has been generous with the awarded amounts.

Mr. Blumberg pointed out that there was a color code on the spreadsheet included in the meeting package. He stated the green column indicates the Sub-Committee recommendations and the orange column denoted the staff recommendations.

## **VI. Citizen's Presentations**

Mr. Spring explained the procedures regarding today's (5/22) citizen's presentations, and he requested the representatives of those organizations make a brief statement on new information. He noted that representatives who had not registered would have the opportunity to make a short presentation following the order listed in the agenda.

## **VII. Grant Applications and Recommendations – Fourth Funding Period**

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

<b>A-3. Cuban Classical Ballet of Miami, Inc. Gala of the Stars and Closing Gala</b>	<b>Final Recommendation \$9,000</b>
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Mr. Eriberto Jimenez appeared before the Council representing the foregoing applicant and advised they performed at several festivals, but they were asking for funds to perform at the home based festivals to be held at the Miami-Dade County Auditorium and at the Filmore Jackie Gleason Theater in Miami Beach.

Ms. Ramudo inquired about the number of rooms booked and if they partnered with any local hotels. In response to her question, Mr. Jimenez stated they had sponsorship from various hotels in Miami Beach, but at the time the grant was submitted, rooms had been reserved in two of the host hotels. Mr. Spring clarified that the rooms listed were documented from last year and noted this year the event projected having a larger number of booked rooms.

In response to Mr. Blumberg's question regarding whether the Cuban Classical Ballet of Miami, Inc. applied for funds from the Miami Beach Cultural Council, Mr. Jimenez was unable to the answer the question. Mr. Blumberg advised him that he was able to get funding from that organization as well since he was also having an event in a Miami Beach location.

**VI. A-4. Delou Africa, Inc.  
The 5<sup>th</sup> Annual African Dance & Drama  
Festival of Florida**

**Final Recommendation  
\$5,000**

Mr. Derron Linyear appeared before the Council representing the foregoing applicant, and stated they were an educational cultural arts program that has been in South Florida since 1987. Their mission was to bridge gaps and preserve African culture, by facilitating artistic education through dance, drums, song and history. He noted their 5<sup>th</sup> Annual African Diaspora Dance and Drum Festival of Florida would be held September 5-7, 2014. Mr. Linyear commented this family friendly event, has brought artists from Ghana, Senegal, Ivory Coast, Guinea, Brazil Haiti, Cuba, Japan and the United States. Mr. Linyear advised some of the highlights of the festival were, they received good media attention, a proclamation from the City of Miami, reached over 2,700 attendees, and the concert was sold out for the 2<sup>nd</sup> year in a row. He indicated the festival was growing and they would like to expand local participation by offering scholarships as well as increasing the media coverage.

Responding to Mr. Patel's question regarding the specific location of the Red Roof Inn, Mr. Linyear stated the booked rooms were for local and international guest and artists at the Miami International Airport location.

It was moved by Mr. William Perry III that the TDC Subcommittee recommended amount be increased from \$3,500 to \$5,000. This motion was seconded by Mr. Hemant Patel and upon being put to a vote, the vote passed 5-0. (Commissioner Esteban Bovo, Gene Prescott, City of Miami Commissioner Keon Hardemon and City of Miami Beach representative were absent).

**VI. A-5. Downtown Development Authority  
of the City of Miami - Art Days**

**Final Recommendation  
\$13,500**

Ms. Lauren Bourgoyne representing the foregoing applicant stated she was here to promote Downtown Miami and Greater Miami as a place for arts and culture. She noted their three day event Art Days, began two years ago and last year's event had an estimated 10,000 people. She also noted they expected this year's event to grow since they have more than 100 venues, galleries and participating artists. Ms. Bourgoyne advised they have added an event app for navigation purposes and to connect with others, they also have an expanded partnership with WLRN, a new partnership with Miami-Dade County Art in Public Places, Around Town magazine, and they have also added a press preview day.

Ms. Bourgoyne explained they do not block hotels rooms for artist, since they were given a commission, but indicated they do work closely with hotels in Downtown Miami to assist them with their art program. Ms. Ramudo advised her to negotiate a rate with the hotels and add them to the event's website, which would assist all parties involved.

**VI. A-9. Miami Hispanic Ballet Corp.  
XIX International Ballet Festival of Miami/2014**

**Final Recommendation  
\$10,500**

Ms. Karen Couty appeared before the Council and announced it was the 19<sup>th</sup> year for the International Ballet Festival of Miami. She noted the festival was the only one of a kind in Florida and one of the most successful, bringing in more than 200 artists to the event. Ms. Couty stated the festival includes five performances in various venues around Miami-Dade County as well as art exhibits, dance classes for young students and a presentation of a lifetime achievement award. She also noted the artist were some of the most famous dancers from Argentina, Brazil, Chile, Mexico, England, France, Spain and Germany. Ms. Couty advised the artist were placed at various hotels in the City of Miami and Miami Beach and commented the hotels have been promoted by adding the hotel links to the festival's website. Ms. Couty commented the funding was necessary in order for the festival to have continued growth in the future.

**VI. A-10. South Florida Art Center, Inc. d/b/a Art Center Final Recommendation**  
**South Florida Laura Vinci: \$5,000**  
**Contemporary Art from Brazil in Miami**

Ms. Susan Caraballo appeared before the Council and noted they were celebrating their 30<sup>th</sup> anniversary and requesting funds to support a solo exhibition by leading Brazilian artist Laura Vinci. She advised the exhibition draws up to 12,000 visitors due to the popular location and she also advised they worked with specific hotels to develop guided tours of the art center as well as the exhibition. Ms. Caraballo stated this exhibition would allow them to host several other events which would encourage more visitors to attend the art center.

Mr. Blumberg asked if funding was sought from the Miami Beach Cultural Council, and Ms. Caraballo stated they receive funding for their entire season. Responding to Mr. Talbert's question regarding the amount of funding that was received, Ms. Caraballo stated she was not aware of the exact amount, but noted they received a significant amount of funding.

It was moved by Ms. Olga Ramudo that the FY 2013-2014 TDC fourth funding period award recommendations by the TDC Subcommittee for the remaining applications in VI-A Section of Special Events/Promotions (Non-Profit) – Continuing including those who did not make a presentation in today's (5/22) TDC meeting be approved as follows:

<b>Agenda Item No</b>	<b>Organization Name</b>	<b>Final Recommendation</b>
<b>VI. A-1.</b>	<b>Community Arts and Culture Inc. 16<sup>th</sup> Annual Afro Roots World Music Festival</b>	<b>\$5,000</b>
<b>VI. A-2.</b>	<b>Creation Art Center Corporation Creation Art Center Cultural Programs</b>	<b>\$5,000</b>
<b>VI. A-3.</b>	<b>Cuban Classical Ballet of Miami, Inc. Gala of the Stars and Closing Gala</b>	<b>\$9,000</b>
<b>VI. A-5.</b>	<b>Downtown Development Authority of the City of Miami - Art Days</b>	<b>\$13,500</b>

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| VI. | A-6. | <b>GABLESTAGE, Inc.<br/>2013-2014 Season</b>   | <b>\$9,000</b>  |
| VI. | A-7. | <b>Ground Up and Rising, Inc.<br/>2014 Summer Season</b>   | <b>\$3,500</b>  |
| VI. | A-8. | <b>Key Biscayne Community Foundation, Inc.<br/>The 55<sup>th</sup> Annual Key Biscayne 4<sup>th</sup> of July Parade</b> | <b>\$5,000</b>  |
| VI. | A-9. | <b>Miami Hispanic Ballet Corp.<br/>XIX International Ballet Festival of Miami/2014</b>                                   | <b>\$10,500</b> |

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

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

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| VI. | B-2. | <b>Miami International Jazz Fest, Inc.<br/>The Miami International Jazz Festival (MIJF)</b> | <b>Final Recommendation<br/>\$15,000</b> |
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Mr. Arturo Campa representing the foregoing applicant advised this was the events first year in an effort to establish a different approach to the jazz festival. He advised they received excellent media and social media coverage that offered favorable commentary and feedback. Mr. Campa noted the artist were from Spain, Puerto Rico and New York and added they were satisfied with the accomplishments made in the first year considering the limited amount of resources that were available. Mr. Campa stated they intended to establish this event and include the youth from the Miami-Dade County school system by and the creation of a program entitled "Idle Hands", which would target inner city youth.

In response to Mrs. Ramudo's question regarding the success of ticket sales, Mr. Campa stated the ticket sales were not that great especially in the Little Haiti venue, but indicated they were able to cover most of the cost of the expenses for this event. Mr. Blumberg asked how many venues would they concentrate on for future events and Mr. Campo stated he was not sure at this time.

It was moved by Ms. Olga Ramudo that the TDC Subcommittee recommended 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 5-0. (Commissioner Esteban Bovo, Gene Prescott, City of Miami Commissioner Keon Hardemon and City of Miami Beach representative were absent).

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| VI. | B-3. | <b>The Coral Gables Museum Court<br/>Official City of Coral Gables Visitors Center</b> | <b>\$5,000</b> |
|-----|------|--|----------------|

Ms. Kris Ruff thanked the Council for being involved in this process and noted the kickoff for the center was scheduled to take place in October of this year in conjunction with Miami Attractions Month. She was pleased to announce they were working with the Coral Gables

Chamber of Commerce, the Convention and Visitors Bureau, various local merchants and hotels, to have a major kickoff for the museum as well as Miami Attractions month.

It was moved by Mr. Hemant Patel that the FY 2013-2014 TDC fourth 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 (5/22) meeting be approved as follows:

<b>Agenda Item No</b>	<b>Organization Name</b>	<b>Final Recommendation</b>
<b>VI. B-1.</b>	<b>Haitian American Historical Society, Inc. The Haitian and Caribbean International Book Fair July 2014</b>	<b>\$5,000</b>

This motion was seconded by Ms. Danielle Torres and upon being put to a vote, the vote passed 5-0. (Commissioner Esteban Bovo, Gene Prescott, City of Miami Commissioner Keon Hardemon and City of Miami Beach representative were absent).

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

<b>VI. C-1.</b>	<b>Coral Gables Congregational Church. (United Church of Christ), Inc. 2014 Summer Concert Series &amp; Young Musicians’ Summer Master Classes</b>	<b>Final Recommendation \$10,000</b>
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Mr. Mark Hart appeared before the Council and advised this was the 29<sup>th</sup> season for the Summer Concert Series of the community arts program. He noted it was comprised of six world class concerts that would be taking place June 5<sup>th</sup> – June 14<sup>th</sup> 2014. Mr. Hart stated their host hotel was the Biltmore Hotel, which was conveniently located near the venue. He explained education was a prominent feature of the program and informed the Council members that four of the six artists would be holding master classes for interested patrons. Mr. Hart also advised they have eighteen (18) participating restaurants that would host the reception for the customers. He stated this helped to promote the individual businesses as well as give added value for the event supporters. He thanked the Council for their support and commented that they were very excited about the upcoming event.

<b>VI. C-3.</b>	<b>Inffinito Art &amp; Cultural Foundation, Inc. 18<sup>th</sup> Brazilian Film Festival of Miami</b>	<b>\$17,500</b>
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Ms. Viviane Spinelli thanked the Council for their support and noted this was the pioneer event for the festival circuit. She stated this year the festival would be held in several locations which included London, Uruguay, New York, and Buenos Aires and noted the Miami festival would be the 5<sup>th</sup> festival of the year. Ms. Spinelli announced this year the festival would be paying tribute to Vinicius de Moraes, a writer from Brazil known for his influence on contemporary Brazilian music, which included special movie screenings, short films, and nine feature films. Ms. Spinelli stated although the event in Miami has been struggling for the past couple of years, fundraising efforts were undertaken to continue to bring the festival to Miami. She advised the Miami

Festival screenings would take place at the Miami Beach Cinematheque, Colony Theatre, as well as the Key Biscayne Community Center.

It was moved by Ms. Olga Ramudo that the FY 2013-2014 TDC fourth funding period award recommendations by the TDC Subcommittee for the remaining applications in VI-C Section of Special Events/Promotions (Non-Profit) – Ongoing including those who did not make a presentation in today’s (5/22) meeting be approved as follows:

<b>Agenda Item No</b>	<b>Organization Name</b>	<b>Final Recommendation</b>
<b>VI. C-1.</b>	<b>Coral Gables Congregational Church. (United Church of Christ), Inc. 2014 Summer Concert Series &amp; Young Musicians’ Summer Master Classes</b>	<b>\$10,000</b>
<b>VI. C-2.</b>	<b>Fairchild Tropical Botanic Garden, Inc. Fairchild’s Garden Music Festival</b>	<b>\$7,500</b>
<b>VI. C-4.</b>	<b>Teatro Avante, Inc. XXIX International Hispanic Theatre Festival</b>	<b>\$17,500</b>

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

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

It was moved by Ms. Olga Ramudo that the FY 2013-2014 TDC fourth funding period award recommendations by the Subcommittee for the application in VI-D Section of Special Events/Promotions (For-Profit) – First Time who did not make a presentation in today’s (5/22) meeting be approved as follows:

<b>Agenda Item No</b>	<b>Organization Name</b>	<b>Final Recommendation</b>
<b>VI. D-1</b>	<b>Reading Queer Reading Queer Literacy Festival</b>	<b>\$3,500</b>

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

**E. Sports (Non-Profit) – Continuing**

<b>Agenda Item No</b>	<b>Organization Name</b>	<b>Final Recommendation</b>
<b>VI. E-1.</b>	<b>Pinecrest Premier Soccer Inc.</b>	<b>\$10,000</b>
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## **Mega Cup Miami Soccer Tournament**

Mr. Nick Megaloudis thanked the Council for their support and advised this was the largest youth soccer organization in Miami-Dade County. He noted there were over 200 participating teams in the tournament and stated they expect this number to increase by 25%. Mr. Megaloudis advised that the increase in the number of participating teams would allow them to establish and promote a tournament abroad and overseas. He stated due to the Council's support they were able to do major marketing and attend two soccer conventions held in Florida. Mr. Megaloudis advised the host hotels were listed on their website, but he noted it was hard to track the specific hotels being used. He also stated that 50% of the participating teams were from other counties, so he was sure they were using various hotels around Miami-Dade County. Lastly, he stated they were looking forward to continued success and was very thankful for the support received from the TDC.

It was moved by Ms. Olga Ramudo that the FY 2013-2014 TDC fourth funding period award recommendations by the TDC Subcommittee for the applicant in VI-E Section of Sports (Non-Profit) – Continuing be approved. This motion was seconded by Ms. Olga Ramudo and upon being put to a vote, the vote passed 5-0. (Commissioner Esteban Bovo, Gene Prescott, City of Miami Commissioner Keon Hardemon and City of Miami Beach representative were absent).

## **Adjournment**

Hearing no further questions or comments, the TDC meeting adjourned at 1:04 p.m.



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Chairman Esteban Bovo Jr.  
Tourist Development Council



# TOURIST DEVELOPMENT COUNCIL

May 22, 2014

Prepared by: Tawana Parker

## EXHIBITS LIST

NO.	DATE	ITEM #	DESCRIPTION
1	05/22/2014	-	Agenda
2	05/22/2014	-	Roll Call
3	05/22/2014	-	Memorandum Re: Tourist Development Council Board Nominations
4	05/22/2014	-	Memorandum Re: Budget Recommendations for FY 2013-2014 Fourth Funding Period
5	05/22/2014	-	Application Summary Worksheet
6	05/22/2014	-	Applications for Fourth Funding Period
7	05/22/2014	C-1	Coral Gables Congregational Church (United Church of Christ), Inc. – 2014 Summer Concert Series & Young Musicians' Summer Master Class
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Panel Meeting  
Thursday, May 22, 2014 12 PM  
Stephen P. Clark Center  
111 NW First Street  
6th Floor, Front Conference Room  
Miami, Florida

**AGENDA**

- I. Additions, Deletions, Withdrawals
- II. Conflict of Interest
- III. Financial Disclosure Forms
- IV. Items for Approval
  - A. Minutes of the March 6, 2014 Meeting
  - B. TDC Nomination Committee Report and Recommendations
- V. Reports and Discussion Items
  - A. Updated Budget / Financial Position and Funding Recommendations for FY 2013-14 Fourth Funding Period
- VI. Citizens' Presentations
- VII. Grant Applications and Recommendations - Fourth Funding Period
  - A. Special Events/Promotions (Non-Profit) -- Continuing

	Request	Subcommittee Recommendation
1. Community Arts And Culture Inc. <i>16th Annual Afro Roots World Music Festival</i>	5,000	5,000
2. Creation Art Center Corporation <i>Creation Art Center Cultural Programs</i>	5,000	5,000
3. Cuban Classical Ballet of Miami, Inc. <i>Gala of the Stars and Closing Gala</i>	15,000	9,000
4. Delou Africa, Inc. <i>The 5th Annual African Dance &amp; Drum Festival of Florida</i>	7,000	3,500
5. Downtown Development Authority of the City of Miami <i>Art Days</i>	15,000	13,500
6. GABLESTAGE, INC. <i>2013-2014 Season</i>	25,000	9,000
7. Ground Up and Rising, Inc. <i>2014 Summer Season</i>	15,000	3,500
8. Key Biscayne Community Foundation, Inc. <i>The 55th Annual Key Biscayne 4th of July Parade</i>	10,000	5,000

	Request	Subcommittee Recommendation
9. Miami Hispanic Ballet, Corp. <i>XIX International Ballet Festival of Miami/2014</i>	25,000	10,500
10. South Florida Art Center, Inc. d/b/a ArtCenter/ South Florida <i>Laura Vinci: Contemporary Art from Brazil in Miami</i>	5,000	5,000
<b>B. Special Events/Promotions (Non-Profit) – First Time</b>		
1. Haitian American Historical Society, Inc. <i>The Haitian and Caribbean International Book Fair July 2014</i>	15,000	5,000
2. Miami International Jazz Fest Inc. <i>The Miami International Jazz Festival (MIJF)</i>	15,000	10,000
3. The Coral Gables Museum, Corp. <i>Official City of Coral Gables Visitors Center</i>	5,000	5,000
<b>C. Special Events/Promotions (Non-Profit) – Ongoing</b>		
1. Coral Gables Congregational Church (United Church of Christ), Inc. <i>2014 Summer Concert Series &amp; Young Musicians' Summer Master Classes</i>	15,000	10,000
2. Friends of the Bass Museum, Inc. <i>Hot Nights, Cool Jazz!</i>	15,000	7,500
3. Inffinito Art & Cultural Foundation, Inc. <i>18th Brazilian Film Festival of Miami</i>	25,000	17,500
4. Teatro Avante, Inc. <i>XXIX International Hispanic Theatre Festival</i>	25,000	17,500
<b>D. Special Events/Promotions (For-Profit) – First Time</b>		
1. Reading Queer <i>Reading Queer Literary Festival</i>	5,000	3,500
<b>E. Sports (Non-Profit) - Continuing</b>		
1. Pinecrest Premier Soccer Inc. <i>Mega Cup Miami Soccer Tournament</i>	10,000	10,000

Adjournment



## Citizens' Presentations

### VII. Grant Applications and Recommendations - Fourth Funding Period

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

	Request	Subcommittee Recommendation
3. Cuban Classical Ballet of Miami, Inc. <i>Eriberto Jimenez</i>	15,000	9,000
4. Delou Africa, Inc. <i>Derron Linyear</i>	7,000	3,500
5. Downtown Development Authority of the City of Miami <i>Lauren Bourgoyne</i>	15,000	13,500
9. Miami Hispanic Ballet, Corp. <i>Karen Eva Couty</i>	25,000	10,500
10. South Florida Art Center, Inc. d/b/a ArtCenter/ South <i>Susan Caraballo</i>	5,000	5,000

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

2. Miami International Jazz Fest Inc. <i>Arturo Campa</i>	15,000	10,000
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#### C. Special Events/Promotions (Non-Profit) – Ongoing

1. Coral Gables Congregational Church (United Church of Christ), Inc. <i>Mark Hart</i>	15,000	10,000
3. Inffinito Art & Cultural Foundation, Inc. <i>Viviane Spinelli</i>	25,000	17,500

#### E. Sports (Non-Profit) - Continuing

1. Pinecrest Premier Soccer Inc. <i>Nick Megaloudis</i>	10,000	10,000
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**TOURIST DEVELOPMENT COUNCIL**

Roll Call Sheet for 05-22-14

	<b>COUNCIL MEMBERS</b>	<b>PRESENT</b>	<b>LATE</b>	<b>ABSENT</b>
1	Blumberg, Stuart <i>Tourism Industry Representative</i>	✓		
2	<i>Elected Official, City of Miami Beach</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 Commissioner</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>	✓		
	<b>Staff:</b>			
	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, Dorianny <i>Program Assistant</i>	✓		

**NOTE: Five (5) members constitute a quorum**

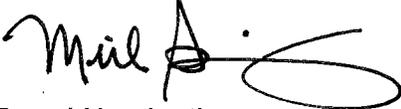
*Revised on 02/06/2014*



## MEMORANDUM

**Date:** May 22, 2014

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

**From:** Michael Spring, Director  
Department of Cultural Affairs 

**Subject:** Tourist Development Council Board Nominations

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A public nomination process was implemented to fill four (4) positions on the Tourist Development Council (TDC), which expired March 2014. The positions require one (1) elected municipal official, one (1) owner/operator of hotels or other tourist accommodations subject to the tourist development tax and two (2) persons involved in the tourist industry and who have demonstrated an interest in tourist development, but who are not owners or operators of motels, hotels, or other tourist accommodations in the County and subject to the tax. In response to the advertisement for nominations, credentials of eligible candidates for the TDC were submitted and reviewed by the Tourist Development Council Nominating Committee. Present at the meeting were: Stuart Blumberg, Vice-President of the Tourist Development Council, Carole Ann Taylor, Visitor Industry Council, and William Talbert, Greater Miami Convention and Visitors Bureau.

Based on a thorough review of qualifications, the Tourist Development Council Nominating Committee selected the recommended candidates: Commissioner Micky Steinberg, T. Gene Prescott, Stuart Blumberg and William Perry and unanimously voted to recommend these candidates to the Tourist Development Council and the Board of County Commissioners to fill the vacancies on the TDC Board.

Attached are the bios summarizing the candidates' extensive experience in the tourism industry and a chart specifically identifying their professional or civic affiliations and their designated terms.

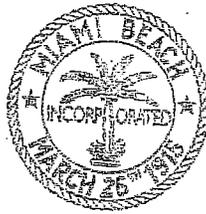
**FY 2013-2014  
Miami-Dade County Tourist Development Council**

**Recommended Candidates:**

<b>MEMBERS</b>	<b>AFFILIATION</b>	<b>TITLE</b>	<b>Term</b>
<b>Elected Municipal Officials</b>			
Micky Steinberg	City of Miami Beach Commissioner	Commissioner	03/12 – 03/16
<b>Owners/Operators of Hotels or other Tourist Accommodations</b>			
T. Gene Prescott	Biltmore Hotel	President	03/14 – 03/18
<b>Involved in Tourist Industry</b>			
Stuart Blumberg	Tourism Educator and Consultant	Educator/Consultant	03/14 – 03/18
William Perry, III	World Wide Concessions	Partner/Owner	03/14 – 03/18

**TDC Board Members**

<b>MEMBERS</b>	<b>AFFILIATION</b>	<b>TITLE</b>	<b>Term</b>
<b>Chairperson</b>			
Esteban L. Bovo, Jr.	Miami-Dade County Commissioner	Vice Chairman	02/13 – 02/15
<b>Elected Municipal Officials</b>			
VACANCY			03/12 – 03/16
Keon Hardemon	City of Miami	Commissioner	03/12 – 03/16
<b>Owners/Operators of Hotels or other Tourist Accommodations</b>			
Hemant Patel	Kings Motel	General Manager	03/13 – 03/16
Danielle Torres	Marriott Courtyard Hampton Inn – Homestead	Director of Sales	03/13 – 03/16
VACANCY			03/14 – 03/18
<b>Involved in Tourist Industry</b>			
Olga Ramudo	Express Travel of Miami, Inc.	President/CEO	03/12 – 03/16
VACANCY			03/14 – 03/18
VACANCY			03/14 – 03/18



PHILIP LEVINE

MAYOR

February 3, 2014

Nikenna Smart-Benjamin  
Projects Administrator  
Miami-Dade County Department of Cultural Affairs  
111 N.W. First Street • Suite 625 • Miami, FL 33128

Dear Ms Smart-Benjamin:

I am pleased to recommend Commissioner Micky Steinberg to sit on the board of the Miami-Dade County Tourist Development Council (TDC).

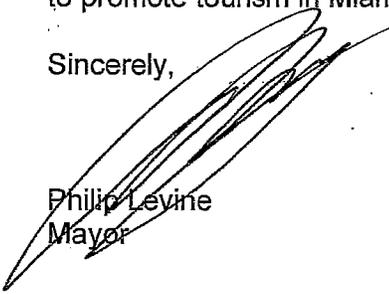
Commissioner Steinberg grew up in Miami Beach with four generations of her family currently living in Miami Beach. As a result, she keenly understands the value of having a strong quality of life for Miami Beach residents and businesses. Commissioner Steinberg recently served on the Miami Beach Visitor and Convention Authority and, similar to the TDC, actively recruited and developed events, festivals, programs and activities for our community. Her work focused on finding innovative partners that were representative of our City and which garnered positive and or noteworthy media awareness.

Commissioner Steinberg started her career in the hospitality industry in South Beach, where she worked to improve the experience of residents and visitors by focusing on customer service. In 2002, she launched her career as a licensed realtor, putting to work her knowledge of Miami Beach's diverse real estate market. Today, she continues her work with Palm Properties of South Florida, where she showcases our community to prospective residents.

As commissioner of the City of Miami Beach, Steinberg is committed to the continued mission of promoting Miami Beach and all of Miami Dade County as a world class tourist destination that benefit the community, its residents, visitors and businesses, alike. Her lifelong ties to the community give her unique knowledge of how to develop quality programs and investments which generate, satisfy and enhance year-round tourism.

Commissioner Steinberg's passion and commitment to Miami Beach is an example for everyone in our community and would be a valuable asset to the County Tourist Development Council. I endorse Commissioner Micky Steinberg as a representative of Miami Beach and as a catalyst to promote tourism in Miami Dade County.

Sincerely,



Philip Levine  
Mayor

CITY OF MIAMI BEACH

1700 CONVENTION CENTER DRIVE, MIAMI BEACH, FLORIDA 33139

TEL: (305) 673-7035 • FAX: (305) 673-7096 • E-MAIL: PHILIP.LEVINE@MIAMI-DADE.GOV



February 7, 2014

Miami Dade County  
Department of Cultural Affairs  
Tourist Development Council  
111 NW 1<sup>st</sup> Street  
Suite 625  
Miami, FL 33128

Dear Board Members:

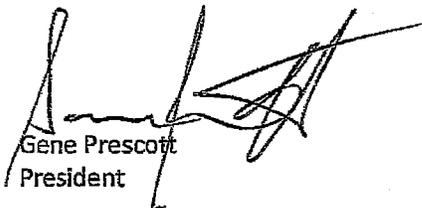
I have been an active Board Member of the Tourist Development Council since March 2010.

It has been a very informative and rewarding experience to be a part of the team that issues grants and funds programs for the Department of Cultural Affairs in Miami-Dade.

As my term nears its end on March 2014, I would like to express my interest in continuing to serve on the board for another term.

Please advise if you require additional information.

Sincerely,

  
Gene Prescott  
President

## **T. GENE PRESCOTT**

### **CHAIRMAN OF THE BOARD AND CEO *SEAWAY HOTELS CORPORATION***

T. Gene Prescott is principal shareholder of Seaway Hotels Corporation. Prescott grew up on an Idaho cattle ranch and graduated from the University of Idaho. He holds a M.S. Degree from Carnegie-Mellon University, is a Certified Public Accountant (Touche-Ross, Cleveland) and was a management consultant in the United States and in Italy for Olivetti. Mr. Prescott served as an officer and director at a number of publicly-owned companies before striking off on his own by purchasing interests in a variety of business ventures.

Mr. Prescott purchased the Sheraton Sand Key Resort, a 390 room beachfront property in Clearwater, Florida in 1980 and became a principal investor in the Biltmore Hotel, a 275 room destination resort in Coral Gables, Florida in 1992. In addition to these prestigious hotel properties,, Mr. Prescott's portfolio holdings include two public refrigerated warehouses in New Jersey and a wholesale travel agency in Chicago. The hotels are the largest revenue generators among his business interests, and accordingly, receive Mr. Prescott's primary attention. His corporate offices are at the Biltmore Hotel where he oversees the day-to-day operations of the Hotel and its award-winning golf course. In 1992, Mr. Prescott and his partners bought the Biltmore Hotel out of bankruptcy and have returned it to its original grandeur. In large part through Mr. Prescott's efforts, the Biltmore Hotel, originally built in 1926, was designated a National Historic Landmark in 1996 and has become a social, civic and political center in south Florida. The Biltmore Hotel employs over 650 direct employees and has an economic impact of over \$100 million in the community. The Sheraton Sand Key Resort has more than 350 direct employees with an estimated economic impact of more than \$75 million.

As part of the Biltmore Hotel operations, Mr. Prescott has ultimate responsibility over all culinary activities including four restaurants, among them the nationally acclaimed, Palme d'Or Restaurant which recently received Zagat's 2010 rating as the best restaurant in south Florida for food, décor and service. The Sheraton Sand Key Resort property also operates four restaurant outlets.

In October 2009, he concluded a two-year term as the Chairman of the Greater Miami Conventions and Visitors Bureau. Tourism is south Florida's number one industry. The GMCVB, the community tourism promotion agency, has a membership of over 1,100, that represent a broad range of tourism related activities. His term as Chairman of the Board coincided with the most difficult economic period for the tourism industry in recent times. Mr. Prescott and the GMCVB staff worked on developing creative solutions and increasing the cooperation of public and private partners. He remains on the Board of the GMCVB in the capacity as immediate past-chair which brings his total to eight years serving on that

Board. He is considered an expert on the tourism industry and is frequently quoted in press articles and trade publications.

Mr. Prescott is active in many aspects of the community. His Board memberships include:

- Immediate past Chairman of the Greater Miami Conventions and Visitors Bureau
- Vice Chairman of Florida International University Foundation
- Member of the Board of Miami Children's Hospital
- Member of Orange Bowl Committee
- Former director, Eastern National Bank
- Founding director, Bank of Coral Gables

He also served on the Miami Dade Expressway Authority for 10 years, 6 of them as Treasurer.

Seaway Hotels Corporation and its affiliates own and manage – *The Biltmore Hotel* in Coral Gables, FL, the company's flagship, National Historic Landmark resort; the *Sheraton Sand Key Resort* in Clearwater Beach, FL, Seaway's longest held property, recipient of numerous Sheraton awards of excellence; and the all-suite *Alexander Hotel* on famed Miami Beach.

He resides in Coral Gables, Florida and has three adult children.

# # #

**Benjamin, Nikenna D. (CUA)**

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**Subject:** FW: TDC  
**Attachments:** Resume as of 2009 (1).doc; ATT00001.htm

**From:** Stuart Blumberg <[hotelier@msn.com](mailto:hotelier@msn.com)>  
**Date:** February 6, 2014 at 10:06:18 AM EST  
**To:** ms4 <[ms4@miamidade.gov](mailto:ms4@miamidade.gov)>  
**Subject:** TDC

TO: Michael Spring

FROM: Stuart Blumberg

SUBJECT: Tourist Development Council

Michael:

Please accept this email as my formal application for reappointment to the Tourist Development Council. It has been an honor to serve these past years. I believe there is still a lot left to accomplish and I want to be part of it. I look forward to continuing my relationship with you, your staff and those groups who come before us and are so vital to our community.

Thank you for considering my application.

Sincerely

Stuart Blumberg

Cell: 305-978-4444  
[hotelier@msn.com](mailto:hotelier@msn.com)  
[gmbha1@gmail.com](mailto:gmbha1@gmail.com)



**AZTEC RESORT**

Miami Beach, Florida

**General Manager**

- . Managed all operations of 435-room resort property

Prior to 1974

**Significant Career Highlights:**

- . Marketing Director: Large chain of Florida based men's retail clothing properties.
- . Executive Vice-President: Hilton Plaza Hotel-472 room property on Miami Beach
- . Consultant: Hotel/Tourism properties
- . Assistant Manager: Miami Beach Convention Center
- . P.R Director: Miami Beach Chamber of Commerce

**EDUCATION:****UNIVERSITY OF FLORIDA**

Gainesville, Florida

- . Bachelor of Science
- . Major: Political Science

**AFFILIATIONS/MEMBERSHIPSPROGRAMS**

Partnering with Best Buddies to provide career opportunity

For challenged young people- 30 placed to date.

Partnering with Habitat for Humanity Greater Miami to form

A Hotel Division providing furnishings for homes

Chairman: Host Committee, MPI Convention-2005

- . Chairman: ASTA World Congress Host Committee-2003
- . Founding Member-Miami-Dade Sports Commission-(2003-)  
Vice-Chairman (2003-2005)
- . Member; Florida Hotel & Motel Assn Execs Committee
- . Miami -Dade Mayors Marketing Council (1998-2003)
- . Visitor Industry Task Force-One Community (1998-2000)
- . Board of Directors, Performing Arts Center Trust  
(1991-2007)
- . Chairman: Management Committee-PACT (1997-2000)
- . Creator: Voluntary Educational Service Training Trust  
VESTT: Trained over 10,000 hotel employees in  
Attitude and Customer service.
- . Chairman: Community Awareness Service Training-  
CAST-Greater Miami Chamber of Commerce
- . Chairman: Airport Customer Service Training Committee
- . Member: Taxi Driver Incentive Board
- . Co-Chairman: Miami Dade Limousine/Taxi Committee(1998-2009)
- . Board of Directors, Academy of Tourism (1991-)  
Member-Tourist Development Council-(2006-)
- . Founder: Academy of Travel & Tourism (1987)
- . Academy of Tourism "Champion" (1999-)
- . Chairman Student Conference (1994-95-96)
- . Chairman: City of Miami Beach- Collins Avenue

- Reconstruction Project (2001-2003)
- . Chairman: City of Miami Beach Blue Ribbon Committee on Tourism (2001) (2009)
- . Co-chair-Tourism Roundtable-Greater Miami Chamber of Commerce (1997-98)
- . Board of Directors, Florida Tourism Association (1996-97)
- . Board of Directors, Jobs For Miami (1991-1994)
- . Adjunct Professor-FIU School of Hospitality Mgt(1997-2007)
- . Visitor Industry Council
  - Board of Directors/ Executive Committee (1996-)
  - Vice Chairman (1998-1999)
  - Chairman (1999-2002)
- . Chairman, Miami Beach Chamber of Commerce (1987-1990)
- . Board of Governors, Miami Beach Chamber of Commerce (1985-)
- . Founder and Chairman of "Pillars"-Mia. Beach Chamber (1988-1991) (1997-1999)
  - Board of Directors, Greater Miami Convention and Visitors Bureau (1986-1989) (1991-2004)
- . Executive Committee-Greater Miami Convention & Visitors Bureau (1999-2004)
- . Vice-Chairman, Miami Beach Convention Center Advisory Board (1987-1990) (1991-1997)
  - Chairman (1998-2000) (2009-)
- . Vice-Chairman, Miami Beach Tourism Convention Center Expansion Authority (1985-1990)
- . Chairman, Public Facilities Trust (1989-1990)
- . Board of Trustees, Bass Museum (1988-1990)
- . International President, Tau Epsilon Phi National Fraternity (1989-1991) (1997-)
- . President, Tau Epsilon Phi Scholarship Foundation (1991-1993) (1995-1997)

## **AWARDS**

Recipient of Miami Today Gold Medal Award for Professional Achievement-2003

Recipient of Miami Beach Chamber Tourism Hall of Fame-2004

Delegate: White House Conference on Tourism-1995

Miami Beach Resort Hotel Association "Man of the Year-1989

Leukemia Society "Volunteer of the Year" -1994

South Florida Tourism Professional of the Year-1995

Awarded by Academy of Travel & Tourism

James McDonnell "Outstanding Board of Governor Award"

Miami Beach Chamber of Commerce-1997

Honored by Florida International University for Extraordinary Contribution to the Hotel Industry and Hospitality

**Education-1997**

**Recipient of 2000 Paul Brown Award by FH&MA for  
Outstanding Achievement in Hospitality Education  
Chairman-Transplant Foundation Golf Tournament (1995-)  
Recipient of Miami Today's "Best of the Best" Gold Medal  
Host Committee-Super Bowl (1989/1995)  
Hotel Co-Chair, Super Bowl-(1999)  
Operations Chairman-POW WOW (1994/1999)  
Chairman-Host Committee-MEDIM (1997)  
Operations Chairman-PCMA (2001)  
Member: 2003 NACCP National Convention-Host Committee  
Lifetime Achievement Award-GMBHA  
Publisher: Miami Beach-A History 1994  
Publisher-A History of Miami Beach's Hotels  
Woggles and Cheese Holes  
Recipient 2007 "Arts Hero" Award from Arts & Business Council  
Recipient 2007 Founders Award from Academy of Hospitality &  
Tourism  
Recipient 2007 Miami Beach Chamber of Commerce Diamond  
Palm Award as Founder of the "Pillars" and Past Chamber Chairman  
Recipient "Best Buddies Champions Award" 2008  
Recipient "Community Service Award", Advertising Federation  
Of Greater Miami-2008  
Recipient : March of Dimes Community Award-2008**

**Benjamin, Nikenna D. (CUA)**

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**From:** dperry1965@aol.com  
**Sent:** Wednesday, February 05, 2014 3:27 PM  
**To:** Benjamin, Nikenna D. (CUA)  
**Subject:** Tourist Development Council Nomination  
**Attachments:** William\_R.\_Perry,\_III-\_Resume.docx

Ms. Benjamin, Please allow this correspondence to serve as a letter of interest for my continued service as a member of the TDC. I have attached my updated resume for your review. Please feel free to contact me if you should have any further questions. Thank you.

Regards,

*William R. Perry III*, President  
WRP and Associates, Inc.  
A Certified ACDBE Company  
Miami International Airport  
P.O. Box 996757  
Miami, FL 33299-6757  
(305) 754-4977 Office  
(786) 290-9810 Cell

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# William R. Perry. III

340 NE 94th Street Miami Shores, FL 33138 786-290-9810

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## PROFESSIONAL HISTORY

2007 - Present: **Adjunct Professor** - Barry University (ACE) Services Marketing, Essentials of Marketing, Organizational Behavior.

1998 - Present: **Partner/Owner** - Worldwide Concessions, Inc. Franchisee of Chilis, Chilis Grab and Go, Pizza Hut, Burger King, Sam Adams, Budweiser, Worldwide Cafe. Portfolio includes access to over 200 food and beverage name brands.

1993 - Present: **President - WRP and Associates**- Certified ACDBE and provider of parking, transportation management and consulting services in partnership with Central Parking System/Standard Parking dba Airport Parking Associates. Management portfolio has included the Miami International Airport, Bayside Marketplace, American Airlines Arena, Broward County School System, Jackson Memorial Hospital as well as many other parking locations throughout South Florida. WRP and Associates also operates in a partnership capacity all outbound curbside services for the Miami Super Shuttle franchise at the Miami International Airport.

2006 – 2009: **Adjunct Professor** - Florida Memorial University, Small Business Management and Entrepreneurship.

1998 - 2001: **President - WRP Transportation**- Certified DBE and provider of para - transit transportation and fixed route services for the elderly and physically impaired community of South Florida. Certified safety and defensive driving coordinator and instructor.

1990 - 1996: **CEO - Miami Sports and Exhibition Authority**- Developer, owner and operator of the Miami Arena. Co-developed with the City of Miami the James L. Knight Center and the Coconut Grove Exhibition Center. Managed 100M asset. Intricately engaged in negotiating professional sports i.e. Miami Heat, Florida Panthers, Miami Manatees, and the Florida Marlins in securing the South Florida market.

1987 - 1990: **Chief of Staff** - City of Miami Commissioner.

## EDUCATION

1981 - 1983 MBA, Morgan State University, Baltimore, MD

1997 - 1981 BS, Psychology, Morgan State University, Baltimore, MD

## COMMUNITY AFFILIATIONS

Orange Bowl Committee • Past Chairman, Orange Bowl Youth Football Alliance • Past Chair, Community Outreach, Orange Bowl Committee • Chairman, Economic Development Committee, Miami - Dade Branch, NAACP • Vice Chairman, Association for the Development of the Exceptional • Member, Tourist Development Council • Member, International Franchise Association.

## REFERENCES

- \* Dr. Abass Entessari, Dean, Florida Memorial University School of Business
- \* Eric Poms, President and CEO, The Orange Bowl Committee
- \* Dr. Robert Scully, Academic Coordinator and Associate Dean, Barry University (ACE)
- \* Michael Kosnitzky, Esq., Managing Partner, Boies Schiller & Flexner Law Firm
- \*\* Please refer to [www.wp3enterprises.com](http://www.wp3enterprises.com) for further details.



## MEMORANDUM

**Date:** May 22, 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 Fourth Funding Period

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### 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 \$1,050,000, 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.

### 4<sup>th</sup> Funding Period Overview

There are nineteen (19) applications requesting a total of \$257,000 for the fourth funding period. Of these 19 applications, eighteen (18) are from non-profit organizations requesting a total of \$252,000; and one (1) application is from a for-profit organization requesting \$5,000.

Four (4) of these 19 organizations represent New and/or First-time projects to the Tourist Development Council; eleven (11) are Continuing projects; and four (4) 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 \$155,000 has been recommended for 19 organizations by the TDC Subcommittee for this fourth funding period. The current balance in the Reserve Fund is \$73,677. 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 <sup>36</sup>	\$
Second Funding Period	393,700		26,000	\$ 419,700 <sup>33</sup>	
Third Funding Period	208,750		36,000	\$ 244,750 <sup>28</sup>	
Fourth Funding Period	155,000			\$ 155,000 <sup>19</sup>	
Reserve	135,677				73,677
Set-Aside Grants	124,400				
<b>TOTAL</b>	<b>\$1,346,027</b>	<b>\$ 124,400</b>	<b>\$ 62,000</b>	<b>\$1,272,350 <sup>116</sup></b>	<b>\$ 73,677</b>

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  
Fourth Funding Period**

**BUDGET UPDATE CHART**

	Special Events / Promotions	Sports Events	Television	Government	Total
Total TDC Funding Available in FY 2013-2014					<b>\$1,346,027</b>
Total TDC First Funding Period Allocations					<b>\$452,900</b>
Total TDC Second Funding Period Allocations					<b>\$419,700</b>
Total TDC Third Funding Period Allocations					<b>\$244,750</b>
Continuing <i>(Reduction Formula)</i> Projects - Funding Formula Amounts (# of requests)	\$ 69,000 <b>(10)</b>	\$ 10,000 <b>(1)</b>	N/A	N/A	\$ 79,000 <b>(11)</b>
Ongoing Projects <i>(Beginning New Cycle)</i> - Recommended Amounts (# of requests)	\$ 52,500 <b>(4)</b>	N/A	N/A	N/A	\$ 52,500 <b>(4)</b>
New and/or First- time Projects - Recommended Amounts (# of requests)	\$ 23,500 <b>(4)</b>		N/A	N/A	\$ 23,500 <b>(5)</b>
<b>Total Recommended for Fourth Funding Period (# of requests)</b>	<b>\$ 145,000 (18)</b>	<b>\$ 10,000 (1)</b>	N/A	N/A	<b>\$ 155,000 (19)</b>
<b>Balance Remaining (Reserve Fund)</b>					<b>\$ 73,677</b>

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

FY 2013-2014 Tourist Development Council  
Application Summary Worksheet  
Panel Meeting -- May 22, 2014 12pm  
Fourth Funding Period

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VII. A-1	Community Arts And Culture Inc	5,000	16th Annual Afro Roots World Music Festival	05/01/14 to 09/30/14	5,000	Continuing / 4th	5,000	5,000	0.7	0	R	
VII. A-2	Creation Art Center Corporation	5,000	Creation Art Center Cultural Programs	07/01/14 to 09/30/14	5,000	Continuing / 4th	5,000	5,000	0.7	0	R	
VII. A-3	Cuban Classical Ballet of Miami, Inc.	9,000	Gala of the Stars and Closing Gala	09/13/14 to 09/14/14	15,000	Continuing / 2nd	10,000	10,000	0.9	6,000	R	
VII. A-4	Delou Africa, Inc.	3,500	The 5th Annual African Dance & Drum Festival of Florida	08/01/14 to 08/03/14	7,000	Continuing / 2nd	3,500	3,500	Exempt	3,500	R	
VII. A-5	Downtown Development Authority of the City of Miami	13,500	Art Days	09/19/14 to 09/21/14	15,000	Continuing / 2nd	15,000	15,000	0.9	1,500	R	
VII. A-6	GABLESTAGE, INC.	9,000	2013-2014 Season	07/01/14 to 09/30/14	25,000	Continuing / 5th	10,500	15,000	0.6	16,000	R	
VII. A-7	Ground Up and Rising, Inc.	3,500	2014 Summer Season	07/01/14 to 08/31/14	15,000	Continuing / 5th	3,500	3,500	Exempt	11,500	R	
VII. A-8	Key Biscayne Community Foundation, Inc.	5,000	The 55th Annual Key Biscayne 4th of July Parade	07/04/14 to 07/04/14	10,000	Continuing / 2nd	5,000	5,000	Exempt	5,000	R	
VII. A-9	Miami Hispanic Ballet, Corp.	10,500	XIX International Ballet Festival of Miami/2014	08/30/14 to 09/27/14	25,000	Continuing / 4th	17,000	15,000	0.7	14,500	R	
VII. A-10	South Florida Art Center, Inc. db/a ArtCenter/ South Florida	5,000	Laura Vinci: Contemporary Art from Brazil in Miami	07/16/14 to 09/07/14	5,000	Continuing / 2nd	5,000	5,000	Exempt	0	R	
<b>Subtotals:</b>		<b>69,000</b>			<b>127,000</b>					<b>59,000</b>		<b>0</b>
											<b>D = Direct R = Reimbursement</b>	

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VII. B-1	Haitian American Historical Society, Inc.	5,000	The Haitian and Caribbean International Book Fair July 2014	07/10/14 to 07/14/14	15,000	First Time / 1st	N/A	N/A	N/A	10,000	R	
VII. B-2	Miami International Jazz Fest Inc.	10,000	The Miami International Jazz Festival (MIJF)	05/09/14 to 05/10/14	15,000	First Time / 1st	N/A	N/A	N/A	5,000	R	
VII. B-3	The Coral Gables Museum, Corp.	5,000	Official City of Coral Gables Visitors Center	07/15/14 to 09/30/14	5,000	First Time / 1st	N/A	N/A	N/A	0	R	
<b>Subtotals:</b>		<b>20,000</b>			<b>35,000</b>					<b>15,000</b>		<b>0</b>
											<b>D = Direct R = Reimbursement</b>	

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VII. C-1	Coral Gables Congregational Church (United Church of Christ), Inc.	10,000	2014 Summer Concert Series & Young Musicians Summer Master Classes	06/05/14 to 08/15/14	15,000	Ongoing / 1st	5,000	5,000	N/A	5,000	R	
VII. C-2	Friends of the Bass Museum, Inc.	7,500	Hot Nights, Cool Jazz!	07/11/14 to 08/22/14	15,000	Ongoing / 1st	5,000	7,500	N/A	7,500	R	
VII. C-3	Infinito Art & Cultural Foundation, Inc.	17,500	18th Brazilian Film Festival of Miami	08/16/14 to 09/24/14	25,000	Ongoing / 1st	15,000	10,000	N/A	7,500	R	
VII. C-4	Teatro Avante, Inc.	17,500	XXXI International Hispanic Theatre Festival	07/10/14 to 07/27/14	25,000	Ongoing / 1st	10,000	10,000	N/A	7,500	R	
<b>Subtotals:</b>		<b>52,500</b>			<b>80,000</b>					<b>27,500</b>		<b>0</b>
											<b>D = Direct R = Reimbursement</b>	

Special Events/Promotions  
For-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
VII. D-1	Reading Queer	3,500	3,500	Reading Queer Literary Festival	08/29/14 to 09/07/14	5,000	First Time / 1st	N/A	N/A	N/A	1,500	R	
Subtotals:		3,500	3,500			5,000					1,500		0

\*D = Direct R = Reimbursement

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
VII. E-1	Pinecrest Premier Soccer Inc.	10,000	10,000	Mega Cup Miami Soccer Tournament	08/30/14 to 09/07/14	10,000	Continuing / 3rd	12,500	25,000	0.8	0	R	
Subtotals:		10,000	10,000			10,000					0		0

\*D = Direct R = Reimbursement

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

Beginning Balance for 4th Funding Quarter: 155,000  
 Total in the Reserve Fund: 73,677

Remaining Balance for the Program: 0

Total number of Applications: 19  
 Grant request grand total: 257,000  
 Request to recommendation grand total: 102,000  
 Subcommittee Recommendation Grand Total: 155,000  
 Final Panel Recommendation Grand Total: 0

## Miami-Dade County Department of Cultural Affairs

**FY 2013-2014 - Tourist Development Council - 4th Quarter (July 1 - September 30)**

**Agenda Item No.: A-1**

**ORGANIZATION:** Community Arts And Culture Inc

**GRANT REQUEST:** \$5,000.00

**PROJECT TITLE:** 16th Annual Afro Roots World Music Festival

**SUBCOMMITTEE**

**RECOMMENDATION:** \$.5,000.00

**PROJECT TYPE/CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 4TH

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 08-09-2014 - 08-09-2014

**EVENT LOCATION:** 7th Circuit Studios, 228 NE 59th St; Little Haiti Cultural Center, 212 NE 59th Terrace

**PROJECT SYNOPSIS:** Grant funds are requested to support the 16th Annual Afro Roots World Music Festival, August 9 at 7th Circuit Studios located at 228 NE 59 St., Miami. Ticket prices will range from \$10.00 for students & seniors, \$15.00 pre-sale or \$20 at the door for general admission tickets. Expected attendance figures for the festival and it's satellite events will range from 500-1,000 patrons.

**HOTEL CONFIRMATION:**

Hotel New Yorker	20 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	20	575
Out of County		125
Out of State	10	50
Foreign		50
<b>TOTAL</b>	<b>30</b>	<b>800</b>

**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:	20	
Actual number of hotel room nights used last year:	12	

**MARKETING DETAILS:** Our marketing strategy consists of press release and individual pitch notes sent out to over 300 South Florida media outlets (all major radio, broadcast, print, freelance writers and music bloggers.). We hire a PR firm called Flipswitch to handle all solicitations to national, regional, local print and online media. Muttcomm is our Social Media Marketing Company, focused on outreach via twitter, facebook, etc. We print 10,000 flyers, 50 posters, and 5 banners to display at local storefronts and hotels near the event location. Event tickets will be given away to Hotel Concierges to offer their hotel guests, as well as ticket giveaways through Sweat Records. We use the social media cloud to do ticket giveaways by asking trivia questions through the festival's Facebook Fan Page. We also sell merchandise such as cups, stickers, Cd's, t-shirts and band merchandise at all of our events.

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

**OTHER GOVERNMENT FUNDING:**

Developing Arts in Neighborhoods - \$4,200

## **PROJECT NARRATIVE:**

The 16th annual Afro Roots World Music Festival celebrates the evolution of African Culture in our community. It is our organization's longest running event featuring world class local and international musicians. Between Thursday, Aug. 07th and Saturday, Aug. 09th, audiences will be exposed to a variety of concert performances, as well as three satellite events that include a kick off concert, an interactive kids program, and a lecture/panel featuring some of the invited guests musicians. This year's main event will take place on August 9, 2014 between the hours of 9pm - 3 am at 7th Circuit Studios: 228 NE 59 St., Miami, FL 33137. Featured artist's include Angela Patua, an Afro-Brazilian Folk singer; Sanba Zao, Hatian Roots music pioneer; Miami's own Suenalo with their Afro-Caribbean Funk, Colombian M.C. Ephniko Dialecto, and Morikeba Kouyate, a Senegalese Kora Virtuoso.

Other free satellite events include: The "Festival of the Drum" an Afro Roots kick off concert presentation on Thursday, August 7, 2014 at Blackbird Ordinary: 729 SW 1st St. Featuring the Antilles Music Ensemble, Caribbean dance music from the early 1900's. The early afternoon of Saturday August 09, 2014 will feature two free events taking place at the Little Haiti Cultural Center located at 212 NE 59th Terrace Miami, FL 33137. The first will be our interactive kids program "Let The Children Have Music and Dance" from 1:30pm- 3:30pm. Followed by our lecture/panel on world music and culture from 4:00pm - 5:30pm. Ticket prices for the Saturday, August 09th main event will range from \$10.00 presale on Brown Paper Tickets .com. \$15 at the door for general admission and \$10 for senior citizens and students. Expected attendance figures range from 500-800 patrons. Press release and individual pitch notes will be sent to over 300 South Florida media outlets. Flipswitch PR will handle all of our solicitations to national, regional, local print and online media. Muttcom will be handling Social Media outreach via Facebook, Twitter, Instagram, and LinkedIn. Additionally, 10,000 flyers, 50 posters, and 10 banners are produced to display at local storefronts, hotels, and light posts near the event location. We have reserved 20 rooms from our hotel sponsor, Hotel New Yorker.

To draw tourists, event tickets will be provided free of charge to hotel concierges for their guests. Our marketing efforts have garnered us international attention, resulting in a increased number of solicitations from artists outside of the U.S. and global awareness of our event. The TDC funding will help us cover some outside artists and tech fees, equipment and space rental fees, and security costs. The collaborations between visiting and local artists facilitated by the event are truly unique experiences which inspire travel. Furthermore, the project gives tourists an opportunity to visit one of Miami's most under-served neighborhoods, Little Haiti.

**PROJECT EXPENSE BUDGET FY 2013-2014**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 3,700	\$ 3,700	\$ 1,000
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 1,500	\$ 13,000	\$ 14,500	\$ 1,000
Outside Other Fees/Services	\$ 1,500	\$ 5,000	\$ 6,500	
Marketing ADV/ PV/ Printing/ Publication		\$ 3,300	\$ 3,300	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental	\$ 750	\$ 750	\$ 1,500	
Space Rental	\$ 750	\$ 750	\$ 1,500	\$ 500
Mortgage/ Loan Payments			0	
Insurance		\$ 350	\$ 350	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 1,200	\$ 1,200	
Other Expenses				
Security	\$ 500	\$ 500	\$ 1,000	
			0	
			0	
			0	
			0	
Subtotal	\$ 5,000	\$ 28,550	\$ 33,550	\$ 2,500
TOTAL EXPENSES	\$ 36,050			

**PROJECT REVENUE BUDGET FY 2013-2014**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 6,500		18%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 5,000		14%
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 5,000	\$ 1,000	14%
Foundation Support			0
Private/ Individual Support	\$ 3,000	\$ 1,500	8%
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 Cultural Alliance	\$ 3,350		9%
			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	\$ 1,500		4%
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
DAN Grant	\$ 4,200		12%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 28,550	\$ 2,500	15%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 33,550		
Total Revenues	\$ 36,050	Total In- Kind %	7%

## Miami-Dade County Department of Cultural Affairs

**FY 2013-2014 - Tourist Development Council - 4th Quarter (July 1 - September 30)**

**Agenda Item No.: A-2**

**ORGANIZATION:** Creation Art Center Corporation      **GRANT REQUEST:** \$5,000.00  
**PROJECT TITLE:** Creation Art Center Cultural      **SUBCOMMITTEE**  
 Programs      **RECOMMENDATION:** \$5,000.00  
**PROJECT TYPE/CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 4TH

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 07-01-2014 - 09-30-2014

**EVENT LOCATION:** Miami Hispanic Cultural Arts Center, 111 SW 5th Avenue; ,

**PROJECT SYNOPSIS:** Grant funds are requested to support the marketing efforts associated with the production of Creation Art Center's cultural programming which includes two art exhibitions, three literary encounters, and two/three concerts to be presented at the Miami Hispanic Cultural Arts Center, July 1 - September 30, 2014. Art exhibits are free.

**HOTEL CONFIRMATION:**

Deauville Beach Resort	40 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	8	900
Out of County	12	80
Out of State		100
Foreign		120
<b>TOTAL</b>	<b>20</b>	<b>1200</b>

**HOTEL ROOM NIGHTS PROJECTION:**

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

**MARKETING DETAILS:** Creation Art Center uses different media outlets to promote its programs. Radio and TV announcements; newspapers and magazine ads; social networks; on line media websites; and direct mail and email blasts. By using all these media outlets Creation Art Center will reach a wider, more demographically diverse audience and promote its programs to an ever-expanding number of people in two important categories: those people who are eager to identify with the culture from their countries of origin and those people who want to learn more about the Hispanic culture because they live in South Florida.

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

**OTHER GOVERNMENT FUNDING:**

Hannibal Cox, Jr. - \$4,000

## **PROJECT NARRATIVE:**

Besides bringing back to life the Cuban cultural heritage, CAC promotes local and visiting Latin American artists. The program includes two art exhibitions, three literary encounters, and two/three concerts to be presented at the Miami Hispanic Cultural Arts Center, a building that dates from 1912 and is included in the National Registry of Historic Places. Since 2012, it has been the home of CAC and houses Peña's Gallery, an art gallery that exhibits paintings, sculptures, video installations, and ceramics. For the months of July and August 2014, for the first time in Miami, "Oaxaca Art Miami - Cultural Intermix" offers a unique view of the problems of identity and showcases Mexican artists Sabino Guisu and Pablo Esteban. From August 30 to September 21, 2014, a thematic exhibition based on dance will include works by upcoming young Cuban artist Ana Riquelme, selected to be the International Ballet Festival of Miami Poster artist. Art exhibits are free.

CAC presents concerts and recitals, sponsored in part by Steinway & Sons Pianos. The intimate concert hall creates the perfect setting for guests to enjoy an evening with a wide range of musicians and vocal interpreters. On July 4/5, 2014, the program features tenor Javier DiFrancesco, in collaboration with Fundación Cultural Paraguaya Guaraní. Prices range from \$20 to \$35; senior discounts are available.

Free literary encounters "Viernes de Tertulia," take place the third Friday of every month hosted by El Nuevo Herald journalist Luis de la Paz; guests of different artistic backgrounds share their creative process. On August 15, 2014, Orlando Taquechel, art reviewer for El Nuevo Herald presents a preview of the International Ballet Festival of Miami.

Miami is a crossroads of the Americas. Visitors come from all over the world to experience the full breath of culture that Latin America has to offer. CAC's focus on Hispanic art, music and theater is a major draw for visitors who wish to see the true expression of Latin American culture. The marketing strategy includes press releases, PSAs, on-air interviews, print advertisement, and email blasts. Press kits are distributed to newspapers and tourist publications throughout South Florida; print media includes postcards, fliers, pamphlets, and posters. CAC has several media partners: Univisión Radio 1140AM, AMOR 107.5, Radio Mambi 710AM, Radio Caracol 1260. Television media partners include Univisión 23 and CBS4. Sponsor Deauville Hotel has reserved 10 rooms for a minimum of 4 nights; however, guests tend to stay one week.

CAC targeted audience are those persons, residents as well as visitors, interested in learning about Latin American culture, people who have an interest in experiencing Hispanic culture in a unique and exciting way. TDC funds will be used to promote CAC programs and include broadcast media as well as print media. With TDC support, CAC continues to promote Miami as a cultural destination of the Americas.

**PROJECT EXPENSE BUDGET FY 2013-2014**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 6,000	\$ 6,000	
Personnel: Artistic		\$ 6,000	\$ 6,000	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 2,000	\$ 2,000	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 5,000	\$ 3,000	\$ 8,000	\$ 3,000
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 1,000	\$ 1,000	
Travel: Out of County			0	
Equipment Rental		\$ 1,000	\$ 1,000	
Space Rental		\$ 2,000	\$ 2,000	
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 1,000	\$ 1,000	
Other Expenses				
Costumes		\$ 1,000	\$ 1,000	
Sets/Scenery		\$ 1,000	\$ 1,000	
Videographer/Photographer		\$ 1,000	\$ 1,000	
			0	
			0	
Subtotal	\$ 5,000	\$ 25,000	\$ 30,000	\$ 3,000
TOTAL EXPENSES	\$ 33,000			

**PROJECT REVENUE BUDGET FY 2013-2014**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 8,000		24%
Memberships			0
Tuitions/Enrollment Fees	\$ 1,000		3%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 10,000	\$ 3,000	30%
Foundation Support			0
Private/ Individual Support	\$ 1,000		3%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			
State of Florida GPS	\$ 1,000		3%
			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			
Hannibal Cox Jr,	\$ 4,000		12%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 25,000	\$ 3,000	17%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 30,000		
Total Revenues	\$ 33,000	Total In- Kind %	9%

## Miami-Dade County Department of Cultural Affairs

**FY 2013-2014 - Tourist Development Council - 4th Quarter (July 1 - September 30)**

**Agenda Item No.: A-3**

**ORGANIZATION:** Cuban Classical Ballet of Miami, Inc.

**GRANT REQUEST:** \$15,000

**PROJECT TITLE:** "Gala of the Stars" and "Closing Gala" at the XIX International Ballet Festival of Miami

**SUBCOMMITTEE**

**RECOMMENDATION:** \$9,000.00

**PROJECT TYPE/CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2ND

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 09-13-2014 - 09-14-2014

**EVENT LOCATION:** The Fillmore at the Jackie Gleason, 1700 Washington Avenue; Miami Dade County Auditorium, 2901 W Flagler Street

**PROJECT SYNOPSIS:** Grant funds are requested to support the marketing efforts associated with the performances of Cuban Classical Ballet which are part of the XIX International Ballet Festival of Miami on September 13 and 14, 2014, at The Fillmore Miami Beach at the Jackie Gleason Theater and Miami-Dade County Auditorium.

### **HOTEL CONFIRMATION:**

The Seacost Suite Hotel	60 room nights rooms

### **TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	25	1000
Out of County	15	500
Out of State	10	250
Foreign	5	150

TOTAL	55	1900
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**HOTEL ROOM NIGHTS PROJECTION:**

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	30	
# of hotel room nights anticipated to be booked:	60	
Actual number of hotel room nights used last year:	36	

**MARKETING DETAILS:** The Cuban Classical Ballet of Miami's marketing strategy goals are : to build awareness locally, regionally and internationally of its Ballet productions; to attract local and international audiences of all ages and to maintain CCBM's prestige as a high quality classical ballet company.

The company will use various marketing channels to achieve these goals; these include television and radio stations (listed below in question 2); local, national and international print media including airline magazines; postcards; social networking sites; cultural websites; and email blasts.

\* Print – print ads will be placed in the local newspapers such as Miami Herald, El Nuevo Herald, Diario Las Americas and New Times. Plus. The ballet productions will be promoted in national and international magazines: Selecta Magazine (Miami, USA), Miami Art Guide Magazine (Miami, USA), DanzaHoy (Latin America), Ballet2000 (France) and Balleto Oggi (Italy).

\* More than 3,000 postcards will be printed and distributed throughout hotels, commercial outlets, dance schools and colleges located in Miami-Dade and Broward Counties.

\* Social Networking website - CCBM uses: Facebook and Twitter to create awareness of its productions; YouTube promotes the video of its ballet rehearsals with comments of principal dancers

\* South Florida's Websites including ArtCircuit, Miami Beach Cultural Arts Events, GMCVB Events & calendar feature information and reviews the company's ballet productions.

\* Email marketing - email blasts using Constant Contact promote the ballet performances ticket sales.

**PREVIOUS TDC FUNDING:** \$10,000 (11-12); (\$6,000 (10-11) - End of Cycle); \$7,000 (09-10); \$10,000 (08-09); \$15,000 (07-08); \$10,000 (06-07)

**OTHER GOVERNMENT FUNDING:**

Hannibal Cox, Jr. - \$2,000

## **PROJECT NARRATIVE:**

The Gala of the Stars and the Closing Gala will highlight the iconic classical ballet for an appreciative local, regional, national and international audience that will attend the XIX International Ballet Festival of Miami/2014. Cuban Classical Ballet of Miami (CCBM) offers the public a unique opportunity to experience classical ballet, a school of dance that follows the renowned Russian model as performed from a Cuban perspective.

There will be two performances: The Gala of the Stars (September 13, 2014, @ the Miami Beach Fillmore at the Jackie Gleason Theater) and the Closing Gala (September 14, 2014 @ Miami-Dade County Auditorium). Tickets range between \$23 - \$55 with discounts for senior citizens and students.

The Cuban Classical Ballet of Miami brings together the very best artists and performers for a weekend of breathtaking ballet. Miami is a perfect venue for this event in that it reflects the cultural character of the city and exposes visitors to an art form that many do not associate with Cuba.

In terms of marketing, CCBM has a focused campaign that includes a series of press releases, PSAs, on-air interviews, print ads, email blasts and social media marketing. Press kits will be distributed to the Miami Herald/El Nuevo Herald, the New Times and the Diario Las Américas. Special emphasis will be placed on tourist publications that include airline magazines. CCBM will receive English and Spanish TV and Radio coverage from CBS4, Univisión and Telefutera. Our marketing plan will include outreach online via email blasts, Facebook, Youtube and Twitter.

CCBM's media sponsors include: (a) TV Stations - Univisión 23, America TeVe 41, Telefutera 69, CBS4 WFOR, MY33 WBFS-TV and Genv Canal 8; (b) Radio Stations - WQBA 1140 AM, Amor 107.5 FM, Radio Mambi WAQI 710AM, Radio Caracol, Radio Paz 830AM and 89.7 FM Classical South Florida.

The Seacoast Hotel is sponsoring the two Galas. The hotel has 30 rooms reserved for the September 2014 weekend.

Leading artists will come together for the performances; most of them were born and trained in Cuba and have exceptional skills and experience. Alongside CCBM's corps de ballet, Cuban Prima Ballerina Hayna Gutierrez and Garrett Groat will dance Swan Lake Pas de Deux and Pas Clasique and Cuban soloists Annie Ruiz and Luis Victor Santiago will dance Diana & Acteon Pas de Deux. Previous guest artists have included Lorena Feijoo (San Francisco Ballet), Xiomara Reyes (American Ballet Theater), Rolando Sarabia (2011 Prix Benois Danse Award Winner), Nelson Madrigal (Boston Ballet), and Carlos López (American Ballet Theater).

TDC funds will help CCBM to maintain the highest caliber of artistic quality and increase the cultural presence of classical dance in the area. The funds will help the company to develop an aggressive marketing campaign to attract a broad audience, from both the US and abroad. Our goal is to reach lovers of ballet and Latin Culture, for unique powerful performances.

**PROJECT EXPENSE BUDGET FY 2013-2014**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 5,000	\$ 5,000	
Personnel: Artistic		\$ 15,000	\$ 15,000	
Personnel: Technical/Production		\$ 2,000	\$ 2,000	
Outside Artistic Fees/Services		\$ 7,000	\$ 7,000	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 15,000	\$ 8,000	\$ 23,000	\$ 12,000
Marketing: Postage/Distribution		\$ 500	\$ 500	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 1,000	\$ 1,000	
Travel: Out of County		\$ 3,500	\$ 3,500	
Equipment Rental			0	
Space Rental		\$ 3,000	\$ 3,000	\$ 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			0	
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 45,000	\$ 60,000	\$ 15,000
<b>TOTAL EXPENSES</b>	<b>\$ 75,000</b>			

**PROJECT REVENUE BUDGET FY 2013-2014**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 15,000		20%
Memberships			0
Tuitions/Enrollment Fees	\$ 4,000		5%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 20,000	\$ 15,000	27%
Foundation Support			0
Private/ Individual Support	\$ 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			
State of Florida GPS	\$ 1,000		1%
			0
			0
Gov't Grants: Local			
			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop 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			
Hannibal Cox Jr. (partial funding from FY 2013-2014)	\$ 2,000		3%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 45,000	\$ 15,000	25%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 60,000		
Total Revenues	\$ 75,000	Total In- Kind %	20%

## Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 4th Quarter (July 1 - September 30)

Agenda Item No.: A-4

**ORGANIZATION:** Delou Africa, Inc.

**GRANT REQUEST:** \$7,000.00

**PROJECT TITLE:** The 5th Annual African Diaspora Dance & Drum Festival of Florida

**SUBCOMMITTEE**

**RECOMMENDATION:** \$3,500.00

**PROJECT TYPE/CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2ND

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 08-01-2014 - 08-03-2014

**EVENT LOCATION:** The Little Haiti Cultural Center, 212-260 NE 59th Terrace; ,

**PROJECT SYNOPSIS:** Grants are requested to support the artistic, production and marketing cost of the 5th Annual African Diaspora Dance and Drum Festival of Florida. This cultural event will be held at the Little Haiti Cultural Center on August 1-3, 2014 and is open to the public. World renowned artists will lecture, teach and perform traditional African dance, drum, music and song to children and adults of multicultural backgrounds in the community and abroad to enrich their lives socially & creatively.

### HOTEL CONFIRMATION:

Red Roof Inn	50 room nights

### TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	26	2000
Out of County	4	200
Out of State	10	100
Foreign		

TOTAL	40	2300
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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:	50	
# of hotel room nights anticipated to be booked:	120	
Actual number of hotel room nights used last year:	50	

**MARKETING DETAILS:** Focused outreach to a broad audience base in a variety of formats has begun. We will create layered agendas that will generate a sustained interest and awareness campaign for the festival and brand it as a key ingredient within the cultural arts arena.

The African Diaspora Dance and Drum Festival of Florida was selected as a tourist attraction in the Shop Dine and Explore Program. This City of Miami tourism initiative will provide marketing support for the tourism industry.

We will send press releases and announcements to our extensive list of more than 100 television, radio, print media outlets and regional community calendars. We also distribute flyers during classes and events and work directly with the Little Haiti Cultural Center, Miami Parks and Recreation, The Miami Tourism Board, The Miami Chamber of Commerce, and the African American Cultural Research Center.

We have established a strong presence on the web and send frequent e-mail blasts to more than 350 people. We have developed Internet conversation and excitement through Facebook, Twitter and Instagram. For added appeal, we will also organize a flash mob event, and promote festival raffle and children’s events.

As in previous years, Delou Africa will be featured in interviews, sneak previews and advertorials with media partners Hot 105.1 Radio, and television stations WPBT, Miami CBS, and Miami NBC which will explore the festival theme and its impact on the Miami community. T-shirts, banners, and post cards will display our logo and theme “Bridging Cultural Gaps”. We print 10,000 fliers, 60 posters, and 5 banners to display at local hotels, storefronts and tourist attractions. Posters are placed in hotels and invitations extended to hotel staff and guest. We also print a souvenir booklet where ads can be purchased for our concert program and in-turn taken home by our patrons to learn more about our organization and others in the community.

**PREVIOUS TDC FUNDING:** \$3,500 (12-13)

**OTHER GOVERNMENT FUNDING:**

Florida Division of Cultural Affairs - \$25,000

## **PROJECT NARRATIVE:**

The 5th Annual three day African Diaspora Dance & Drum Festival of Florida will be held September 5-7 2014 at the Little Haiti Cultural Center, the hub of an emerging cultural arts district .This event will assist in expanding the knowledge base of the community with regards to African dance and drum styles, culture and history. We will have 26 workshops that are taught by world renowned artists like Marie Basse/Senegal, Mouminatou Camara/Guinea, Neri Torres/Cuba and Chuck Davis/USA. Our free children's village activities has been expanded to two days (September 6&7) of drum and dance, rites of passage, storytelling, health screening, demonstrations representing Japan and Ghana, arts & craft and a back to school giveaway. Previous concerts has historically sold out. Our public concert "Bridging Cultural Gaps" will feature Delou Africa Dance Ensemble, Children of Kuumba and guest and local artist. Price range for workshops and concert are \$10-\$20.

Our festival is advertised as a cultural arts educational and destination event which will have a national and global impact. We have extended invitations to cultural organizations across the United States. This year we are looking forward to over 2000 participants. It is also being advertised in local hotels and shopping areas. A.D.D.D.F.F has been featured as a tourist attractions through the Shop, Dine and Explore program implemented by the City of Miami. Our event is listed on History Miami's South Florida Folk life Center online calendar which will serve as a resource for the general public and tourists to learn about South Florida events.

We will use marketing materials and strategies such as lecture demonstrations at different establishments, E-blasts, social networks, on-line pre registration, mailings, programs, fliers, brochures, various radio and television stations (Hot 105, CBS, NBC, 99Jamz, Noticias 23 etc.). The utilization of electronic marketing and strategies will have a national impact and attract tourists to Miami-Dade to experience our event.

At this time we do not have Media or hotel sponsors but are working closely with Hot 105, 99Jamz and Red Roof Inn. We will have a contractual agreement with Red Roof Inn and confirm 50 room nights for festival artists plus 80 additional nights for tourists.

A.D.D.D.F.F attracts world music and dance enthusiasts worldwide. We are seeking funding for marketing of the festival and its components. Our research indicates the artists that teach and perform at the festival attract their own following to the city who might not otherwise have visited. Previous A.D.D.D.F.F. festivals have drawn attendees from United States, Europe, the Caribbean, and Africa.

Recreate and Move, Inc,Community Arts and Culture, The City of Miami Parks & Recreation and Miami Dade Cultural Affairs are some of the organizations involved in the production of this festival to make it a success.

**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		\$ 27,100	\$ 27,100	
Outside Other Fees/Services		\$ 500	\$ 500	
Marketing ADV/ PV/ Printing/ Publication	\$ 5,500	\$ 1,000	\$ 6,500	\$ 2,000
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance	\$ 1,500	\$ 500	\$ 2,000	
Travel: In County			0	
Travel: Out of County		\$ 5,200	\$ 5,200	
Equipment Rental			0	
Space Rental			0	\$ 2,000
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 500	\$ 500	
Supplies/Materials		\$ 2,500	\$ 2,500	
Other Expenses				
Hotel		\$ 2,800	\$ 2,800	
Food		\$ 1,519	\$ 1,519	
			0	
Children's Village/videographer/photographer			0	\$ 6,000
Security		\$ 400	\$ 400	
Subtotal	\$ 7,000	\$ 42,019	\$ 49,019	\$ 10,000
<b>TOTAL EXPENSES</b>	<b>\$ 59,019</b>			

**PROJECT REVENUE BUDGET FY 2013-2014**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 4,000		7%
Memberships			0
Tuitions/Enrollment Fees	\$ 6,000		10%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 4,300		7%
Foundation Support			0
Private/ Individual Support	\$ 1,500		3%
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 Division of Cultural Affairs	\$ 25,000		42%
			0
			0
Gov't Grants: Local			
			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 1,000		2%

Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 219		0%
Other Revenues			
Space Rental		\$ 2,000	0
Marketing		\$ 2,000	0
Photography/Videography		\$ 3,000	0
Children's Village		\$ 3,000	0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 42,019	\$ 10,000	14%
Grant Amount	\$ 7,000		
Cash Revenues + Grant Amount	\$ 49,019		
Total Revenues	\$ 59,019	Total In- Kind %	17%

## Miami-Dade County Department of Cultural Affairs

**FY 2013-2014 - Tourist Development Council - 4th Quarter (July 1 - September 30)**

**Agenda Item No.: A-5**

**ORGANIZATION:** Downtown Development Authority of the City of Miami

**GRANT REQUEST:** \$15,000.00

**PROJECT TITLE:** Art Days

**SUBCOMMITTEE**

**RECOMMENDATION:** \$13,500.00

**PROJECT TYPE/CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2ND

**STATUS:** Government - Municipal

**DATE(S) OF EVENT:** 09-19-2014 - 09-21-2014

**EVENT LOCATION:** Miami Center for Architecture & Design, 100 NE 1 Ave; HistoryMiami, 101 W Flagler St

**PROJECT SYNOPSIS:** Grant funds are requested to support the third annual Art Days, a collective three day arts and culture event spanning Downtown Miami scheduled for September 19 - 21, 2014. This event includes exhibitions, exclusive art tours, artists open studios, outdoor performances, walking tours and so much more.

**HOTEL CONFIRMATION:**

N/A	

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	120	7000
Out of County		2000
Out of State	10	500
Foreign	20	500

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:	0	
# of hotel room nights anticipated to be booked:	0	
Actual number of hotel room nights used last year:	0	

**MARKETING DETAILS:** The marketing strategy for Art Days involves using a variety of promotional avenues. The Miami DDA will utilize a combination of digital, print, radio, public relations, social media, outdoor signage and community outreach in addition to an eventmobi digital application. All materials are distributed to over 20 hotels and visitor centers in Miami.

In the current environment, possible event attendees tend to be more susceptible to digital advertisements. With that in mind the DDA plans to utilize social media, banner ads, web postings, eblasts and calendar listings on highly visited web pages. Additionally the Miami DDA has obtained an app that will be programmed specifically for art days and feature event listings, maps, sponsor information, and the ability for event attendees to rate the event and connect with one another.

In regards to outdoor advertising over 60 street pole banners will be strategically placed along major thoroughfares including Biscayne Boulevard, South Miami Avenue and North Miami Avenue.

Beyond all of the marketing plans the DDA is making, each of the participating venues and organizations are required to promote their individual events as well as Art Days as a whole.

**PREVIOUS TDC FUNDING:** \$15,000 (12-13)

**OTHER GOVERNMENT FUNDING:**

## **PROJECT NARRATIVE:**

Downtown Miami is home to Miami's most renowned arts and culture institutions and organizations; over 30 organizations and more than 50 artists call Downtown home.

Art Days is an annual collaborative three-day arts and culture event spanning Downtown Miami, now in its third year. Art and Culture organizations program events, exhibitions, walks and openings during the course of those three days to draw visitors into Downtown. Participation also comes from Restaurants, Stores and Hotels who create art-related events during this time period.

The critical mass of events including exhibitions, art tours, artists open studios, and outdoor performances provides a platform for all of the major art and culture institutions to work together and introduces smaller organizations to a larger audience, strengthening Miami's arts community.

This event has been strategically placed in September, a traditional tourism shoulder month and simultaneously the beginning of the Art Season. This year's event on Sep 19-21 is expected to be larger and more encompassing than last year's event – with an estimated attendance of +10,000 and over 30 participating organizations.

Art Days goers can anticipate a day/weekend full of culture - roaming through cultural venues, learning from an art scholar at CIFO, exploring the DWNTWN Art House, celebrating the performing arts with pop-up performances around Downtown and even participating in an art walking tour.

The marketing for Art Days is centralized around media sponsors WLRN and Miami New Times, and the creation of the eventmobi app. In addition, all available outreach channels will be used including digital, print, radio, public relations, social media, outdoor signage and community outreach. The app will allow event attendees to plan their weekend, interact with other attendees, compete to win prizes and take surveys. On top of the overall marketing strategy, each of the participating organizations are required to promote their individual events as well as Art Days as a whole.

With TDC funding Art Days will be able to put more funds into marketing and the Fringe (organized in collaboration with the Miami-Dade Art in Public Places—features artist projects made in response to the areas topography and the nuances of select public sites), thus building the event's recognition within the arts community, raising the event's profile and attracting a greater audience, boosting cultural tourism.

In 2013 over 30 organizations participated in the event. Some of the confirmed participants for 2014 are: Pérez Art Museum Miami, HistoryMiami, the Artisan Lounge, McCormick Place, Adrienne Arsht Center, CIFO, DWNTWN Art House, and Miami-Dade Art in Public Places, just to name a few.

Art Days 2013 received amazing reviews from both the participants and audience, and the number of attendees doubled its projections. TDC funding will enable Art Days 2014 to grow the reputation of Miami as the premier destination for arts and culture.

**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	\$ 9,000	\$ 20,000	\$ 29,000	
Outside Other Fees/Services		\$ 3,000	\$ 3,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 6,000	\$ 25,000	\$ 31,000	\$ 5,000
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 6,000	\$ 6,000	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Space Rental		\$ 2,500	\$ 2,500	
Mortgage/ Loan Payments			0	
Insurance		\$ 1,000	\$ 1,000	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 2,500	\$ 2,500	
Other Expenses				
T-Shirts			0	\$ 10,000
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 60,000	\$ 75,000	\$ 15,000
<b>TOTAL EXPENSES</b>	<b>\$ 90,000</b>			

**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			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	\$ 60,000		67%
Other Revenues			
In Kind Advertising		\$ 5,000	0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 60,000	\$ 15,000	20%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 75,000		
Total Revenues	\$ 90,000	Total In- Kind %	17%

## Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 4th Quarter (July 1 - September 30)

Agenda Item No.: A-6

**ORGANIZATION:** GABLESTAGE, INC.

**GRANT REQUEST:** \$25,000

**PROJECT TITLE:** 2013-2014 Season

**SUBCOMMITTEE RECOMMENDATION:** \$9,000.00

**PROJECT TYPE/CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 5TH

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 07-01-2014 - 09-30-2014

**EVENT LOCATION:** GableStage, 1200 Anastasia Ave; Colony Theater, 1040 Lincoln Road

**PROJECT SYNOPSIS:** Grant funds are requested to support GableStage's 2013-2014 Season consisting of six plays: MY NAME IS ASHER LEV by Aaron Posner, ANTONY AND CLEOPATRA edited and directed by Tarell Alvin McCraney, THE MOUNTAINTOP by Katori Hall, VANYA AND SONIA AND MASHA AND SPIKE by Christopher Durang, and THE WHALE by Samuel D. Hunter, and THE PERFORMERS by David West Read. Performances are held at the GableStage theatre at the historic Biltmore Hotel. The season runs from October 2013 to October 2014.

### HOTEL CONFIRMATION:

Biltmore Hotel	50 room nights

### TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	20	27000
Out of County	5	1000
Out of State	10	1800
Foreign	5	200
TOTAL	40	30000

**HOTEL ROOM NIGHTS PROJECTION:**

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	150	
# of hotel room nights anticipated to be booked:	300	
Actual number of hotel room nights used last year:	275	

**MARKETING DETAILS:** Newspaper advertisements are routinely placed in the major South Florida newspapers: THE MIAMI HERALD, THE SUN SENTINEL, THE PALM BEACH POST and THE MIAMI NEW TIMES. We have also utilized online advertisements in the internet editions of all of these outlets. As appropriate to the season/current production, advertisements are also placed on our website — [www.gablestage.org](http://www.gablestage.org), along with other local publications such as SUNPOST, ENV MAGAZINE, CORAL GABLES GAZETTE, and EL NUEVO HERALD. Regular advertisements are placed in South Florida magazines, such as AROUNDTOWN and the JEWISH JOURNAL.

With regard to radio and television, the quality of the material presented at GableStage has been successful in attracting media coverage from Metro-Dade Television, WTTG Local 10 and WLRN Public Television. We participate in interviews on WLRN, Channel 33 in South Florida and on HOT 105.1, one of South Florida’s most popular urban radio stations. Recently, we added WDNA as an additional radio outlet to offer ticket give-aways and additional promotions. Public service announcements are provided by radio stations including a major sponsor, WLRN and by CLASSICAL SOUTH FLORIDA.

GableStage’s subscriber mailing lists are consistently increasing. These lists are used for email and hard copy bulk mailings. We send out direct mailings in South Florida of 18,000 postcards and 1,500 invitations per production. At the beginning of each season over 22,000 Season brochures are mailed to our local, regional and national potential subscribers. Our email contact list is at almost 15,000, and we regularly add new contacts through our website, which also offers visitors the opportunity to become Season ticket holders. We regularly cross-promote with area arts organizations such as the South Miami-Dade Cultural Center and the Adrienne Arsht Center to assist in all arts organizations having the greatest access to the local and national community.

GableStage was one of the first theatres in South Florida to begin using social media to promote our shows and inform our audience. Each month our fan base grows on Facebook and Twitter. We are currently at 1400 “likes” on Facebook and have over 1000 Twitter followers. These two outlets have proven to be effective in communicating upcoming events, drawing traffic to our website, and keeping our audience-base engaged on a daily basis. We have been positively reviewed on sites such as TripAdvisor and Yelp which help to draw tourists to our venue as well as to our website.

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

**OTHER GOVERNMENT FUNDING:**

Cultural Advancement - \$100,000

Youth Arts Enrichment - \$9,276

Major Cultural Institutions - \$150,000

International Cultural Exchange - \$25,000

## **PROJECT NARRATIVE:**

GableStage is seeking funds to support its 2013-2014 Season at our theatre's host and hotel sponsor, the Biltmore Hotel which represents the very best of Coral Gables and what South Florida has to offer to visitors, tourists and business travelers alike. We estimate that 300 nights, approximately 150 rooms, will be booked at the Biltmore with relation to our programming.

The season consists of six plays, with a minimum of 132 performances. GableStage's season is year-round, which allows the theatre to attract hundreds of tourists annually. The remainder of GableStage's 2013-2014 season will consist of the following plays: VANYA and SONIA and MASHA and SPIKE by Christopher Durang, THE WHALE by Samuel D. Hunter, and THE PERFORMERS by David West Read. Our previous 2013-2014 productions included the production of THE MOUNTAINTOP by Katori Hall, ANTONY and CLEOPATRA by William Shakespeare, edited by Tarell Alvin McCraney, and MY NAME IS ASHER LEV by Aaron Posner, adapted from the novel by Chaim Potok. ANTONY and CLEOPATRA brought national and international attention to GableStage by partnering with two of the world's leading presenters of Shakespeare's work, The Royal Shakespeare Company in the UK and The Public Theater in NY to bring a new adaptation of this play to three locations. This project opened a new, continuing partnership with The Betsy Hotel group on Miami Beach. The tickets for our shows at the Biltmore Hotel range from \$15 for students to \$55 for a Saturday night. As our 2013-2014 season moves forward, we will continue to build on the success of ANTONY and CLEOPATRA by increasing our reach with the national theatre scene as well as by continually uplifting the theatre community in Miami by presenting quality productions.

GableStage follows a multilevel advertising and marketing plan throughout the Season. Every play is promoted using brochures and postcards sent to our extensive mailing list, as well as email blasts and postings on Facebook and Twitter. Additionally, we advertise widely in print and online in major South Florida newspapers such as THE MIAMI HERALD, magazines, and utilize radio ads and ticket contests with WLRN-our media sponsor, CLASSICAL SOUTH FLORIDA, and WDNA.

TDC funding will allow GableStage to continue to produce programming at the highest level of quality and continue to increase marketing outreach efforts. Due to the period of funding, the focus of the TDC funds will be used to support the productions of THE WHALE by Samuel D. Hunter that is in mid-rehearsal by July 1st and performs July 19th to August 17th and THE PERFORMERS by David West Read which begins production August 18th and continues through the end of the grant period. Performances are held every Thursday through Sunday, reaching a combined audience of 6000 people for this period. As GableStage's local and national audience base grows, its reputation will continue to enhance the South Florida cultural scene.

**PROJECT EXPENSE BUDGET FY 2013-2014**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 360,000	\$ 360,000	
Personnel: Artistic	\$ 6,250	\$ 410,750	\$ 417,000	
Personnel: Technical/Production		\$ 205,000	\$ 205,000	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services		\$ 194,112	\$ 194,112	
Marketing ADV/ PV/ Printing/ Publication	\$ 4,750	\$ 7,250	\$ 12,000	
Marketing: Postage/Distribution	\$ 3,000	\$ 147,000	\$ 150,000	
Marketing: Web Design/ Support/ Maintenance		\$ 1,200	\$ 1,200	
Travel: In County			0	
Travel: Out of County		\$ 23,000	\$ 23,000	
Equipment Rental			0	
Space Rental	\$ 8,000	\$ 160,000	\$ 168,000	
Mortgage/ Loan Payments		\$ 5,000	\$ 5,000	
Insurance		\$ 30,000	\$ 30,000	
Utilities			0	
Fundraising/ Development (Non-Personnel)		\$ 10,000	\$ 10,000	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials	\$ 3,000	\$ 147,000	\$ 150,000	
Other Expenses				
Credit Card Related Fees		\$ 15,000	\$ 15,000	
Telephone, Copier, Internet		\$ 20,000	\$ 20,000	
Storage		\$ 9,600	\$ 9,600	
Office Supplies		\$ 5,000	\$ 5,000	
Other Administrative Expenses (Hospitality, IT Services, General Repairs)		\$ 15,000	\$ 15,000	
Subtotal	\$ 25,000	\$ 1,764,912	\$ 1,789,912	0
<b>TOTAL EXPENSES</b>	<b>\$ 1,789,912</b>			

**PROJECT REVENUE BUDGET FY 2013-2014**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 380,000		21%
Memberships	\$ 290,000		16%
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	\$ 175,000		10%
Foundation Support	\$ 295,000		16%
Private/ Individual Support	\$ 155,000		9%
Other Private Support:	\$ 100,000		6%
Auxiliary Activities			
Other Private Support:	\$ 80,000		4%
Special Event Proceeds			
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			
State of FL Dept of Cultural Affairs	\$ 5,636		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			
Cultural Advancement	\$ 100,000		6%
Youth Arts Enrichment Program	\$ 9,276		1%
Major Cultural Institutions	\$ 150,000		8%
International Cultural Exchange	\$ 25,000		1%
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 1,764,912	0	1%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 1,789,912		
Total Revenues	\$ 1,789,912	Total In- Kind %	0

**Miami-Dade County Department of Cultural Affairs**

**FY 2013-2014 - Tourist Development Council - 4th Quarter (July 1 - September 30)**

**Agenda Item No.: A-7**

**ORGANIZATION:** Ground Up And Rising, Inc.    **GRANT REQUEST:** \$15,000.00

**PROJECT TITLE:** 2014 Summer Season    **SUBCOMMITTEE RECOMMENDATION:** \$3,500.00

**PROJECT TYPE/CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 5TH

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 07-01-2014 - 08-31-2014

**EVENT LOCATION:** Miami Beach Botanical Garden, 2000 Convention Center Drive; Artistic Vibes, 12986 SW 89th Ave

**PROJECT SYNOPSIS:** Grant funds are requested to support artist fees associated with Ground Up & Rising's (GU) 2014 Summer Season at the Miami Beach Botanical Garden and Artistic Vibes in South Miami-Dade. Miami Beach performances for Betrayal will be July 5, 6, 12, 13, 2014 at 5pm; Artistic Vibes performances will be July 19, 20, 26, 27, 2014 at 8pm. Dying City will be featured at Miami Beach Botanical Garden on August 9,10,16,17, 2014 at 5PM and then at Artistic Vibes: Aug 23, 24, 30, 31, 2014 at 8pm.

**HOTEL CONFIRMATION:**

N/A	

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	11	400
Out of County	0	100
Out of State	0	300
Foreign		
<b>TOTAL</b>	<b>11</b>	<b>800</b>

**HOTEL ROOM NIGHTS PROJECTION:**

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

**MARKETING DETAILS:** Our marketing plan yields a 15% increase in attendance each season through online/print media, radio (\$20,000 of in-kind radio advertising from Star 102.1 FM and NPR), and an aggressive grassroots marketing campaign. This will provide our innovative programming the ability to maintain a buzz-worthy exposure with critics, media, tourists, and most importantly, Miami constituents.

For our online/print news campaign, we capitalize on our reputation and established contacts at such publications as the Miami Herald, Sun-Sentinel and the Miami New Times to provide us with advance coverage in the form of articles and special mentions (i.e. Miami Herald Critic's Picks) for several weeks before our productions. In addition, the same media organizations listed above publish reviews of our shows to an aggregate circulation of over 400,000 people.

Our comprehensively coordinated online social media component features highly stylized seemingly impromptu street theatre performances that will enlighten thousands of Miami residents through the conduit of our social media platforms. We will be able to accomplish this viral component by filming vignettes from our shows occurring in imagination-expanding unexpected places, and disseminating the videos through a vast spectrum of social media channels. These exciting glimpses into our work will make our work even more engagingly attractive as an entertainment option for Miami audiences. This will also allow us to reach the millennial generation who get the bulk of their information through digital media. Building the future audience of the Arts is our foremost priority.

This online marketing aspect directs all traffic back to our website, [www.groundupandrising.org](http://www.groundupandrising.org), where prospective patrons can peruse our critical praise, organizational history and see the altruistic agenda our company is striving to accomplish in the region. This extensive campaign utilizes social networking to maximize exposure through clever marketing including teaser trailers (video) of the events, and major print publication quotes about the show that link back to our website. We also make our programming FREE to everyone under 25, ensuring that our programming is accessible to young adult audiences. Additionally, we have a large e-mail database of patrons (over 2500), and also promote our shows on targeted sites such as [FloridaTheaterOnStage.com](http://FloridaTheaterOnStage.com) with banner ads.

Our grassroots campaign includes a Face-to-Face component that includes street teams to distribute flyers and talk about the show with patrons at local hotspots, as well as barbershops, beauty parlors, and nail salons. The street team canvasses the region to ensure we are maximizing our potential by targeting high traffic yielding events that speak to the demographic. These efforts also involve speaking directly to hotel concierges for tourists and students at area schools and colleges about the event and organization to cultivate the next generation of theatre-goers.

**PREVIOUS TDC FUNDING:** \$3,500 (11-12); \$3,500 (10-11); \$3,500 (09-10); \$3,500 (08-09)

**OTHER GOVERNMENT FUNDING:**

MB Cultural Affairs - \$15,860

Developing Arts in Neighborhoods - \$11,104

## **PROJECT NARRATIVE:**

Ground Up's (GU from hereinafter) "House and Garden" programming platform allows us to serve two disparate audiences within our 18-35 demographic: The more adventurous, and those who enjoy their theatre in the park under the beautiful Miami sky will choose the "Garden" programming option. And those who prefer to pay the nominal premium to enjoy their theatre indoors with the intimacy and production aesthetics that only an indoor, air conditioned venue can provide will opt for our "House" programming. Our critically acclaimed, award-winning organization's 2014 season will feature: Project Summary:

"Garden" Program at the Miami Beach Botanical Garden: Bold, minimalist presentations of high quality art for the most affordable professional theatre price in the region: FREE!

"House" Program: South Miami Dade's bohemian black box "Artistic Vibes". \$25 general admission and FREE for all people under the age of 25 years old.

A) A modernized, fresh presentation of Harold Pinter's masterpiece Betrayal:

Harold Pinter's Betrayal is critically regarded as one of the English playwright's major dramatic works. The play examines the potency of deeply buried emotions coalescing with self-serving retribution, and humanity's susceptibility to self-absorbed competitive one-upmanship, face-saving, duplicitous behavior, and ultimately, self-deception.

"Garden" Program:

When: July 5th, 6th, 12th, 13th 2014 at 5pm

Where: Miami Beach Botanical Garden

Admission: FREE

"House" Program:

When: July 19th, 20th, 26th, 27th, 2014(Saturdays 8pm and Sundays 3pm)

Where: Artistic Vibes

Admission: \$25 General Admission/ Free for all people under 25 years old

B) Dying City, a young therapist, Kelly, whose husband Craig was killed while on military duty in Iraq, is confronted a year later by his identical twin Peter, who suspects that Craig's death was not accidental. Shinn's creepy, sophisticated drama—infused with references to 9/11 and the war in Iraq—explores how contemporary politics and recent history have transformed the lives of these three characters.

"Garden" Program:

When: Aug 9, 10, 16, 17 2014 at 5pm

Where: Miami Beach Botanical Garden

Admission: FREE

"House" Program:

When: Aug 23, 24, 30, 31, 2014(Saturdays 8pm and Sundays 3pm)

Where: Artistic Vibes

Admission: \$25 General Admission/ Free for all people under 25 years old

We are the only theatre besides the SMDCAC providing professional theatre programming to South Miami Dade. In addition, we are one of few professional theatre offerings on Miami Beach in the summer. TDC funding will allow us to increase our project

budget, thereby increasing the quality and visibility of our productions.

Note: One performance during each production features ASL interpreters to continue our commitment to the deaf and hard of hearing community.

Please see our attached Marketing Plan for a comprehensive view of our multifaceted campaign.

**PROJECT EXPENSE BUDGET FY 2013-2014**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration	\$ 0	\$ 15,000	\$ 15,000	
Personnel: Artistic	\$ 3,000	\$ 31,000	\$ 34,000	
Personnel: Technical/Production	\$ 0	\$ 4,100	\$ 4,100	
Outside Artistic Fees/Services	\$ 0		0	
Outside Other Fees/Services	\$ 0		0	
Marketing ADV/ PV/ Printing/ Publication	\$ 12,000	\$ 1,000	\$ 13,000	
Marketing: Postage/Distribution	\$ 0	\$ 500	\$ 500	
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 400	\$ 400	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Space Rental		\$ 1,200	\$ 1,200	\$ 17,500
Mortgage/ Loan Payments			0	
Insurance		\$ 500	\$ 500	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 1,300	\$ 1,300	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 55,000	\$ 70,000	\$ 17,500
<b>TOTAL EXPENSES</b>	<b>\$ 87,500</b>			

**PROJECT REVENUE BUDGET FY 2013-2014**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 8,000		9%
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		\$ 17,500	0
Foundation Support			0
Private/ Individual Support	\$ 20,036		23%
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0
MIAMI BEACH CULTURAL AFFAIRS AD GRANT	\$ 15,860		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			0
Other Revenues			0
			0
			0
			0
			0
Department of Cultural Affairs Grants			
MDCA DAN GRANT	\$ 11,104		13%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 55,000	\$ 17,500	21%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 70,000		
Total Revenues	\$ 87,500	Total In- Kind %	20%

## Miami-Dade County Department of Cultural Affairs

**FY 2013-2014 - Tourist Development Council - 4th Quarter (July 1 - September 30)**

**Agenda Item No.: A-8**

**ORGANIZATION:** Key Biscayne Community Foundation, Inc.

**GRANT REQUEST:** \$10,000.00

**PROJECT TITLE:** The 55th Annual Key Biscayne 4th of July Parade

**SUBCOMMITTEE**

**RECOMMENDATION:** \$5,000.00

**PROJECT TYPE/CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2ND

**STATUS:** Organization - Non-Profit

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

**EVENT LOCATION:** 100 Crandon BLVD, 100 Crandon BLVD; ,

**PROJECT SYNOPSIS:** Grant funds are requested to support the 55th Annual Key Biscayne 4th of July Parade, a uniquely American tradition. Original floats, high school marching bands, Caribbean musicians, dancers, trail riders, Scottish bagpipers, youth clubs, and more will perform for this family friendly event that is free and open to the public. The parade takes place on July 4, 2014 at 10:00 a.m. and begins at 100 Crandon Blvd, Key Biscayne, FL and continues along Crandon Blvd.

**HOTEL CONFIRMATION:**

N/A	

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	600	8000
Out of County		3500
Out of State		2000
Foreign		500

TOTAL	600	14000
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**HOTEL ROOM NIGHTS PROJECTION:**

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

**MARKETING DETAILS:** The Foundation's efforts to market the 55th Annual Key Biscayne 4th of July Parade parade begin with maintaining good relations with parade performers and encourage them to invite their fan-base to watch them perform. Many of the performance groups perform and compete nationally and attract a diverse audience through their respective websites and social media.

The parade website, KB4.org, is updated for each parade and is cross-linked with Facebook, Twitter, and YouTube for additional referencing, SEO, and media linkage. The foundation also monitors the Internet and disseminates content for Trip Advisor and other tourism related media.

Much of the advertising focus is spent locally in the weeks leading up to the parade with paid and donated advertisements in the Islander News local newspaper, countywide and regional news outlets like the Miami Herald, and travel magazines.

The foundation also works diligently to issue press releases to ensure placement on local television network websites and community events listings. These website features and events listings are viewed by thousands and are aggregated throughout the blogosphere and web in general. Channel 77, the Village's government television station, promotes the parade and other local tourist activities. The channel is available at both the Ritz-Carlton Key Biscayne Resort, and the Silver Sands Motel.

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

**OTHER GOVERNMENT FUNDING:**

Village of Key Biscayne - \$ 5,000  
Community Grants - \$ 7,500 (Pending)

## **PROJECT NARRATIVE:**

The proposed project is the 55th Annual Key Biscayne 4th of July Parade. This free event is open to the public and attracts visitors to Miami-Dade County's beautiful Key Biscayne for a day full of family friendly activities. The parade begins at 10am on July 4, 2014, starts at 100 Crandon Blvd and runs along Crandon Blvd from Harbor Drive to West Enid Drive. It offers international, national, and local visitors a fantastic kick-start to a patriotic holiday on the Island. The parade does not organize vendors, but food and refreshments are readily available and easily accessible throughout the village as visitors enjoy the beach, local restaurants, shops, and parks. We anticipate that 14,000 spectators and 600 participants will enjoy patriotic Americana and Caribbean culture, amid numerous historic and environmental landmarks.

Marketing the Parade is as important as the time and care we put into the floats. The parade is culturally representative of Miami-Dade County and emphasizes Key Biscayne's place in Pan-American history as a true American melting pot. Performers include local high school marching bands, U.S. Virgin Island Mocko Jumbie Stilt Dancers, Miami Pan Symphony Steel Orchestra, Sunshine Junkanoo, St. Andrews Pipe Band, South Florida Trail Riders, and local children's performance groups. Parade performers compete nationally attracting a diverse and devoted audience. We rely heavily on advertising in the Herald, travel magazines, local television stations, websites, the Islander News and other event listings. Additionally, yearly updates of the parade website, KB4.org, and cross-links with Facebook, Twitter and YouTube help improve Search Engine Optimization and media linkage.

Ancillary events occur throughout May and June. Events include the new design unveiling, T-shirt sales, annual raffle, sponsorship button sale, and collection drives at local public venues. Additionally, the village Fire Department organizes an annual boot collection in support of the parade.

The annual pre-parade BBQ raises funds and reminds weekend beach goers to return for the upcoming festivities. The BBQ is at the Key Biscayne Beach Club on June 28, from 7 to 11pm. This fundraising event is open to the public with tickets selling at \$20/adult and \$10/child.

The Parade is an ideal candidate for Tourist Development Council Funding. It invites tourists and residents to spend a family friendly day at play in Miami-Dade County. Key Biscayne is an undeniable tourist magnet with thousands of visitors drawn to the beaches and parks with the 4th of July parade helping to make it a repeat destination. TDC funding is very important for the marketing and equipment rental necessary to promote and produce the event. With tourists staying at a number of venues in Miami-Dade County for the holiday weekend, a day-trip to Key Biscayne enriches the overall vacation experience of tourists as well as locals looking for a memorable holiday.

**PROJECT EXPENSE BUDGET FY 2013-2014**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 2,000	\$ 2,000	\$ 5,000
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 11,000	\$ 11,000	\$ 250
Outside Other Fees/Services			0	\$ 1,000
Marketing ADV/ PV/ Printing/ Publication	\$ 5,000	\$ 1,000	\$ 6,000	\$ 800
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 1,500	\$ 1,500	
Travel: Out of County			0	
Equipment Rental	\$ 5,000	\$ 2,000	\$ 7,000	
Space Rental			0	\$ 1,000
Mortgage/ Loan Payments			0	
Insurance		\$ 2,500	\$ 2,500	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 1,000	\$ 1,000	\$ 1,000
Other Expenses				
High School Honoraria		\$ 3,000	\$ 3,000	
T-Shirt Costs		\$ 3,000	\$ 3,000	
Button Costs		\$ 1,000	\$ 1,000	
Barbecue Costs		\$ 4,000	\$ 4,000	
			0	
Subtotal	\$ 10,000	\$ 32,000	\$ 42,000	\$ 9,050
TOTAL EXPENSES	\$ 51,050			

**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	\$ 500	\$ 6,000	1%
Foundation Support			0
Private/ Individual Support	\$ 5,000	\$ 3,050	10%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
Village of Key Biscayne	\$ 5,000		10%
			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			
T-Shirt Sales	\$ 6,000		12%
Button Sales	\$ 2,000		4%
Barbecue Revenue	\$ 6,000		12%
			0
Department of Cultural Affairs Grants			
Community Grants	\$ 7,500		15%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 32,000	\$ 9,050	24%
Grant Amount	\$ 10,000		
Cash Revenues + Grant Amount	\$ 42,000		
Total Revenues	\$ 51,050	Total In- Kind %	18%

## Miami-Dade County Department of Cultural Affairs

**FY 2013-2014 - Tourist Development Council - 4th Quarter (July 1 - September 30)**

**Agenda Item No.: A-9**

**ORGANIZATION:** Miami Hispanic Ballet Corp.

**GRANT REQUEST:** \$25,000.00

**PROJECT TITLE:** XIX International Ballet Festival of Miami/2014

**SUBCOMMITTEE**

**RECOMMENDATION:** \$10,500.00

**PROJECT TYPE/CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 4TH

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 08-30-2014 - 09-27-2014

**EVENT LOCATION:** Fillmore Miami Beach at the Jackie Gleason, 1700 Washington Avenue; Miami Dade County Auditorium, 2901 W Flagler Street

**PROJECT SYNOPSIS:** Grant funds are requested to support the XIX International Ballet Festival of Miami/2014 which will take place in several venues throughout Miami-Dade County from August 30 to September 27, 2014. Besides the presentations of Prima Ballerinas and Principal Dancers from some of the most important ballet companies in the world, the Festival also includes collateral activities such as film screenings, workshops, master classes, and art exhibits.

**HOTEL CONFIRMATION:**

Seacost Suite	54 room nights
Deauville Beach Resort	270 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	45	4500
Out of County	15	3000
Out of State	35	1000
Foreign	105	1500

TOTAL	200	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:	320	
# of hotel room nights anticipated to be booked:	400	
Actual number of hotel room nights used last year:	400	

**MARKETING DETAILS:** The marketing plan for the XIX International Ballet Festival of Miami entails a variety of traditional media promotions as well as innovative online/social media approaches. Major sponsors are mentioned and included in all media communications.

**Radio Stations:** A radio announcement is recorded and distributed to local radio stations to promote the Festival in local radio stations. In addition to the radio spots, radio stations promote the festival with on-the-air-interviews, PSAs, and ticket giveaways. Radio Sponsors include 89.7 Classical South Florida, Univision Amor 107.5, WQBA 1140 AM, Radio Mambi WAQI 710 AM, Radio Paz WACC 830 AM, Radio Caracol 1260 AM, WLRN and others.

**Television Programs:** A Public Service Announcement (PSA) is recorded and distributed to TV stations and Cable networks. Media Sponsors for the 2014 edition of the festival will include Univision 23, Telefutera 69, CBS 4 (WFOR-TV), My 33 WBFS TV, CNN, Clear Channel, Atlantic Broadcast, America TeVe 41, GenTV Canal 8, Canal SUR, TV Marti and others.

**Print Media:** A quarter page print ads will be published during the month of July and in the first 15 days in August, 2014. Ads are placed in local newspapers/magazines including: Venue, ArkivMusic, Pointe, The Miami Herald, El Nuevo Herald, Diario Las Américas, Sun Sentinel, and others.

**Social Networks:** Online social media include posting events on Facebook, videos of ballet performances on You Tube, and postings in Twitter.

**Online Media/ Web sites:** Ads are submitted to internet sites geared towards entertainment in the Miami-Dade and Miami Beach areas and they include: Miamiherald.com, Diariodelasamerica.com, Newtimes.com, Elnuevoheraldo.com, lavozlatina.com and in our websites www.internationalballetfestival.org and miamihispanicballet.com.

**Direct Mail and E-Mail Blasts:** Direct mail and E-mail blasts will include electronic posters and postcards to target groups such as: Corporations, Business, Cuban-Owned Business & associations, Hotels, Dance Schools, Arts Programs in Universities, Local Churches, and Synagogues etc.

**PREVIOUS TDC FUNDING:** \$17,000 (12-13); \$13,500 (11-12); \$15,000 (10-11)

**OTHER GOVERNMENT FUNDING:**

State of Florida GPS - \$10,000

Miami Beach VCA - \$20,000

MDC Festivals and Special Events - \$41,726

## **PROJECT NARRATIVE:**

The XIX International Ballet Festival of Miami (IBFM) brings to Miami-Dade County more than 200 talented principal dancers representing the best companies from Europe, Asia, Latin America and North America. It offers a local, national and international audience of 10,000 a unique opportunity to share in a celebration of dance. Under the direction of Pedro Pablo Peña, the Festival has become a fall staple in South Florida with spectacular performances presented in venues throughout the county.

Programs are: International Young Medalists, September 5, 2014 @ 11:00 am at Chapman Conference Center, Miami-Dade College (free for students) and September 6, 2014, @ 5:00 pm at Colony Theater. Contemporary Dance on September 7, 2014 @ 5:00 pm at Colony Theater. Modern and Contemporary Dance on September 12, 2014 @ 8:00 pm TBA; Grand Gala on September 13, 2014 (Fillmore Miami Beach) includes presentation of the "Life of Dance" Award. Closing Gala on September 14, 2014 @ 5:00 pm at Miami-Dade County Auditorium includes presentation of the "Criticism and Culture of Ballet" Award. Collateral activities planned for August 30 - September 27 include a dance film series in collaboration with Dance Films Association (NYC) at the Miami Beach Cinemateque; Dance Master Classes and Workshops; and an Art Exhibit at Miami Hispanic Cultural Art Center. Several events are free; ticket prices for performances range from \$15 to \$75.

IBFM is recognized as one of the most acclaimed festivals in the world and provides residents & visitors the best in dance as it hosts more than 200 artists from around the world, and attracting national and international media attention. Confirmed companies are: Ballet Estable Teatro Colón, Argentina; Ballet de Santiago, Chile; Companhia Sopro and Ballet do Theatro Municipal do Rio, Brazil; Compañía Nacional de Danza, Mexico; Northern Ballet Theater, England; Royal Ballet of Flanders, Belgium; Tulsa Ballet and Cuban Classical Ballet of Miami, USA; and Balletto Teatro di Torino, Italy.

Marketing includes press releases, PSAs (local & international channels), on-air interviews, printed ads, and email blasts. American Airlines and other sponsors increase visibility. The festival is promoted in tourist publications such as the Greater Miami Convention and Visitors Bureau, Art Circuit, Miami Beach Cultural Arts Event, MAG(online), and Pointe.

Notable media sponsors include: TV Stations - Univision 23, Channel 4,33, CNN, SUR, America TV 41, Telefuturo 69 TV Marti. Radio -WQBA, Amor, Mambi, Caracol, Radio Paz, WLRN and 89.7 FM Classical. Hotels include Seacoast Suites and Deauville Beach Resort which have booked 40 rooms each for four nights for a total of 320 room nights. According to past experience, the figures may go up to 400 room nights.

With TDC support, principal dancers from world admired ballet companies will be hosted and an aggressive marketing campaign, that attracts a large number of tourists, will be promoted.

**PROJECT EXPENSE BUDGET FY 2013-2014**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 23,000	\$ 23,000	\$ 5,000
Personnel: Artistic		\$ 45,000	\$ 45,000	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 65,000	\$ 65,000	\$ 10,000
Outside Other Fees/Services		\$ 30,000	\$ 30,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 25,000	\$ 50,000	\$ 25,000
Marketing: Postage/Distribution		\$ 3,000	\$ 3,000	
Marketing: Web Design/ Support/ Maintenance		\$ 6,000	\$ 6,000	
Travel: In County		\$ 40,000	\$ 40,000	
Travel: Out of County		\$ 44,000	\$ 44,000	\$ 25,000
Equipment Rental		\$ 6,000	\$ 6,000	
Space Rental		\$ 15,000	\$ 15,000	\$ 15,000
Mortgage/ Loan Payments			0	
Insurance		\$ 4,000	\$ 4,000	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 3,000	\$ 3,000	
Other Expenses				
Backstage Union Fees		\$ 22,000	\$ 22,000	
			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 331,000	\$ 356,000	\$ 80,000
<b>TOTAL EXPENSES</b>	<b>\$ 436,000</b>			

**PROJECT REVENUE BUDGET FY 2013-2014**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 115,000		26%
Memberships			0
Tuitions/Enrollment Fees	\$ 10,000		2%
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	18%
Foundation Support	\$ 4,000		1%
Private/ Individual Support	\$ 50,000	\$ 15,000	11%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
State of Florida GPS	\$ 10,000		2%
			0
			0
Gov't Grants: Local			
Miami Beach VCA	\$ 20,000		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	\$ 274		0%
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Festivals and Special Events	\$ 41,726		10%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 331,000	\$ 80,000	7%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 356,000		
Total Revenues	\$ 436,000	Total In- Kind %	18%

## Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 4th Quarter (July 1 - September 30)

Agenda Item No.: A-10

**ORGANIZATION:** South Florida Art Center, Inc. d/b/a  
ArtCenter/ South Florida

**GRANT REQUEST:** \$5,000.00

**PROJECT TITLE:** Laura Vinci: Contemporary Art from Brazil  
in Miami

**SUBCOMMITTEE**

**RECOMMENDATION:** \$5,000.00

**PROJECT TYPE/CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2ND

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 07-16-2014 - 09-07-2014

**EVENT LOCATION:** ArtCenter/South Florida's Richard Shack Gallery, 800 Lincoln Road; ,

**PROJECT SYNOPSIS:** Grant funds are requested to support a solo exhibition by leading Brazilian artist Laura Vinci in ArtCenter/South Florida's Richard Shack Gallery on Lincoln Road in Miami Beach from July 16-September 7, 2014. Known for large, technically complex installations, Vinci exhibits in museums and biennials internationally. The ArtCenter exhibition will be her Miami debut. An intimate package tour of the exhibition and resident artists' studios will be offered to Miami Beach hotel patrons. The exhibition will appeal to the nearly 1.4 million Brazilian tourists who visit Florida annually, a new outreach cohort for ArtCenter as well as other tourists interested in arts and culture.

### **HOTEL CONFIRMATION:**

The Betsy Hotel	5 room nights
The Carlton	5 room nights
The Freehand Hotel	5 room nights

### **TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	2	4000
Out of County		2000

Out of State		1060
Foreign	2	3040
TOTAL	4	10100

**HOTEL ROOM NIGHTS PROJECTION:**

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	34	
# of hotel room nights anticipated to be booked:	120	
Actual number of hotel room nights used last year:	17	

**MARKETING DETAILS:** ArtCenter's campus is located on the Lincoln Road pedestrian mall, and 40% of our patrons are international tourists. This year we are highlighting a contemporary Brazilian artist in order to reach the Brazilian ex-pat and tourist cohorts in Miami-Dade County. According to the Brazilian consulate, nearly 1.4 million Brazilian tourists visited Florida in 2012. ArtCenter offers incentive packages to tourists through our partners in the hospitality industry, and will target Brazilian visitors in conjunction with the exhibition. The packages, which are offered to the guests of major hotels, include an exhibition walk-through led by curator Elizabeth Cerejido or Artistic Director Susan Caraballo, tours of ArtCenter artists' studios, and a discounted meal at a Lincoln Road restaurant. This will be the second time that ArtCenter has offered an incentive package tied to a specific exhibition.

ArtCenter contracts News Travels Fast, a public relations company, to develop its reach through various media channels. News Travels Fast will conduct a campaign targeted at Brazilian media outlets in conjunction with Vinci's exhibition. ArtCenter has been featured on the PBS program ArtLoft, on CNN en Español, and on Univision to discuss our exhibitions and public programs as well as our education and outreach programs. ArtCenter's exhibitions and programs are regularly covered in The Miami Herald, El Nuevo Herald, Ocean Drive, and other publications. Additionally, we have agreements with ArtCircuits, Around Town Magazine and Miami Art Guide to feature our exhibitions and programs.

Through e-blasts, we inform our supporters about upcoming exhibitions and cross-post our sponsors' and partners' events. Partnering with literary, music, and theater presenters also expands our audiences, allowing us to share patrons with arts organizations focusing on different disciplines.

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

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

Every year, ArtCenter chooses one exhibition to highlight a community within Miami-Dade County. This year, we will focus on contemporary Brazilian art with a solo exhibition by one of Brazil's leading female artists, Laura Vinci. The exhibition is curated by Miami-based independent curator Elizabeth Cerejido and will be on view July 16-September 7, 2014. We will work with the Brazilian Consulate and the Cultural Center Brazil USA to promote the exhibition, and are establishing a partnership with the Brazilian Film Festival, which will be held concurrently with the exhibition in August.

Laura Vinci was born in 1962 in São Paulo, where she lives and works. Her work stages interventions in space both public and private that insist viewers become participants. Vinci explores transformation, building environments where change happens both before us and because of us. Vinci's work is based on the desire to reveal meanings and propositions through the transformation of raw materials—a transformation that may be either commonplace (like the water that turns into vapor or ice) or surprising (like marble turned into a very thin, quasi-ethereal dust in "Máquina do mundo," from 2006), or, yet, unusual (like the apples in slow, aromatic decomposition in "Ainda viva," from 2007). The artist will be in residence from July 7-24, 2014, living in Miami Beach as she installs her exhibition. She will participate in public programs and tours.

The exhibition will be presented at ArtCenter's Richard Shack Gallery (800 Lincoln Road) from July 16 through September 7, 2014. An artist talk followed by an opening reception will be held on Wednesday, July 16th. Tours will be scheduled during the gallery's open hours. The gallery is open to the public seven days per week: Mondays-Thursdays 12pm-9pm; Fridays-Saturdays 11am-10pm; and Sundays 11am-9pm. There is no fee to attend. ArtCenter's main gallery is open extensive hours since it caters to both residents and visitors. 800-810 Lincoln Road houses 28 artists' studios, which are also open to the public, offering a unique opportunity for visitors to meet the artists.

Hotel partners include the Betsy, Carlton, Freehand, Hotel Gaythering, Hotel18, and Lord Balfour Hotels, as well as the Morgans Hotel Group. We anticipate 34 room nights for the artist and her assistant and up to 120 roomnights through the arts and cultural packages that we will offer. Media sponsors include WLRN, WPB2 ArtLoft, ArtCircuits, Around Town Magazine and Miami Art Guide.

TDC funding will allow us to create a PR campaign targeting Brazilian media, advertise in international art publications, and create a tour package specific to the exhibition to be offered at partnering hotels and the Greater Miami Convention and Visitors Bureau.

Timeline: April-May: Finalize hotel partnerships. June-July: Advertising and outreach. July-September: Exhibition opens, tours commence, further media outreach.

**PROJECT EXPENSE BUDGET FY 2013-2014**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration	\$ 500	\$ 2,850	\$ 3,350	
Personnel: Artistic	\$ 750	\$ 1,600	\$ 2,350	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 1,000	\$ 1,000	\$ 2,000	\$ 500
Outside Other Fees/Services	\$ 1,000	\$ 1,000	\$ 2,000	\$ 1,000
Marketing ADV/ PV/ Printing/ Publication	\$ 1,750	\$ 3,700	\$ 5,450	\$ 1,375
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 600	\$ 600	
Travel: In County			0	
Travel: Out of County		\$ 3,000	\$ 3,000	
Equipment Rental			0	\$ 500
Space Rental			0	
Mortgage/ Loan Payments			0	
Insurance		\$ 350	\$ 350	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 500	\$ 500	
Other Expenses				
Shipping		\$ 1,000	\$ 1,000	
			0	
			0	
			0	
			0	
Subtotal	\$ 5,000	\$ 15,600	\$ 20,600	\$ 3,375
<b>TOTAL EXPENSES</b>	<b>\$ 23,975</b>			

**PROJECT REVENUE BUDGET FY 2013-2014**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships	\$ 1,000		4%
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income	\$ 1,000		4%
Corporate Support	\$ 5,900		25%
Foundation Support	\$ 3,450		14%
Private/ Individual Support	\$ 1,250	\$ 500	5%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
DCA-State of Florida	\$ 2,000		8%
			0
			0
Gov't Grants: Local			
Miami Beach Cultural Arts Council	\$ 1,000		4%
			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			
Miami Art Services (In-Kind Labor)		\$ 1,000	0
CIFO (Equipment donation)		\$ 500	0
Miami Art Guide		\$ 375	0
WLRN		\$ 1,000	0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 15,600	\$ 3,375	24%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 20,600		
Total Revenues	\$ 23,975	Total In- Kind %	14%

## Miami-Dade County Department of Cultural Affairs

**FY 2013-2014 - Tourist Development Council - 4th Quarter (July 1 - September 30)**

**Agenda Item No.: B-1**

**ORGANIZATION:** Haitian American Historical Society, Inc.

**GRANT REQUEST:** \$15,000.00

**PROJECT TITLE:** The Haitian and Caribbean International Book Fair July 2014.

**SUBCOMMITTEE**

**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:** 07-10-2014 - 07-14-2014

**EVENT LOCATION:** The Haitian and Caribbean International Book Fair July 2014., 645 NE 127 St.;

**PROJECT SYNOPSIS:** Grant funds are requested to support Haitian American Historical Society's book fair on July 10 - 14, 2014 at 645 Ne 127 Street from 10 am to 10 pm.. The book fair will feature authors of Haitian descent and those of other communities that wrote about Haiti. Books will be in different languages.

**HOTEL CONFIRMATION:**

Best Western Biscayne Boulevard	20 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		
Out of County		
Out of State		
Foreign		
<b>TOTAL</b>	<b>0</b>	<b>0</b>

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

**MARKETING DETAILS:** The HAHS marketing plan has been created at a crucial juncture for the Society. Its past successes has been crystallized with the Haitian Memorial Monument in Savannah Ga. With the New Haitian Historical Museum and Archives it intends to reach hundreds of students and teachers. Over the coming three years, the Museum can and will expand its outreach to thousands of students and dozens of teachers. It will do this through re branding and redevelopment of some basic marketing materials, care with customer satisfaction, and a focus on basic marketing training for all employees..

1.1 Goals

General goals:

- HAHS plans 2 public events per year

Tactical goals:

- Achieve over 200 customer testimonials in 2014
- Hire total of 4 new full-time staff over next three years

Strategic goals:

- Maintain customer satisfaction .
  
- Raise \$200,000 funds in 2014 to fund a monument project in 2014

1.2 Purpose

The HAHS marketing plan is designed to give focus to the CEO and the core staff as the company expands over the next three years. Its primary purpose is to enable the Museum to attract students and visitors with affordable or free programs and events. The Society believes that a better knowledge of our common history will lead to better communication between the communities.

The Marketing plan will be based on following media : Radio, TV and Minibus advertizing, flyers and posters

The Haitian Community listens mainly to the radio Station, at the workplace, to the workplace, in the car, and on the way back from work. We have selected a certain number of radio stations that are known to reach the maximum public.

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

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

The event is scheduled to take place July 3rd to 6th , at our location in 645 Ne 127 Street from 10 am to 10 pm. The event will be a ticketed event, and the entrance price will be \$5.00 per person. We anticipate to have 1000 people at the event. There will be several events happening at the same time: Book readings, historic plays by local children, Marionette Theater, Live band, folk dancers and a conference.

HAHS shuttle bus will be carrying tourists from pick up points for example MOCA Museum in North Miami or the port of Miami and Bayside in down town Miami to the Museum as one of the incentives for tourists to come to the event, that will be marketed to the greater Miami visitors burro and the concierge association .HAHS does not have Media or Hotel sponsors. The event intends to incorporate children and be family friendly, For the historic Plays, school children will be recruited in March to perform scenes of Haitian History with costumes.

Advertising will start the last week of June and the week before the event the week of June 30th .The Dancers and Musicians will finalize a sign contract with HAHS by May.The Historians are members of our Board and have already agreed to take part in the conference of July

**PROJECT EXPENSE BUDGET FY 2013-2014**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 30,000	\$ 30,000	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 15,000		\$ 15,000	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication			0	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Space Rental		\$ 42,000	\$ 42,000	
Mortgage/ Loan Payments			0	
Insurance		\$ 6,000	\$ 6,000	
Utilities		\$ 1,500	\$ 1,500	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses				
Book fair related expenses		\$ 50,001	\$ 50,001	\$ 12,000
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 129,501	\$ 144,501	\$ 12,000
<b>TOTAL EXPENSES</b>	<b>\$ 156,501</b>			

**PROJECT REVENUE BUDGET FY 2013-2014**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 1,500		1%
Memberships	\$ 10,000		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			0
Foundation Support			0
Private/ Individual Support	\$ 79,511	\$ 12,000	47%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds	\$ 50,001		30%
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			
Tourism Development Grant	\$ 15,000		9%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 156,012	\$ 12,000	0
Grant Amount			
Cash Revenues + Grant Amount	\$ 156,012		
Total Revenues	\$ 168,012	Total In- Kind %	7%

**Miami-Dade County Department of Cultural Affairs**

**FY 2013-2014 - Tourist Development Council - 4th Quarter (July 1 - September 30)**

**Agenda Item No.: B-2**

**ORGANIZATION:** Miami International Jazz Fest Inc.

**GRANT REQUEST:** \$15,000

**PROJECT TITLE:** The Miami International Jazz Festival (MIJF)

**SUBCOMMITTEE**

**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:** 05-09-2014 - 05-10-2014

**EVENT LOCATION:** South Miami-Dade Cultural Arts Center, 10950 SW 211 Street; Little Haiti Cultural Arts Center, 212 NE 59th Terrace

**PROJECT SYNOPSIS:** Grant funds are requested to partially fund the inaugural year of the Miami International Jazz Festival, an annual event that will showcase a smorgasbord of jazz performances at key geographically convenient cultural arts venues throughout Miami-Dade County. This year the festival will present diverse jazz expressions and artists at the Little Haiti Cultural Center and the South Miami-Dade Cultural Arts Centers May 9 - 10, 2014. It is estimated that over 1,500 people will attend

**HOTEL CONFIRMATION:**

La Quinta Inn & Suites Miami Cutler Ridge	17 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	12	1170
Out of County	3	300
Out of State	8	20

Foreign	1	10
TOTAL	24	1500

**HOTEL ROOM NIGHTS PROJECTION:**

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

**MARKETING DETAILS:** The Miami International Jazz Festival will utilize a wide-ranging multi-layered marketing strategy for its inaugural event. Social media outlets will be utilized including Facebook promotions, Twitter feeds and YouTube clips. Press releases will be circulated to a variety of local and international media outlets with interviews conducted on local English and Spanish radio and television stations to encourage attendance and media coverage. Radio and television stations to be targeted include WDNA 88.9 FM, WLRN TV (Spanish programming Channel 17), MundoFox (Channel 8), NBC (Channel 6), CBS (Channel 4) and America TV (Channel 41). Additionally, the local radio station, WDNA 88.9 FM, as the local South Florida jazz stream will be targeted for a larger specific promotional campaign. Editorials will also be submitted to local newspapers highlighting the Miami International Jazz Festival and presentations made to local public and private decision-makers. Approximately, 10,000 promotional event flyers will be produced and distributed to regional visitor centers, local hotels, music stores, event locations, tourism organizations and other key target locations across South Florida. Finally, the Little Haiti Cultural Center and the South Miami-Dade Cultural Arts Center will co-promote the events through email blasts, event listing and other promotional activities.

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

The inaugural 2014 Miami International Jazz Festival will be a two day event held on May 9th, 2014 at the Little Haiti Cultural Arts Center and May 10th, 2014 at the South Miami-Dade Cultural Arts Center, including two indoor and outdoor performances by Jerry Gonzalez and the Fort Apache Band, Giovanni Hidalgo, Spam AllStars, Michael Orta and Abel Pabon and Crossroads. No ancillary events are planned for this year. Ticket prices for the performances will range from \$15 to \$45. Over 1,500 people are expected to attend to enjoy award winning international and multicultural performers, traveling from the Caribbean, South America, Europe and throughout the United States, to participate in the festival.

The Miami International Jazz Festival has an aggressive internet marketing campaign that includes ongoing promotion on Facebook, Twitter, YouTube, and other outlets. The festival is highlighted on the Miami International Jazz Festival website and will be promoted through interviews and ad spots in Spanish and English on local radio and television networks. Additionally, English and Spanish promotional advertisements will be placed in other local, national, and international general and specialist publications. Miami International Jazz Festival currently has 17 rooms blocked for the project through the La Quinta Inn & Suites Miami Cutler Ridge. TDC funds will aid in offsetting the artistic fees of the performers as well as affording both general and targeted event promotion to specialized audiences and the general public, both of whom will be key to making the event a huge success.

**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	\$ 9,000	\$ 9,000	\$ 0
Outside Artistic Fees/Services	\$ 12,800	\$ 3,500	\$ 16,300	\$ 0
Outside Other Fees/Services	\$ 0	\$ 4,700	\$ 4,700	\$ 0
Marketing ADV/ PV/ Printing/ Publication	\$ 1,000	\$ 0	\$ 1,000	\$ 0
Marketing: Postage/Distribution	\$ 200	\$ 0	\$ 200	\$ 0
Marketing: Web Design/ Support/ Maintenance	\$ 1,000	\$ 0	\$ 1,000	\$ 0
Travel: In County	\$ 0	\$ 1,100	\$ 1,100	\$ 0
Travel: Out of County	\$ 0	\$ 4,837	\$ 4,837	\$ 0
Equipment Rental	\$ 0	\$ 820	\$ 820	\$ 0
Space Rental	\$ 0	\$ 0	0	\$ 9,326
Mortgage/ Loan Payments	\$ 0	\$ 0	0	\$ 0
Insurance	\$ 0	\$ 0	0	\$ 0
Utilities	\$ 0	\$ 0	0	\$ 0
Fundraising/ Development (Non-Personnel)	\$ 0	\$ 2,000	\$ 2,000	\$ 0
Merchandise/ Concessions/ Gift Shops	\$ 0	\$ 0	0	\$ 0
Supplies/Materials	\$ 0	\$ 0	0	\$ 0
Other Expenses				
Event Insurance	\$ 0	\$ 400	\$ 400	\$ 0
Per Diem for Artists	\$ 0	\$ 1,125	\$ 1,125	\$ 0
Lodging for Artists	\$ 0	\$ 1,200	\$ 1,200	\$ 0
Incidental Expenses (Backstage refreshments and catered food, artist luggage fees, transportation of backline to and from performing venues, etc.)	\$ 0	\$ 2,000	\$ 2,000	\$ 0
			0	

Subtotal	\$ 15,000	\$ 30,682	\$ 45,682	\$ 9,326
TOTAL EXPENSES	\$ 55,008			

**PROJECT REVENUE BUDGET FY 2013-2014**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 24,749		45%
Memberships	\$ 0		0
Tuitions/Enrollment Fees	\$ 0		0
Contracted Services: Outside Programs/ Performances	\$ 0		0
Contracted Services: Special Exhibition Fees	\$ 0		0
Contracted Services: Other	\$ 0		0
Rental Income	\$ 0		0
Corporate Support	\$ 0	\$ 0	0
Foundation Support	\$ 0		0
Private/ Individual Support	\$ 5,933	\$ 9,326	11%
Other Private Support: Auxiliary Activities	\$ 0		0
Other Private Support: Special Event Proceeds	\$ 0		0
Gov't Grants: Federal			
N/A	\$ 0		0
			0
			0
Gov't Grants: State			
N/A	\$ 0		0
			0
			0
Gov't Grants: Local			
N/A	\$ 0		0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)	\$ 0		0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 0		0

Investment Income (Endowment)	\$ 0		0
Interest and Dividends	\$ 0		0
Cash on Hand	\$ 0		0
Other Revenues			
N/A	\$ 0	\$ 0	0
			0
			0
			0
Department of Cultural Affairs Grants			
N/A	\$ 0		0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 30,682	\$ 9,326	33%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 45,682		
Total Revenues	\$ 55,008	Total In-Kind %	17%

## Miami-Dade County Department of Cultural Affairs

**FY 2013-2014 - Tourist Development Council - 4th Quarter (July 1 - September 30)**

**Agenda Item No.: B-3**

**ORGANIZATION:** The Coral Gables Museum, Corp.      **GRANT REQUEST:** \$5,000.00

**PROJECT TITLE:** Official City of Coral Gables Visitors Center      **SUBCOMMITTEE**  
**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:** 07-15-2014 - 09-30-2014

**EVENT LOCATION:** Coral Gables Museum, 285 Aragon Avenue; ,

**PROJECT SYNOPSIS:** Grant funds are requested to support the implementation of the City of Coral Gables Official Visitors Center located in the Coral Gables Museum lobby. The Center will include a brochure rack and an interactive touchscreen for visitors to learn about all cultural, entertainment, sports and recreation, dining and shopping options in the City of Coral Gables.

**HOTEL CONFIRMATION:**

N/A	

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	10	10000
Out of County		5000
Out of State		5000
Foreign		5000
<b>TOTAL</b>	<b>10</b>	<b>25000</b>

**HOTEL ROOM NIGHTS PROJECTION:**

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

**MARKETING DETAILS:** The Museum will inaugurate the Visitors Center in October with the assistance of the Greater Miami Convention and Visitors Bureau and their Miami Landmarks campaign. Additionally, the Museum has partnered with the Big Bus Tour Company to create a new bus stop in front of the Museum with the Visitors Center being highlighted.

The City of Coral Gables and the Gables Chamber of Commerce will also assist with the Concierge Association to host an event at the Museum to celebrate the opening of the Visitors Center. These efforts are in addition to our overall marketing plan for the Museum which is as follows:

The Coral Gables Museum will continue on its course to further build public awareness, continue creating meaningful and thoughtful exhibits and programs and continue to forge community and educational partnerships with a multi-pronged marketing plan, the foundation of which is built upon reaching all segments of the population. The plan includes:

- Continued creation of educational and exhibit-related programming to engage visitors residents, students and organizations in the mission of the Museum
- Inclusion of local institutions of higher learning in projects and programming
- Continued partnerships with area non-profits, i.e the Chamber of Commerce, Business Improvement District, Greater Miami Convention and Visitors Bureau, American Institute of Architects, City of Coral Gables, University of Miami, Florida International University, the Miami Consular Corp, Miami-Dade County Public Schools, Dade Heritage Trust, Fairchild Tropical Garden, Historic Preservation Association of Coral Gables
- Presentation of city-wide competitions and events to engage the entire community
- Membership in the American Association of Museums, the Florida Association of Museums and Visit Florida for marketing and advertising assistance
- Establishing partnerships with the Gables' business community for event and programming sponsorships
- Distribution of press releases to local media outlets
- Postings on Facebook, Instagram and Twitter
- Exhibit and associated programs postcard production and distribution
- Weekly e-mail blasts
- All media calendar postings
- Advertising on The Welcome Channel, WLRN, Social Miami, Miami Herald, Community Newspapers, Edible Magazine and Art Circuits
- Continued development of the Museum website, coralgablesmuseum.org

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

The Coral Gables Official Visitors Center (VC) located in the lobby of the Coral Gables Museum will provide a one-stop venue to learn everything about Coral Gables as a tourist destination. The Museum is located on Aragon Avenue, next to Books and Books and across the street from the Coral Gables Art Cinema and the Colombian Consulate. The VC will provide information on cultural venues and performances, the City's history and architecture (heritage tourism), sports and recreational facilities, shopping and dining destinations.

VC will be staffed by Museum staff and volunteers. The Museum's phone number is the number for the VC also and guest services are available by phone. Walk in hours are M-F, 9-6 and Saturday and Sunday 11-5.

Anticipated visitorship is 400-500 per week.

The VC is accessible without having to pay admission. The entrance of the Museum is a stop for the Big Bus Tours. The Museum will offer 2 for 1 admission to Big Bus customers and is a sales point for Big Bus Tour tickets.

The opening of the Visitor's Center is scheduled for late September of this year in time for the GMCVB's Miami Attractions Month Promotion where visitors receive 2 for 1 admission at participating venues (the Museum will participate). The plan is for the GMCVB to kick-off this promotion at the Museum and showcase the VC.

Marketing efforts will include:

- VC promotion through membership in the American Association of Museums, the Florida Association of Museums, the GMCVB, the Coral Gables Chamber of Commerce, the Coral Gables Business Improvement District and Visit Florida for marketing and advertising assistance
- Establishing partnerships with the Gables' business community for event and programming sponsorships
- Distribution of press releases to local media outlets
- Postings on Facebook, Instagram and Twitter
- Exhibit and associated programs postcard production and distribution with VC info
- Weekly e-mail blasts
- All media calendar postings
- Advertising on WLRN, Social Miami, Miami Herald, Community Newspapers, Edible Magazine and Art Circuits

The VC will serve to attract local tourists to Coral Gables and provide information to visitors in an easy, meaningful manner. We have WLRN as a media partner. The local hotels will all be engaged in pushing their guests to the Museum lobby to learn about all offerings in the City.

TDC funding will enable the Museum to promote the VC on a greater level and will allow for additional technical development of the interactive kiosk. Both the City of Coral Gables and Florida International University will provide technical expertise for the interactive kiosk.

Development of the VC is set to begin in July. The prototypes are to be reviewed in August and the Official VC will begin to be marketed prior to its unveiling in late September. Partners in promotion include the City of Coral Gables, the GMCVB, the Coral Gables Chamber of Commerce and the Coral Gables Business Improvement District.

**PROJECT EXPENSE BUDGET FY 2013-2014**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration			0	
Personnel: Artistic			0	
Personnel: Technical/Production	\$ 3,000	\$ 10,000	\$ 13,000	\$ 4,250
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 2,000	\$ 2,000	\$ 4,000	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Space Rental			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses			0	
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 5,000	\$ 12,000	\$ 17,000	\$ 4,250
<b>TOTAL EXPENSES</b>	<b>\$ 21,250</b>			

**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	\$ 9,000		42%
Foundation Support			0
Private/ Individual Support	\$ 3,000		14%
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			
Professional Services		\$ 4,250	0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 12,000	\$ 4,250	29%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 17,000		
Total Revenues	\$ 21,250	Total In- Kind %	20%

## Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 4th Quarter (July 1 - September 30)

Agenda Item No.: C-1

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

**GRANT REQUEST:** \$15,000.00

**PROJECT TITLE:** 2014 Summer Concert Series & Young Musicians' Summer Master Classes

**SUBCOMMITTEE**

**RECOMMENDATION:** \$5,000.00

**PROJECT TYPE/CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Ongoing

**FUNDING YEAR:** 1ST

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 06-05-2014 - 08-15-2014

**EVENT LOCATION:** Coral Gables Congregational United Church of Christ, 3010 De Soto Boulevard, ,

**PROJECT SYNOPSIS:** Grant funds are requested to support marketing expenses and artists' fees for the Coral Gables Congregational United Church of Christ Community Arts Program 2014 Summer Concert Series (29th Season) and Young Musicians' Summer Master Classes. The Series presents six exceptional concerts, June through August, to Miami-Dade County visitors and residents. The Series' roster of world-renowned classical and jazz artists also provides four Young Musicians' Summer Master Classes to children (ages 8-18).

### HOTEL CONFIRMATION:

The Biltmore Hotel	55 room nights

### TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	0	2493
Out of County	0	510
Out of State	27	560

Foreign	0	87
TOTAL	27	3650

**HOTEL ROOM NIGHTS PROJECTION:**

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	55	
# of hotel room nights anticipated to be booked:	128	
Actual number of hotel room nights used last year:	122	

**MARKETING DETAILS:** (1) Cross Promoting with M-D County cultural organizations (e.g., University of Miami Frost School of Music, Adrienne Arsht Center, New World Symphony and brochure exchanges with numerous cultural organizations throughout M-D County); the Beacon Council, Greater Miami Convention Center and Visitors Bureau, Business Development District Members, M-D NAACP, Coral Gables Chamber of Commerce, and private individuals & businesses;

(2) Cyber-based listings that include CommunityArtsProgram.org, CoralGables.com, GablesHomePage.com, MiamiandBeaches.com, Organiste.net, Jazziste.net, JazzBluesFlorida.com, SouthFloridaClassicalReview.com, and MiamiArtZine.com. Social media cyber marketing includes Facebook (facebook.com/cgcc.cap), Twitter (twitter.com/CGCCAP); and YouTube (youtube.com/communityartsprogram);

(3) Electronic Mail announcements through e-mail partnerships (blasts launched from participants' e-databases) with WLRN 91.3 FM, WDNA 88.9 FM, Adrienne Arsht Center, New World Symphony, University of Miami Frost School of Music and blasts launched from the Community Arts Program e-database of 3,500 email address for viral marketing through MailChimp;

(4) Direct Postal Mail brochures addressed to 8,300 households listed in our concert data base;

(5) Press Releases through the PR Newswire service that encompasses all media and includes 5,000 cyber sources;

(6) Print, Online Ads & Feature Stories that appear in Coral Gables Cultural Calendar, In the Gables Magazine, El Nuevo Herald, Diario Las Americas, Miami Herald and Neighbors, El Nuevo Herald, Miami New Times, South Florida Sun-Sentinel, El Sentinel, South Florida Classical Review and What's Happening in Greater Miami and the Beaches Calendar of Events;

(7) Radio (i.e., WDNA 88.9 FM, WLRN 91.3 FM, and WZAB 880 AM) with advertising generated through spots, PSAs, on-air interviews, and calendar listings;

(8) Television (i.e., Coral Gables TV and local PBS affiliates WLRN-TV 17 and WPBT 2) advertising through PSAs, on-air interviews, and calendar listings;

(9) Strategic Placement of Flyers in partnership with Miami-Dade business establishments and Miami-Dade Chamber of

Commerce, the local NAACP chapter, consulates, the Beacon Council, the Business Development District Members and Greater Miami Convention and Visitors Bureau, music teachers' studios, various summer music programs (e.g., Florida Memorial University, University of Miami, Miami-Dade College) and

(10) Consultations with M-D County music educators, MDCPS Division of Academic Support, MDCPS Home Education Office and private music teachers.

Of most significance to tourism is #5 above. The PR Newswire service takes this project to over 5,000 cyber sources. As arts-minded tourists access the internet, Miami is touted as a cultural destination. This is further spawned through relationships established with M-D County businesses, M-D Chamber of Commerce and Greater Miami Convention and Visitors Bureau.

**PREVIOUS TDC FUNDING:** \$5,000 (12-13); \$5,000 (11-12); \$5,000 (10-11); \$5,000 (09-10); \$5,000 (07-08)

**OTHER GOVERNMENT FUNDING:**

State of FL Division of Cultural Affairs - \$13,032

City of Coral Gables - \$4,000

Cultural Advancement - \$11,968

## **PROJECT NARRATIVE:**

(1) The 2014 Summer Concert Series and Young Musicians' Summer Master Classes of the Coral Gables Congregational United Church of Christ Community Arts Program provides an entire summer concert and educational schedule—with the finest in the world of classical and jazz music artists—to pique the interests of local arts enthusiasts, families, and visitors to Miami-Dade County. The tourist attraction is further enhanced by the Church's listing in the "National Register of Historic Places" which is a routed stopping point of up to ten tour buses daily bringing, in itself, up to 2,500 tourists to the venue each year.

(2) The project will take place at Coral Gables Congregational United Church of Christ. Six concerts will take place every other Thursday evening (8pm-10pm) throughout the summer: June 5-Aug 14, 2014. Four Friday (10am-12pm) Master Classes will take place June 20-Aug 15. The TDC grant time frame covers four concerts and three master classes: July 3-Aug 15. The entire project's concert (C) and master classes (MC) schedule is: June 5 (C) Tommy Dorsey Orchestra / June 19 (C) & 20 (MC) Anne Akiko Meyers, classical violinist / July 3 (C) The Four Freshmen / July 17 (C) & 18 (MC) Joshua Roman, cellist / July 31 (C) & Aug 1 (MC) James Carter Trio / Aug 14 (C) & Aug 15 (MC) Livingston Taylor. Concert tickets are \$30 advance and \$35 at the door, with up to 300 free tickets for children (ages 8-18). Young Musicians' Summer Master Classes are \$15 each; scholarships are available.

(3 & 4) Entering its 29th season, the solid reputation of the Summer Concert Series is the largest attraction for tourists who seek superb artists and educational experiences at reasonable prices. Firm and effective marketing strategies include targeted radio, print, cyber sites, social media (Facebook, Twitter and YouTube), electronic viral and postal direct mail. The Church is a stopping point of up to ten tour buses daily (i.e., a tremendous marketing tool for this project).

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

(6) The Biltmore Hotel is the project's hotel sponsor. Fifty-two rooms are currently blocked; we anticipate 128 as the project progresses. The Hotel's location with its fine dining, directly across the street from the project's venue, offers concert goers (wherever their prime resting place) great added value.

(7) N/A

(8) TDC dollars enhance this project by funding (a) marketing and (b) a roster of renowned artists. The result is touting a high-quality cultural & educational resource that also focuses on youth and, therefore, long-term cultural development. The project is produced with one full-time paid staff and 40 part-time volunteers. Implementation is composed of year-round fundraising, Nov through March artist contracting, and Feb through Aug on-going marketing and advertising. (See the project's Detailed Marketing Plan and Timeline within the uploads area.)

**PROJECT EXPENSE BUDGET FY 2013-2014**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 59,281	\$ 59,281	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 2,500	\$ 2,500	
Outside Artistic Fees/Services	\$ 7,000	\$ 25,500	\$ 32,500	
Outside Other Fees/Services			0	\$ 9,000
Marketing ADV/ PV/ Printing/ Publication	\$ 8,000	\$ 25,375	\$ 33,375	\$ 18,253
Marketing: Postage/Distribution		\$ 1,500	\$ 1,500	
Marketing: Web Design/ Support/ Maintenance		\$ 1,500	\$ 1,500	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Space Rental			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 1,300	\$ 1,300	
Supplies/Materials		\$ 1,673	\$ 1,673	
Other Expenses				
Hospitality		\$ 4,500	\$ 4,500	\$ 2,877
ASCAP		\$ 350	\$ 350	
Piano Tuning & Moving		\$ 1,500	\$ 1,500	
CC Processing Fees		\$ 1,530	\$ 1,530	
Artists' Hotel			0	\$ 4,361
Subtotal	\$ 15,000	\$ 126,509	\$ 141,509	\$ 34,491
<b>TOTAL EXPENSES</b>	<b>\$ 176,000</b>			

**PROJECT REVENUE BUDGET FY 2013-2014**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 53,268		30%
Memberships			0
Tuitions/Enrollment Fees	\$ 650		0%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support		\$ 25,491	0
Foundation Support			0
Private/ Individual Support	\$ 40,091	\$ 9,000	23%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
State of FL Division of Cultural Affairs	\$ 13,032		7%
			0
			0
Gov't Grants: Local			
City of Coral Gables	\$ 4,000		2%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 3,500		2%

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	\$ 11,968		7%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 126,509	\$ 34,491	11%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 141,509		
Total Revenues	\$ 176,000	Total In- Kind %	20%

## Miami-Dade County Department of Cultural Affairs

**FY 2013-2014 - Tourist Development Council - 4th Quarter (July 1 - September 30)**

**Agenda Item No.: C-2**

**ORGANIZATION:** Friends of the Bass Museum, Inc.

**GRANT REQUEST:** \$15,000.00

**PROJECT TITLE:** Hot Nights, Cool Jazz!

**SUBCOMMITTEE**

**RECOMMENDATION:** \$7,500.00

**PROJECT TYPE/CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Ongoing

**FUNDING YEAR:** 1ST

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 07-11-2014 - 08-22-2014

**EVENT LOCATION:** Bass Museum of Art, 2100 Collins Ave; ,

**PROJECT SYNOPSIS:** Grant funds are requested to support Hot Nights Cool Jazz!, a Jazz concert series, now in its 6th year, at the Bass Museum of Art on Miami Beach. Every other Friday evening, from July 11, 2014 through August 22, 2014, the Bass Museum will be open to tourists and residents an extra four hours in the evening (5:00 to 9:00 PM) and will showcase Miami's best local Jazz artists in concert at 7:00 PM on the museum's main level or in front of the museum in Collins Park (weather permitting).

**HOTEL CONFIRMATION:**

The Sagamore Hotel	30 room nights
The Standard Hotel	30 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	15	525
Out of County	0	125
Out of State	0	75

Foreign	0	75
TOTAL	15	800

**HOTEL ROOM NIGHTS PROJECTION:**

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	15	
# of hotel room nights anticipated to be booked:	60	
Actual number of hotel room nights used last year:	35	

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

**PREVIOUS TDC FUNDING:** \$5,000 (12-13); \$5,250 (11-12); \$6,000 (10-11); \$6,750 (09-10); \$7,500 (08-09)

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

To stimulate tourist visits to the Bass Museum over the summer months, the Bass will once again produce a summer Jazz concert series titled Hot Night Cool Jazz! On select Friday evenings from July through August, 2014, the Bass Museum will be open to tourists and residents an extra four hours in the evening (5:00 to 9:00 PM) and will showcase Miami's best local Jazz artists in concert at 7PM on the Museum's main level. These Friday evening events provide an upscale evening of visual art exhibitions, Jazz music, and free refreshments. TDC funds will directly support artist fees and marketing efforts associated with promoting the concerts to tourists. Having TDC funding enables the use of professional musicians of international note and dedicated marketing efforts to attract tourist populations to the museum after hours.

Concerts will take place on four Friday evenings: July 11, July 25, August 8 and August 22. Admission to each event, designed to draw after dark crowds to the museum, will be \$10 for non-members and free for members and residents and city employees. Based on attendance in past years, it is expected that the concerts will draw 800 attendees.

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

The schedule of performers includes:

July 11: Mike Orta Trio (dynamic piano trio)

July 25: Gary Thomas Quintet (featuring saxophone, guitar, piano, drums and bass)

August 8: Pete Wallace Quintet (saxophone, trumpet, piano, bass and drums)

August 22: Fernando Ulibarri Quartet (guitar, piano/keyboards, bass and drums)

Efforts will consist of rack cards circulated to area hotel concierge. Ad placements and calendar listings in The Miami Herald, New Times, Sun Post, Where. Banner advertisements, both on the streets and on the new portion of the museum building. Radio ads and PSAs on Love 94 and WDNA. The GMCVB will once again partner with us and other Miami-Beach based museums to shuttle visitors between venues on Friday evenings throughout the summer. No media sponsor has been sought, however, in the past we have partnered with local jazz radio stations toward cross-promotion efforts.

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

**PROJECT EXPENSE BUDGET FY 2013-2014**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 5,000	\$ 5,000	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 1,250	\$ 1,250	
Outside Artistic Fees/Services	\$ 5,000	\$ 5,000	\$ 10,000	\$ 2,400
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 5,000	\$ 1,500	\$ 6,500	
Marketing: Postage/Distribution	\$ 1,000	\$ 1,000	\$ 2,000	
Marketing: Web Design/ Support/ Maintenance		\$ 5,000	\$ 5,000	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental		\$ 4,150	\$ 4,150	
Space Rental			0	
Mortgage/ Loan Payments			0	
Insurance		\$ 2,400	\$ 2,400	
Utilities		\$ 900	\$ 900	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 1,700	\$ 1,700	
Other Expenses				
Security Guards	\$ 4,000	\$ 2,500	\$ 6,500	
Hospitality Setup/Staff		\$ 3,200	\$ 3,200	\$ 3,500
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 33,600	\$ 48,600	\$ 5,900
TOTAL EXPENSES	\$ 54,500			

**PROJECT REVENUE BUDGET FY 2013-2014**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 6,000		11%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income	\$ 1,250		2%
Corporate Support	\$ 7,500	\$ 3,500	14%
Foundation Support			0
Private/ Individual Support	\$ 4,350	\$ 2,400	8%
Other Private Support: Auxiliary Activities	\$ 7,500		14%
Other Private Support: Special Event Proceeds	\$ 3,000		6%
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	\$ 4,000		7%
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 33,600	\$ 5,900	31%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 48,600		
Total Revenues	\$ 54,500	Total In- Kind %	11%

## Miami-Dade County Department of Cultural Affairs

**FY 2013-2014 - Tourist Development Council - 4th Quarter (July 1 - September 30)**

**Agenda Item No.: C-3**

**ORGANIZATION:** Infinito Art & Cultural Foundation,  
Inc.

**GRANT REQUEST:** \$25,000.00

**PROJECT TITLE:** 18th Brazilian Film Festival of  
Miami

**SUBCOMMITTEE**

**RECOMMENDATION:** \$17,500.00

**PROJECT TYPE/CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Ongoing

**FUNDING YEAR:** 1ST

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 08-16-2014 - 08-24-2014

**EVENT LOCATION:** Colony Theatre, 1040 Lincoln Road; Miami Beach Cinematheque, 1130 Washington Ave

**PROJECT SYNOPSIS:** Grant funds are requested to support the production costs associated with the Brazilian Film Festival. The 18th edition will be held at Colony Theater, North Beach Bandshell and Miami Beach Cinematheque from August 16 - 24, 2014. The festival holds two competitions (shorts and features films) and special screenings in Tribute to poet and song writer Vinicius de Moraes. The festival creates a showroom atmosphere with approximately 60 guests from film industry.

### **HOTEL CONFIRMATION:**

Shore Club Hotel	150 room nights

### **TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	0	6000
Out of County	0	1000
Out of State	0	500
Foreign	60	500

TOTAL	60	8000
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**HOTEL ROOM NIGHTS PROJECTION:**

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	150	
# of hotel room nights anticipated to be booked:	200	
Actual number of hotel room nights used last year:	254	

**MARKETING DETAILS:** The 18th Brazilian Film Festival of Miami press activities start (60) sixty days before the event, both in Brazil and in the US. The festival will be advertised in the 12th edition of the festival in NY, looping/power point on the festival's screenings and program magazine.

The publicity campaign starts (30) thirty days before the Festivals and follows a simultaneous promotion schedule in printed, electronic and digital press. Advertisement is placed in the most important and renowned American, Spanish and Brazilian newspapers and magazines as: Miami Herald, El Nuevo Herald, Sun Sentinel, El Sentinel, New Times, Achei USA, Acontece and Selecta Magazines.

The electronic campaign will consist of a series of 30' spots to be aired on TV and radio as follows: 60 spots at Globo International USA - 570.000 viewers in Canada and US. 30 spots at WDNA Radio - 22.200 Listeners and 25 spots at WLRN - 425.000 Listeners. A TV Program about the festival will be aired on Canal Brasil - broadcasted in Brasil with households of over 15 million spectators.

The Digital Media Campaign will consist of Inffinito's internet and social media outreach efforts as follows: E-blasts and newsletters sent to over 10,000 mailing list subscribers, exposure at the festivals' website and the media's websites, festivals partners' websites and mailing, banners inserted in several targeted websites and the festivals website www.inffinito.com is updated daily during the festivals.

For the free media coverage the festival will invite again key television stations to cover the event: MGM Latin America, Univision, Channel 10 – Weekender, Mega TV – Papparazi TV, Globo Int TV and Canal Brasil and Telecine from Brazil.

An extensive campaign with promotional material distribution starts thirty days before the events with the following: 3.000 Magazines, 200 T-shirts, 2.000 e-invitations for the kickoff, special events and closing, 15 cinemas and events banners, 500 theater's chairs covers, 40,000 postcards, 200 posters and 1,000 credential, 200 t-shirts, sbags and hats to be distributed not only in Dade, but also in NY and Brazil. The Marketing Plan is uploaded.

**PREVIOUS TDC FUNDING:** \$15,000 (12-13); \$10,000 (11-12); \$8,000 (10-11); \$9,000 (09-10); \$10,000 (08-09)

**OTHER GOVERNMENT FUNDING:**

Miami Beach VCA - \$20,000

Consulate General of Brazil in Miami - \$20,000

Festivals and Special Events - \$33,195

## **PROJECT NARRATIVE:**

Brazilian Film Festival is the pioneer festival exclusively dedicated to Brazilian Films in the US. This year the festival expects to bring 8,000 people and will showcase films and special events to bring together locals, filmmakers and industry professionals from all over Latin America and the US. The 18th Brazilian Film Festival of Miami will take place from August 16 to 24. The Opening will take place at the North Beach Bandshell with a free admission screening of film "Orfeu" in Tribute to the poet and song writer Vinicius de Moraes; Special Screenings of 4 films will be presented at the Miami Beach Cinematheque from Aug 17 to 19 and Competitive Screenings (Best Public Choice) of 10 feature and short films at the Colony Theater, from Aug 20 to 24. Tickets will be available for sale online and at the venues. Admission is \$10 per screening (senior and student discounts are available). Free member passes will be distributed. The festival will also hold events and luncheons at Piola, Toro Toro, Haven, Sushi Kone and various after parties. Press Relations' office activities in Brazil and in the US for the Festival will start 60 days before the event. The Festival's marketing and publicity campaign will start 30 days before the Festival's opening and it is structured to encompass specific media through a simultaneous broad promotion schedule in printed, electronic and digital press: program magazines, posters, post cards, banners, bags, t-shirts and credentials. Advertisement will be placed in the most important and renowned South Florida's based American and Brazilian newspapers and magazines: Miami Herald, El Nuevo Herald, New Times, Sun Sentinel, Achei USA, Acontece Magazine and Selecta Magazine. The electronic campaign will consist of a series of 30 seconds commercial spots to be aired on TV at Globo International TV and on radio at WDNA and WLRN. The Digital Media Publicity Campaign will consist of Inffinito's website, e-blasts and social media outreach. The Festival will also have In-Kind media Coverage in traditional, digital and electronic media that reaches approximately 80 million people. The Festival will invite key television stations in Brazil to cover the event broadcasting the City of Miami as a sophisticated and culturally dynamic international destination. The following are our Media Sponsors: Canal Brasil, Achei, Acontece, Contigo! and Miami Herald. TDC funding will enhance the publicity and promotion of Miami in Latin America. For this year's festival we already have secured the Shore Club Hotel as our Hotel Sponsor and 150 room-nights are blocked for guests flying from Brazil and US. Inffinito is the only producer of the event. All the productions aspects are divided between the offices in Miami and in Brazil. The project implementation strategy starts with the Fundraising from Oct-Jun, Pre-Production: Jan-Mar; Production: Mar-Aug; Press Relations and Publicity Campaign: Jun-Aug and the Festival production in August.

**PROJECT EXPENSE BUDGET FY 2013-2014**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration	\$ 5,000	\$ 103,000	\$ 108,000	
Personnel: Artistic	\$ 0	\$ 8,200	\$ 8,200	
Personnel: Technical/Production	\$ 1,250	\$ 24,300	\$ 25,550	
Outside Artistic Fees/Services	\$ 0	\$ 7,000	\$ 7,000	
Outside Other Fees/Services	\$ 6,750	\$ 20,050	\$ 26,800	
Marketing ADV/ PV/ Printing/ Publication	\$ 5,000	\$ 34,400	\$ 39,400	\$ 30,000
Marketing: Postage/Distribution		\$ 3,000	\$ 3,000	
Marketing: Web Design/ Support/ Maintenance	\$ 3,000	\$ 4,500	\$ 7,500	
Travel: In County	\$ 0	\$ 6,000	\$ 6,000	\$ 10,000
Travel: Out of County	\$ 0	\$ 30,000	\$ 30,000	\$ 40,000
Equipment Rental	\$ 0	\$ 14,880	\$ 14,880	
Space Rental	\$ 3,000	\$ 18,342	\$ 21,342	
Mortgage/ Loan Payments	\$ 0	\$ 0	0	
Insurance	\$ 1,000	\$ 1,000	\$ 2,000	
Utilities	\$ 0	\$ 12,000	\$ 12,000	
Fundraising/ Development (Non-Personnel)	\$ 0	\$ 0	0	
Merchandise/ Concessions/ Gift Shops	\$ 0	\$ 0	0	
Supplies/Materials	\$ 0	\$ 10,000	\$ 10,000	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 296,672	\$ 321,672	\$ 80,000
<b>TOTAL EXPENSES</b>	<b>\$ 401,672</b>			

**PROJECT REVENUE BUDGET FY 2013-2014**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 20,000		5%
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	\$ 64,423	\$ 80,000	16%
Foundation Support	\$ 40,000		10%
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	\$ 20,000		5%
Consulate General of Brazil in Miami	\$ 20,000		5%
			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	\$ 19,054		5%
Other Revenues			
MINC - Ministry of Culture of Brazil	\$ 80,000		20%
			0
			0
			0
Department of Cultural Affairs Grants			
Festival and Special Events Grant	\$ 33,195		8%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 296,672	\$ 80,000	8%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 321,672		
Total Revenues	\$ 401,672	Total In-Kind %	20%

## Miami-Dade County Department of Cultural Affairs

**FY 2013-2014 - Tourist Development Council - 4th Quarter (July 1 - September 30)**

**Agenda Item No.: C-4**

**ORGANIZATION:** Teatro Avante, Inc.

**GRANT REQUEST:** \$25,000.00

**PROJECT TITLE:** XXIX International Hispanic Theatre Festival

**SUBCOMMITTEE**

**RECOMMENDATION:** \$17,500.00

**PROJECT TYPE/CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** Ongoing

**FUNDING YEAR:** 1ST

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 07-10-2014 - 07-27-2014

**EVENT LOCATION:** Adrienne Arsht Center for the Performing Arts, 1300 BISCAYNE BLVD; Teatro Prometeo, 300 NE 2 ST

**PROJECT SYNOPSIS:** Grant funds are requested to support the XXIX International Hispanic Theatre Festival of Miami, presenting 16 productions from six countries, at several venues in Miami-Dade County on July 10 - 27, 2014. The comprehensive educational component includes post-performance forums, theatre conference, workshops, exhibits, book presentation and the International Children's Day celebration.

**HOTEL CONFIRMATION:**

Hotel Chateableau	Pending

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	35	6,500
Out of County		600
Out of State	30	300
Foreign	60	100

TOTAL	125	7500
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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:	300	
# of hotel room nights anticipated to be booked:	325	
Actual number of hotel room nights used last year:	275	

**MARKETING DETAILS:** The IHTF promotes Miami-Dade County as a center of vibrant regional, national and international cultural and artistic programming. Companies visiting Miami from all over the world receive extensive press coverage in their respective countries and in important publications abroad. Avante’s marketing plan include thousands of postcards, invitations, festival posters, and programs, distributed locally and throughout Latin America and Spain. The IHTF will be featured in local print media such as El Nuevo Herald, The Miami Herald, Diario Las Americas and The Miami New Times, among other publications. The Festival continues to enjoy major support from Univision 23 and Unimas (highest Hispanic ratings) and Univision Radio (Mix 98.3, Amor107.5, UnivisionAmerica Miami 1140 AM, Radio Mambi WAQI710AM). Avante also receives coverage and support from other cable channels such as Mega TV, America TV, County and educational channels. The IHTF will be included in national and international magazines such as American Theatre Magazine, Nexos – American Airlines’ official Latin America in-board magazine, Artez, published in Spain, and Latin American Theatre Review - University of Kansas, among others, where the IHTF is promoted for thousands of tourists and visitors of Miami-Dade County. Avante’s web page and several other links will be seen by approximately 100,000 viewers. Television and radio promos, interviews, articles and reviews in print media, and the exposure received by Avante’s educational program and social events, such as the international conference, book presentation, various exhibits, poster unveiling, and the presentation of the “Life Achievement Award”, are also important events in our marketing strategy.

**PREVIOUS TDC FUNDING:** {End of Cycle - \$10,000 (12-13)}; \$7,000 (11-12); \$8,000 (10-11); \$15,000 (09-10); \$10,000 (08-09)

**OTHER GOVERNMENT FUNDING:**

Village of Key Biscayne - \$1,500  
Cultural Advancement - \$100,000  
State of Florida Division of Cultural Affairs - \$25,000

## **PROJECT NARRATIVE:**

The XXIX INTERNATIONAL HISPANIC THEATRE FESTIVAL (IHTF) OF MIAMI will be held July 10 – 27, 2014, featuring productions of contemporary and classical works by renowned Hispanic playwrights from throughout the world. The IHTF will host 16 productions from 6 countries: Argentina, Brazil, Chile, Mexico, Spain, and the U.S. This year, the IHTF will be held in more venues throughout Miami-Dade County: Adrienne Arsht Center, Teatro Prometeo, Miami Dade College-Wolfson and InterAmerican Campuses, Koubek Center and Theatre, Miami-Dade County Auditorium and Key Biscayne Community Center.

Our mission is "to preserve, promote and enhance our Hispanic cultural heritage in the U.S. through universal theatre." As the IHTF's reputation has grown, interest in Latin America and Europe has increased. Artists, producers, journalists, critics and scholars seek invitations to Miami so that they can participate in this major cultural event. In return, Avante has been invited to perform in countries in South America, Europe and the U.S. Invitations from abroad to Teatro Avante and its Producing Artistic Director have placed Avante in a unique position to market Miami-Dade County and the IHTF.

All educational component programs are free. Tickets for performances are \$30, offering discounts to seniors, students, handicapped and groups. We also joined Culture Shock and Golden Tickets programs from the Dept. of Cultural Affairs of Miami-Dade County.

Marketing efforts and media and hotel sponsors have been listed earlier. The IHTF is one of most appropriate event targeting our multiethnic communities since there are many residents and visitors from those countries represented at the IHTF. TDC funding will be instrumental in enhancing this project's tourism attractiveness because it will allow us to purchase additional advertising and other marketing/publicity tools.

**PROJECT EXPENSE BUDGET FY 2013-2014**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 82,000	\$ 82,000	
Personnel: Artistic		\$ 75,000	\$ 75,000	
Personnel: Technical/Production	\$ 5,000	\$ 15,000	\$ 20,000	
Outside Artistic Fees/Services	\$ 10,000		\$ 10,000	
Outside Other Fees/Services		\$ 1,800	\$ 1,800	
Marketing ADV/ PV/ Printing/ Publication	\$ 5,000	\$ 37,000	\$ 42,000	\$ 15,000
Marketing: Postage/Distribution		\$ 3,000	\$ 3,000	
Marketing: Web Design/ Support/ Maintenance		\$ 10,000	\$ 10,000	
Travel: In County		\$ 5,000	\$ 5,000	
Travel: Out of County		\$ 95,000	\$ 95,000	\$ 25,000
Equipment Rental			0	
Space Rental		\$ 60,000	\$ 60,000	\$ 35,000
Mortgage/ Loan Payments			0	
Insurance		\$ 3,000	\$ 3,000	
Utilities		\$ 9,000	\$ 9,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 8,200	\$ 8,200	
Other Expenses				
Educational Component		\$ 10,000	\$ 10,000	
Production Expenses	\$ 5,000	\$ 6,000	\$ 11,000	
Room & Board		\$ 30,000	\$ 30,000	
			0	
			0	
Subtotal	\$ 25,000	\$ 450,000	\$ 475,000	\$ 75,000
TOTAL EXPENSES	\$ 550,000			

**PROJECT REVENUE BUDGET FY 2013-2014**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 60,000		11%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 10,000		2%
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 90,000	\$ 75,000	16%
Foundation Support	\$ 53,000		10%
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			
National Endowment for the Arts	\$ 60,000		11%
			0
			0
Gov't Grants: State			
State of Florida Division of Cultural Affairs	\$ 25,000		5%
			0
			0
Gov't Grants: Local			
Village of Key Biscayne	\$ 1,500		0%
Cultural Advancement	\$ 100,000		18%
Miami-Dade County Auditorium	\$ 36,000		7%
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			
Funding Arts Network	\$ 6,000		1%
Miami Dade College	\$ 8,500		2%
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 450,000	\$ 75,000	5%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 475,000		
Total Revenues	\$ 550,000	Total In- Kind %	14%

## Miami-Dade County Department of Cultural Affairs

FY 2013-2014 - Tourist Development Council - 4th Quarter (July 1 - September 30)

Agenda Item No.: D-1

**ORGANIZATION:** Reading Queer

**GRANT REQUEST:** \$5,000

**PROJECT TITLE:** Reading Queer Literary Festival **SUBCOMMITTEE RECOMMENDATION:** \$3,500.00

**PROJECT TYPE/CATEGORY:** Special Events/Promotions

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1ST

**STATUS:** Organization - For-Profit

**DATE(S) OF EVENT:** 08-29-2014 - 09-07-2014

**EVENT LOCATION:** Miami Light Project, 404 NW 26th St; Bakehouse Art Complex, 561 NW 32nd St

**PROJECT SYNOPSIS:** Grant funds are requested to support administrative, artistic and technical fees, marketing, honoraria, production costs and public relations related to promoting of the Reading Queer Literary Festival, August 29th - September 7th at the Bakehouse Art Complex. The festival will be headlined by poet L. Lamar Wilson who will set his poetry to a musical score and will be accompanied by a choir. The RQ Festival will also feature smaller events headlined by local writers.

### **HOTEL CONFIRMATION:**

The Betsy Hotel	1 room night
The Carlton Hotel	1 room night
The Freehand Hotel	1 room night

### **TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	10	400
Out of County		75
Out of State	2	25
Foreign		
TOTAL	12	500

**HOTEL ROOM NIGHTS PROJECTION:**

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:	10	
# of hotel room nights anticipated to be booked:	5	
Actual number of hotel room nights used last year:	0	

**MARKETING DETAILS:** We will market primarily to the GLBTQ community and our allies for the inaugural Reading Queer Festival through a series of email blasts, social media posts, postcards and outreach through local media outlets. We will market especially to writers, artists and lovers of literature throughout the community who appreciate and seek out new, innovative ways to experience the power of creative writing.

We will reach this community through our own own network, which includes our database of contacts that we will reach via email campaign. Furthermore, we will market the festival through our social media networks, including Facebook Event Pages, Twitter, Instagram, Google +, and through our blog and website. In addition, we will also work with a variety of partner organizations that will either co-market and/or co-sponsor some of our events. This network of partners includes, The Betsy Hotel-South Beach, The Bakehouse Art Complex, Art/Center SouthFlorida, The Miami Light Project, the Aqua Foundation, Pridelines Youth Center, Next@19th, The Krane, FUNDArte, Tigertail Productions, among other local cultural arts organizations.

Furthermore, we will market the festival through the creative writing, women and gender studies, and literature programs at local universities, such as the University of Miami, Florida International University, Barry University, and Miaim Dade College. We will reach these highly engaged, literary-minded individuals through listservs. On a national scale, the festival will be promoted through listings on the Lambda Literary Foundation's website as well as other national organizations.

Finally, in the end, our biggest marketing effort will go into word of mouth, which is the driving force of what brings our community together.

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

The RQ Literary Festival runs from August 29th – September 7th, 2014. The headline event features poet & singer L. Lamar Wilson on August 30th, 2014 at 7:00pm @ the Bakehouse Art Complex. His performance, which is a hybrid poetry reading/gospel celebration, turns Wilson's book of poetry into a song book that speaks of his experiences growing up a gay man in the South.

The Reading Queer Literary Festival will feature Miami as a thriving and growing center for queer literature, pushing us beyond our reputation as a party city. Led by locally and nationally recognized queer writers, the festival promotes and celebrates Miami's as a city of culture, thereby expanding the city's appeal to LGBT writers & the larger LGBT community. The RQ Festival will attract highly-sophisticated, culturally minded LGBT tourists who seek out culture as well as sunshine.

During the week of the festival, 5 additional readings & performances are scheduled that will feature local writers at various cultural venues. These events are free and open to the public. The headline event is \$20 and open to the public. The festival will be marketed primarily to the GLBTQ community and our allies through a series of email blasts, social media posts, postcards and media outlets Knight Arts Blog, ArtBurst Miami, the Miami New Times and the Wynwood Arts & Design Association. We currently have rooms reserved at The Betsy Hotel, The Carlton Hotel, the Freehand Hotel with a total 10 rooms blocked.

We will market through via direct email campaigns, our social media networks, including Facebook Event Pages, Twitter, Instagram, Google +, and through our blog and website. In addition, we work closely with partner organizations that will either co-market and/or co-sponsor some of our events. This network of partners includes, The Aqua Foundation, The Betsy Hotel-South Beach, The Bakehouse Art Complex, Art/Center SouthFlorida, The Miami Light Project, Pridelines Youth Center, Next@19th, The Krane, FUNDArte, Tigertail Productions, among other local cultural arts organizations, who will assist in marketing and promoting the event. The festival will also be marketed to creative writing, women and gender studies, and literature programs at the University of Miami, Florida International University, Barry University, and Miami Dade College.

TDC funding supports programming, artist honoraria & marketing for the festival. It will enable us to successfully launch the festival by giving us the means to reach our target audience. Our goal is to bring 500 unique audience members during the week-long festival. The timeline: May/June – Announce Festival, June – July promote the individual events with in-depth stories about the writers involved; reveal schedule of performances. August – market the event through our own network and our partners' networks.

**PROJECT EXPENSE BUDGET FY 2013-2014**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration	\$ 1,250	\$ 7,250	\$ 8,500	
Personnel: Artistic		\$ 1,400	\$ 1,400	
Personnel: Technical/Production		\$ 750	\$ 750	\$ 1,250
Outside Artistic Fees/Services	\$ 1,500	\$ 2,000	\$ 3,500	
Outside Other Fees/Services		\$ 2,000	\$ 2,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 2,000	\$ 2,000	\$ 4,000	
Marketing: Postage/Distribution		\$ 1,400	\$ 1,400	
Marketing: Web Design/ Support/ Maintenance	\$ 250	\$ 250	\$ 500	
Travel: In County		\$ 6,000	\$ 6,000	
Travel: Out of County			0	
Equipment Rental			0	
Space Rental		\$ 0	0	\$ 1,000
Mortgage/ Loan Payments			0	
Insurance			0	
Utilities		\$ 400	\$ 400	
Fundraising/ Development (Non-Personnel)		\$ 1,000	\$ 1,000	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 300	\$ 300	
Other Expenses				
hospitality/per diem	\$ 0	\$ 1,250	\$ 1,250	
			0	
			0	
			0	
			0	
Subtotal	\$ 5,000	\$ 26,000	\$ 31,000	\$ 2,250
TOTAL EXPENSES	\$ 33,250			

**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	\$ 4,000	\$ 2,250	12%
Foundation Support	\$ 17,000		51%
Private/ Individual Support	\$ 5,000		15%
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	\$ 26,000	\$ 2,250	16%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 31,000		
Total Revenues	\$ 33,250	Total In- Kind %	7%

## Miami-Dade County Department of Cultural Affairs

**FY 2013-2014 - Tourist Development Council - 4th Quarter (July 1 - September 30)**

**Agenda Item No.: E-1**

**ORGANIZATION:** Pinecrest Premier Soccer Inc.

**GRANT REQUEST:** \$10,000.00

**PROJECT TITLE:** Mega Cup Miami Soccer  
Tournament

**SUBCOMMITTEE**

**RECOMMENDATION:** \$10,000.00

**PROJECT TYPE/CATEGORY:** Sport

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3RD

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 08-30-2014 - 09-01-2014

**EVENT LOCATION:** Kendall Soccer Park, 8011 SW 127 Avenue; Three Lakes Park, 13375 SW 136 St.

**PROJECT SYNOPSIS:** Grant funds are requested to support the marketing efforts of the Mega Cup Miami Soccer Tournament. This event is a youth soccer tournament for ages 8-17, is held over Labor Day weekend at Kendall Soccer Park, Amelia Earhart Park, Three Lakes Park, Tamiami Park, and Evelyn Greer Park. U.S. Youth Soccer affiliated teams and family members come to Miami-Dade County for a season opening soccer tournament. Grant proceeds will be used to market the tournament to teams in and out of state.

**HOTEL CONFIRMATION:**

Hampton Inn Dadeland	10 rooms for 3 nights each
Marriott Dadeland	10 rooms for 3 nights each
Marriott Miami Lakes	10 rooms for 3 nights each

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	1168	2610
Out of County	1752	3914
Out of State	0	
Foreign	0	

TOTAL	2920	6524
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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:	60	
# of hotel room nights anticipated to be booked:	60	
Actual number of hotel room nights used last year:	N/A	

**MARKETING DETAILS:** The youth soccer season begins in late August. The draw of the Mega Cup Miami is for teams to gauge where their team and players stack up against their competitors as they enter the new season.

Our marketing efforts this year will be to continue to increase awareness of the tournament, promote Miami Dade County as a vacation destination for the family, and to expand our efforts to draw female teams and to draw teams north of Palm Beach. We will use a social media focus as a means of marketing the tournament.

We will purchase an ad on the Florida Youth Soccer Association (FYSA) website, the state's governing soccer body, during March through June. During this period the state championship playoffs are held and there is much traffic on the FYSA website as teams check for playoff results and schedules. We will also advertise in Touchline magazine, published by FYSA. We will distribute postcards during the state championship games. We will visit these sites in our newly wrapped company van, which includes a Mega Cup Miami design.

Each of our coaches will contact their competitors in their team age group. Many of our coaches have established relationships with their peers. All coaches will be mailed a tournament packet which promotes the tournament. The coaches of our female teams, in particular, will establish a rapport with coaches of female teams to encourage their participation in the tournament. The Annual General Managers Meeting is an annual meeting of all FYSA (Florida Youth Soccer Association) affiliate clubs and their directors for the state of Florida. At this event, we will host a vendor booth in order to gain more brand recognition. We will place large tournament signs in each of the meeting rooms as well. This year the event has combined with the National Soccer Coaches Association of America (NSCAA), which is the governing body for competitive soccer coaches. Coaches and directors of all clubs nationally will attend this event, giving our tournament more exposure to a larger audience. We will distribute additional tournament and Miami Dade County tourist information at this event. We will work with the Miami Dade County Visitors and Convention Bureau to obtain packets promoting Miami Dade County.

In order to keep pace with this new age of social media, we will use Facebook & Twitter to help promote our tournament. Social networking sites act as word of mouth. By repeating our message through this media, we can reach more people. As the information about the tournament gets repeated, more traffic will develop and more awareness of the tournament.

We will also develop a tournament phone application which will be a one-stop information location for the tournament. It will include such features as field locations, schedules, rules, local information such as hotels, restaurants, weather, traffic, etc. Coaches can email or text message updates to their team through the app itself.

**PREVIOUS TDC FUNDING:** \$12,500 (12-13); \$25,000 (09-10)

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

The Mega Cup Miami is a youth soccer tournament for ages 8-17. It will be held over Labor Day weekend at several locations; Three Lakes Park, Evelyn Greer Park, Tamiami Park, Kendall Soccer Park, and Amelia Earhart Park. This tournament brings over 200 competitive soccer teams from throughout the state to Miami Dade County for the holiday weekend; over 3,000 participants and 6,000 spectators. The principal participants in the tournament are US Youth Soccer Association (USYSA)-registered soccer players and teams. Players travel with their families. Holding the tournament over a three day weekend at various locations gives the participants the opportunity to experience Miami in between games. From March through Late May, FYSA, (Florida Youth Soccer Association), the state's governing soccer body, hosts its' State Championship Series at various locations throughout the state. At its conclusion, the annual season ends until August. So most of our initial marketing will take place during the spring, before teams break for the summer. During this period, we will purchase an ad on the FYSA website. We will also advertise in Touchline magazine, published by FYSA. We have mailer postcards to be distributed during the state championship games.

Each of our coaches will contact their competitors. These coaches will be sent a tournament packet which promotes the tournament. The coaches of our female teams, in particular, will establish a rapport with these coaches to encourage their participation in the tournament. The number of female teams does not match that of our male teams, so this will be a special target area.

We will host a vendor booth at the Annual General Managers meeting in order to gain more brand recognition. This is the annual meeting of FYSA, which hosts representatives from all of the youth soccer clubs in Florida. This year the event will be held in conjunction with the National Soccer Coaches Association of America (NSCAA) annual meeting, giving our tournament national exposure.

We will use social media to promote our tournament; Facebook and twitter with weekly posts to the public. We will also develop a tournament phone application which will be a one-stop information location for the tournament. It will include such features as field locations, schedules, rules, local information such as hotels, restaurants, weather, traffic, etc.

Three Marriott hotels and Hampton Inn have each blocked 10 rooms at discounted rates for our players. Our tournament website lists hotels conveniently located near the fields.

Without TDC funding we would not be able to advertise our tournament to the level we are now able. TDC funding gives us a greater marketing reach than we would possess otherwise. TDC funding enables us to specifically target teams from outside Miami-Dade County. The support of Miami Dade County lends credibility to our tournament, which in turn, helps to draw more participants.

**PROJECT EXPENSE BUDGET FY 2013-2014**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 35,075	\$ 35,075	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 14,125	\$ 14,125	\$ 2,500
Outside Artistic Fees/Services			0	
Outside Other Fees/Services		\$ 3,000	\$ 3,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 6,711	\$ 8,289	\$ 15,000	
Marketing: Postage/Distribution	\$ 350	\$ 2,650	\$ 3,000	
Marketing: Web Design/ Support/ Maintenance	\$ 2,939	\$ 3,061	\$ 6,000	
Travel: In County			0	
Travel: Out of County		\$ 5,000	\$ 5,000	
Equipment Rental		\$ 500	\$ 500	
Space Rental		\$ 10,000	\$ 10,000	
Mortgage/ Loan Payments			0	
Insurance		\$ 1,500	\$ 1,500	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 1,000	\$ 1,000	
Supplies/Materials		\$ 1,000	\$ 1,000	
Other Expenses				
Equipment Purchase	\$ 0	\$ 2,575	\$ 2,575	
Registration Module Fee		\$ 3,000	\$ 3,000	
Medals/Trophies		\$ 11,000	\$ 11,000	
			0	
			0	
Subtotal	\$ 10,000	\$ 101,775	\$ 111,775	\$ 2,500
<b>TOTAL EXPENSES</b>	<b>\$ 114,275</b>			

**PROJECT REVENUE BUDGET FY 2013-2014**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships			0
Tuitions/Enrollment Fees	\$ 95,675		84%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income	\$ 1,000		1%
Corporate Support	\$ 2,000	\$ 2,500	2%
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	\$ 3,100		3%

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	\$ 101,775	\$ 2,500	9%
Grant Amount	\$ 10,000		
Cash Revenues + Grant Amount	\$ 111,775		
Total Revenues	\$ 114,275	Total In- Kind %	2%

**Community Arts Program**

JUNE 5 - AUGUST 14 2014

# **SUMMER Concert Series**

Come Thursday... That's the Day!



**Community Arts**  
Coral Gables United Church

## The Community Arts Program 2014 Summer Concert Series is here!

From opening night and the Tommy Dorsey Orchestra to an incredible closing with Livingston Taylor, the intimate setting of the historic Coral Gables United Church of Christ nestles you with an exceptional roster of six extraordinary jazz and classical concerts. Each is a rare treat amid an inviting and comfortably cozy setting.

You also have choices of reasonably-priced individual tickets and packages. We're especially pleased to offer Patron tickets that, in addition to prime concert seating, include a scrumptious pre-concert dinner buffet catered by Coral Gables' finest restaurants. It's a first-rate dining and concert experience rolled into one great price! Whatever your ticket choice, each sells out quickly. Order your tickets as soon as possible!

In addition to the Thursday evening Summer Concert Series, we have Young Musicians' Summer Master Classes. These bring a unique opportunity for children, youth, and adults to engage with and learn from Summer Concert Series artists.

Join us for the Community Arts Program 29th Summer Concert Series. We promise the cultural and educational richness that you expect each summer. Come Thursday...That's the Day!



Mark Hart  
Executive & Artistic Director



**Community Arts Program**

Coral Gables United Church of Christ

...s our 29th year, and  
...e're thrilled to bring  
...other season of what  
...ou've come to expect.  
...utstanding evenings of  
...bsolutely world-class  
...istry.

