



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

Board of County Commissioners

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

October 8, 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
OCTOBER 8, 2014**

The Tourist Development Council (TDC) convened in the 6th floor Conference Room at the Stephen P. Clark Government Center, 111 Northwest First Street, Miami, Florida, at 2:00 p.m. on October 8, 2014. The members present were Commissioner Esteban Bovo, Jr, Mr. Stuart Blumberg, Mr. William Perry III, Ms. Olga Ramudo, Mr. Hemant Patel, Ms. Danielle Torres, Mr. Gene Prescott, Commissioner Keon Hardemon and Commissioner Micky Steinberg.

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. Rolando Acedo, Executive Vice President/Chief Marketing Officer of the Greater Miami Convention Visitor's Bureau, was also present.

Chairman Bovo called the meeting to order at 2:13 p.m. Mr. Spring stated all members were present.

I. Additions, Deletions, Withdrawals

There were no additions, deletions, or withdrawals from today's (10/08) agenda.

II. Conflict of Interest

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

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

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

III. Items for Approval

A. Minutes of the March 6, 2014 and May 22, 2014 Meetings

It was moved by Mr. Stuart Blumberg that the minutes of the March 6, 2014 and May 22, 2014 Tourist Development Council (TDC) meetings be approved. This motion was seconded by Mr. Hemant Patel and upon being put to a vote, passed 9-0.

IV. Reports and Discussion Items

A. Updated budget/Financial Position and Funding Recommendations for FY 2014 - 15 First Funding Period

Mr. Spring advised this was the first funding period of the fiscal year and noted the TDC began the year with a healthy budget of a little more than \$1.2 million. He stated the TDC has an agreement with the Greater Miami Convention and Visitor's Bureau that they will provide the Council with an additional \$25,000 a year and also \$100,000 was received from the food and beverage surtax. Mr. Spring noted there was more than \$60,000 carried over from the previous fiscal year which was in the reserve. The funds are budgeted over the four quarters of the TDC, to ensure there were adequate funds for each quarter and also a reserve amount of \$150,000 was kept for any required adjustments. Mr. Spring announced twenty-eight (28) applications were received for the first funding quarter requesting a total of \$475,000.00 in funding. He stated twenty-five (25) applicants were non-profit and three (3) for-profit. He advised eight (8) applicants were new or first time projects and fourteen (14) are continuing projects. Mr. Spring noted organizations that have returned, the 10% reduction formula is applied. Organizations that have finished a five year cycle start over in a new cycle; and the recommendations were made for these ongoing projects. He noted all the recommendations have been reviewed by the TDC subcommittee and the budget chart indicates where the subcommittee may have made an adjustment to the staff recommendation. Mr. Spring noted that none of the recommendations exceed \$25,000. He mentioned that the first meeting of the year addresses the set aside and targeted grants that are made to organizations that are performing tourism functions.

Discussion ensued among the Council members regarding the breakdown of the reserved funds and if the funds were an accumulation from previous years. Mr. Spring advised the reserve was a pool of money that was available to the TDC to make adjustments or to address unanticipated activities that may occur during the year. He noted every year a portion of the funds were carried over to the next fiscal year. Mr. Spring also stated the revenue was budgeted among the four quarters, the reserve and the targeted set asides and the goal of the staff was to build the reserves to a significant amount.

V. Citizen's Presentations

Mr. Spring explained the procedures regarding today's (10/08) citizen's presentations, and he requested the representatives of those organizations make a brief statement on new information. He noted that representatives who had not registered would have the opportunity to make a short presentation following the order listed in the agenda.

VI. Grant Applications and Recommendations – First Funding Period

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

A-1. Actor's Playhouse Productions, Inc.

October 8, 2014

Clerk's Summary and Official Minutes
Tourist Development Council

Final Recommendation

Page 2 of 11

2014-2015 Mainstage Season of Seasons

\$18,000

Ms. Barbara Stein appeared before the Council representing the foregoing applicant and thanked the TDC for their ongoing support. She advised they have several events taking place at the theater such as a new immersive theater piece called Murder Ballet, as well as the South African tour of UMOJA, which would block six hundred room nights. Ms. Stein also advised they recently hosted the United States Military Ambassador's Jazz Band and American Idol has become a sponsor for the young talent and the events presented by the Children's' Trust. She thanked the Council once again for their support and invited everyone to join them at one of these events.

It was moved by Mr. Stuart Blumberg that the TDC Subcommittee recommended amount be increased from \$18,000 to \$20,000. This motion was seconded by Ms. Olga Ramudo and upon being put to a vote, the vote passed 8-0. (Mr. Gene Prescott abstained from voting).

VI. A-2. Edge Zones, Inc. Final Recommendation
The 8th Edition of Zones Contemporary Art Fair \$7,000
"Radical Collecting in the Art Plantations of Modernity"

Ms. Charo Oquet appeared before the Council, and stated they have a new space in Little Haiti and were collaborating with the Little Haiti Country Club. She noted their efforts were not just to create an event for Art Basel but to highlight and bring people to the Little Haiti area. She advised they were requesting more money due to the collaboration and to produce more publicity for the event. She commented they have invited people from around the world, in an effort to make it an international event.

It was moved by Mr. William Perry III that the TDC Subcommittee recommended amount be increased from \$5,000 to \$7,000. This motion was seconded by Mr. Hemant Patel and upon being put to a vote, the vote passed 9-0.

VI. A-6. MIAMI SHORT FILM FESTIVAL, INC. Final Recommendation
The 13th Edition of the Miami Short \$8,000
Film Festival

Mr. William Vela, representing the foregoing applicant stated the goal of the film festival was to revive the Coconut Grove area and noted they have partnered with Mayfair, Marriott, Residence Inn and Sonesta hotels. Mr. Vela commented they also have a presence at the Miami Beach Cinematheque. He requested additional funding to assist with revitalizing the Coconut Grove area.

It was moved by Mr. Stuart Blumberg that the FY 2014-2015 TDC first 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 at today's (10/08) TDC meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. A-3.	EXPONICA INTERNATIONAL, INC. Exponica International – La Feria de Las Americas	\$16,000
VI. A-4.	GIANTS IN THE CITY, Inc. GIANTS IN THE CITY Monumental Inflatable Outdoor Exhibition	\$5,000
VI. A-5.	Italian Film Festival, Inc. 2014 Cinema Italy (formerly Italian Film Festival)	\$5,250
VI. A-6.	MIAMI SHORT FILM FESTIVAL, INC. The 13th Edition of the Miami Short Film Festival	\$8,000
VI. A-7.	National Tropical Botanical Garden “Under the Kampong Moon-Enchanted Evenings of Indonesian Music, Drama and Dance	\$13,500
VI. A-8.	Teatro en Miami Corp. TEMFest 2014 (Teatro en Miami Festival)	\$7,000
VI. A-9.	The Dave and May Alper Jewish Community Center, Inc. 2014-2015 Alper JCC Cultural Arts Season Quarter 1	\$12,000
VI. A-10.	University of Miami, Frost School of Music XIX International Ballet Festival of Miami/2014	\$16,000

This motion was seconded by Mr. Hemant Patel and upon being put to a vote, the vote passed 9-0.

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

It was moved by Mr. Stuart Blumberg that the FY 2014-2015 TDC first period award recommendations by the TDC Subcommittee for the applications in VI-B Section of Special Events/Promotions (For-Profit) – Continuing including those who did not make a presentation at today’s (10/08) meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. B-1.	Mela, Inc. HIT Week Week Miami 2014	\$5,000
VI. B-2. October 8, 2014	Miami Nice Jazz Festival, LLC. Clerk’s Summary and Official Minutes Tourist Development Council	\$7,500 Page 4 of 11

Miami Nice Jazz Festival

This motion was seconded by Mr. Hemant Patel and upon being put to a vote, the vote passed 9-0.

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

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| VI. C-1. Borscht Corp.
Borscht Film Festival | Final Recommendation
\$10,000 |
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Ms. Danielle Bender appeared before the Council, and advised the film festival will be hosting at the Adrienne Arsht Center and the hotels they were working in conjunction with were the Freehand on Miami Beach and the Intercontinental in Downtown Miami. She added another goal for the film festival was to integrate with visual as well as local artist. The highlighted artist included; Jacoby Satterwhite, Terrance Nance, Papa Machete, Bernardo Britto, and Gil Green.

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| VI. C-4. Miami Beach Arts Trust, Inc.
MiamiArtZine.com | Final Recommendation
\$5,000 |
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Mr. Harvey Bernstein appeared before the Council representing the foregoing applicant and stated this was the 9th anniversary of their online art magazine MiamiArtZine.com and the celebration would culminate at the Miami Beach Botanical Gardens. He noted the online magazine was created out of the need to help promote the arts and advised they have feature segments, perform reviews, attend events and take photos of the patrons and artist to compile a photo gallery.

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| VI. C-6. The Peter London Global Dance Company Inc.
“Jazz Love Night at the Arsht” | Final Recommendation
\$10,000 |
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Ms. Joyce Forchion appeared before the Council representing the foregoing applicant stated this was one of Miami’s multicultural dance troops, which was founded in 2011. She indicated she was a former student of Peter London and noted he was making tremendous strides in the community to bring world class dance to Miami. Ms. Forchion advised concessions were needed to bring former students and returning choreographers to town, so the community would be able to appreciate what he has to offer.

In response to the questions from Council members, Ms. Forchion advised the performance takes place on December 12-13th with two performances each night. She also noted the auditorium holds 250 seats and they were still working on the details for the hotel rooms.

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| VI. C-7. Unity Coalition/Coalicion Unida, Inc.
UC/CU’s Celebrate ORGULLO Festival,
Showcasing Hispanic LGBT Pride | Final Recommendation
\$7,500 |
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Mr. Herb Sosa, President of Unity Coalitions appeared before the Council and stated this one month 20 event series festival began four years ago in Miami Beach. He noted the festival brings the best of Hispanic LGBT culture, arts and entertainment to the community. Mr. Sosa advised the added events included the writer's pavilion and forum, which brings in authors from Germany, Spain, New York and South Florida.

Responding to questions regarding the number of rooms that were blocked, Mr. Sosa advised the festival occurred on October 4, 2014 and more than 80 rooms were booked. He announced they partnered with the Greater Miami Conventions and Visitors Bureau for the last three years to complete an on-site survey to determine the specifics of all the attendees.

Mr. Blumberg noted for the record that this event was being held on Miami Beach, and they were seeking funding from the County. He also explained that events that were being held outside of Miami Beach were always denied funding when they seeked any funds from Miami Beach. Mr. Sosa clarified that Miami Beach was a funding sponsor for this event. He stated they were now seeking additional funding from the TDC because they were aggressively trying to build the festival from a local to an international festival.

It was moved by Mr. Stuart Blumberg that the FY 2014-2015 TDC first period award recommendations by the TDC Subcommittee for the applications in VI-C Section of Special Events/Promotions (Non-Profit) – First-Time including those who did not make a presentation at today's (10/08) meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. C-1.	Borscht Corp. Borscht Film Festival	\$10,000
VI. C-2.	Coral Gables Congregational Church (United Church of Christ), Inc. 2014 Summer Concert Series & Young Musicians' Summer Master Classes	\$5,000
VI. C-3.	Fairchild Tropical Botanic Garden, Inc. Fairchild's Garden Music Festival	\$5,000
VI. C-4.	Miami Beach Arts Trust, Inc. MiamiArtZine.com	\$5,000
VI. C-5.	Teatro Avante, Inc. XXIX International Hispanic Theatre Festival	\$15,000
VI. C-6.	The Peter London Global Dance Company Inc. "Jazz Love Night at the Arsht"	\$10,000
VI. C-7.	Unity Coalition/Coalicion Unida, Inc. UC/CU's Celebrate ORGULLO Festival, Showcasing Hispanic LGBT Pride	\$7,500

This motion was seconded by Mr. Hemant Patel and upon being put to a vote, the vote passed 9-0.

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

VI. D-1	The Dirt Box Seed Food and Wine Festival	Final Recommendation \$7,500
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Ms. Alison Burgos appeared before the Council and commented this was the first plant based food and wine festival in the country celebrating conscious living and wellness. She asked the council for additional funding since this was their first year. Ms. Burgos explained they did not have a hotel contract but used discounts for the Hilton Miami and the Gale on Miami Beach. She advised the festival was expected to attract 4000 attendees to the Midtown Miami area. All of the other events were based in the Downtown Miami, Brickell and the Wynwood area. Ms. Burgos indicated the long term goal of the festival was to change and elevate the community to engage in a healthier lifestyle and they planned on being a national festival with national ads and media support, currently the national sponsors are Whole Foods along with Books and Books. Ms. Burgos noted they did not meet the room requirement this year and therefore were unable to apply for the BCA grant and appreciated any support from the TDC.

Discussion ensued among the Council members regarding the funds granted to smaller or first-time organizations that have less room nights booked; the established guidelines for this fiscal year; the development of an easier formula for the funding categories; and staff further review into these matters.

It was moved by Ms. Danielle Torres that the TDC Subcommittee recommended amount be increased from \$5,000 to \$7,500. This motion was seconded by Mr. Stuart Blumberg and upon being put to a vote, the vote passed 9-0.

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

VI. E-1.	Community AIDS Resource, Inc. d/b/a Care Resource White Party Week	Final Recommendation \$25,000
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Mr. Jonathan Welsh representing the foregoing applicant thanked the Council for their support and was excited about this year's White Party which would be held at their new partner location; the Perez Art Museum of Miami. Mr. Welsh commented that the City was growing and this party would encompass that growth. He noted some of the details of the party included a 30 piece orchestra along with a DJ, fully catered with an open bar and a full tour of the museum. He encouraged everyone to attend this event.

VI. E-2.	Greater South Dade/South Miami/Kendall Chamber of Commerce d/b/a Chamber South	Final Recommendation \$10,000
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Ms. Mary Scott-Russell representing the foregoing applicant thanked the TDC for the increase funding. She gave a special thanks to Ms. Benjamin and noted it has been a pleasure working with her; and also thanked Mr. Spring for his support. Ms. Scott-Russell advised the festival would bring in 50,000 attendees over a two day period. She also stated they were partnering with Sunset Place and also has some wonderful corporate sponsorship from around the nation.

VI. E-5. Seraphic Fire, Inc. Final Recommendation
Seraphic Fire's 13th Miami-Dade Fall Season \$15,000

Ms. Annelisa Abrams provided updated hotel room booking information. She advised they currently have 251 rooms booked and anticipate 712 rooms to be booked for the entire season of the event. She also noted the partner hotels were the Hyatt Place Airport and the Extended Stay America at various locations.

VI. E-6. The Miami Childrens' Museum Final Recommendation
Dora & Diego – Let's Explore1 Traveling Exhibit \$20,000

Ms. Stephanie Norman advised they received great media coverage of the new Nickelodeon exhibit; Dora & Diego- GO Diego Go. She noted the museum was entering into the eleventh year of being on Watson Island. Ms. Norman commented they raised the bar this year by working with Nickelodeon, since the museum brings in over 430,000 visitors a year, of which forty percent are visitors outside of Miami-Dade County. She stated the museum has also launched a new website, social media campaign and signed a partnership with Pepperidge Farm to be an official sponsor. Ms. Norman indicated they wanted to make the museum a cultural attraction and thanked the Council for their consideration and appreciated the recommendation.

It was moved by Mr. Stuart Blumberg that the FY 2014-2015 TDC first funding period award recommendations by the TDC Subcommittee for the applicants in VI-E Section of Sports (Non Profit) – Continuing including those who did not make a presentation at today's (10/08) meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. E-1.	Community AIDS Resource, Inc. d/b/a Care Resource	\$25,000
VI. E-2.	Greater South Dade/South Miami/Kendall Chamber of Commerce d/b/a Chamber South	\$10,000
VI. E-3.	Miami Book Fair International, Inc. Miami Book Fair International	\$25,000
VI. E-4.	Miami City Ballet, Inc. Romeo and Juliet	\$20,000
VI. E-5.	Seraphic Fire, Inc. Seraphic Fire's 13th Miami-Dade Fall Season	\$15,000

VI. E-6. The Miami Children's Museum \$20,000
Dora & Diego – Let's Explore1 Traveling Exhibit

This motion was seconded by Mr. Gene Prescott and upon being put to a vote, the vote passed 9-0.

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

VI. F-1. Bayfront Park Management Trust Final Recommendation
Downtown Miami's 2014 New Year's Eve Celebration \$15,000

Commissioner Hardemon advised the information listed in the grant application was not updated and noted they anticipated a performance by a major international star. He stated this would bring the City of Miami national attention and help to make South Florida the premier destination place for New Year's Eve Celebrations.

It was moved by Commissioner Keon Hardemon that the TDC Subcommittee recommended amount be increased from \$9,000 to \$15,000. This motion was seconded by Mr. Hemant Patel and upon being put to a vote, the vote passed 9-0.

It was moved by Ms. Olga Ramudo that the FY 2014-2015 TDC first funding period award Recommendations by the TDC Subcommittee for the applicant in VI-F Section of Government/Municipal (Non-Profit) –Continuing be approved as follows:

VI. F-2. City of Sunny Isles Beach Final Recommendation
Sunny Isles Beach Jazz Fest 2014 \$15,000

Ms. Ibis Romero noted this was the seventh year of the Jazz Fest and thanked the Council for all of their support. She advised this year they were concentrating on local talent and stated they were having an art contest in the Sunny Isles Beach K-8 School, and the new poster would exhibit the contest winner. She added they were very grateful and hoped this event would have a long life span in the future.

This motion was seconded by Mr. Gene Prescott and upon being put to a vote, the vote passed 9-0.

G. Targeted/Set-asides

VI. G-4. Miami Beach Latin Chamber of Commerce Final Recommendation
Tourist Hospitality Center/Centro \$20,000
Hospitalidad Turostico

Ms. Grace Calvani appeared before the Council and advised they have been operating the Visitor's Center on Lincoln Road since 1995 and thanked the County for their support. In response to Mr. Blumberg's question regarding the Center being affected by the construction, she explained that it would not, since it was a separate building and they were looking to enlarge the banner sign.

**VI. G-6. The Key Biscayne Chamber of Commerce, Inc. Final Recommendation
The Key Biscayne Chamber of Commerce \$15,000**

Ms. Kathye Susnjer appeared before the Council and she was elated about having the SunPass to Key Biscayne and also a fixed bridge that was now accessible to the walkers and bicyclist. She welcomed everyone to visit Key Biscayne and thanked everyone for their support.

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

It was moved by Mr. Stuart Blumberg that the FY 2014-2015 TDC first funding period award recommendations by the TDC Subcommittee for the applicant in VI-G Section of Targeted/Set-asides including those who did not make a presentation at today's (10/08) meeting be approved as follows:

**VI. G-1. Florida International University Board of Trustee's Final Recommendation
for the benefit of Institute for Public Management \$14,400
Inter-American Conference of Mayors**

This motion was seconded by Mr. Hemant Patel and upon being put to a vote, the vote passed 8-0. Mr. Gene Prescott abstained from voting.

It was moved by Mr. Stuart Blumberg that the FY 2014-2015 TDC first funding period award Recommendations by the TDC Subcommittee for the applications in VI-G Section of Targeted/Set-asides who did not make a presentation at today's (10/08) meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. G-2.	MDGLCC Foundation, Inc. LGBT Visitor Center	\$20,000
VI. G-3.	Miami Beach Latin Chamber of Commerce Miami Beach Visitor Information Center	\$20,000
VI. G-4.	Miami Beach Latin Chamber of Commerce Tourist Hospitality Center/Centro Hospitalidad Turistico	\$20,000
VI. G-5.	Miami-Dade County Dade Days, Inc. Miami-Dade County Dade Days in Tallahassee	\$15,000
VI. G-6.	The Key Biscayne Chamber of Commerce, Inc. The Key Biscayne Chamber of Commerce	\$15,000

This motion was seconded by Mr. Hemant Patel and upon being put to a vote, the vote passed 9-0.

Mr. Michael Spring advised there was a conflict of interest concerning the foregoing applicant with Ms. Danielle Torres and she would not be able to vote on this item.

It was moved by Mr. Gene Prescott that the FY 2014-2015 TDC first funding period award recommendations by the Subcommittee for the applicant in VI-G Section of Targeted/Set-asides including those who did not make a presentation at today's (10/08) meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. G-7.	Tropical Everglades Visitor Association, Inc. Tropical Everglades Visitor Center	\$20,000

This motion was seconded by Mr. Hemant Patel and upon being put to a vote, the vote passed 8-0. Ms. Danielle Torres abstained from voting.

Hearing no further questions or comments, the TDC meeting adjourned at 3:13 p.m.



Chairman Esteban Bovo Jr.
Tourist Development Council



TOURIST DEVELOPMENT COUNCIL

October 8, 2014

Prepared by: Tawana Parker

EXHIBITS LIST

NO.	DATE	ITEM #	DESCRIPTION
1	10/08/2014	-	Memorandum Re: Scheduled Meeting
2	10/08/2014	-	Agenda
3	10/08/2014	-	Roll Call
4	10/08/2014	-	Memorandum Re: Budget Recommendations for FY 2014-2015 First Funding Period
5	10/08/2014	-	Application Summary Worksheet
6	10/08/2014	-	Applications for First Funding Period
7	10/08/2014	E-6	The Miami Children's Museum, Inc. – Dora & Diego – Let's Explore! Traveling Exhibit
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Panel Meeting
Wednesday, October 8, 2014 2 PM
Stephen P. Clark Center
111 NW First Street
6th Floor, Front Conference Room
Miami, Florida
AGENDA

- I. Additions, Deletions, Withdrawals
- II. Conflict of Interest
- III. Items for Approval
 - A. Minutes of the March 6, 2014 and May 22, 2014 Meetings
- IV. Reports and Discussion Items
 - A. Updated Budget / Financial Position and Funding Recommendations for FY 2014-15 First Funding Period
- V. Citizens' Presentations
- VI. Grant Applications and Recommendations - First Funding Period
 - A. Special Events/Promotions (Non-Profit) -- Continuing

	Request	Subcommittee Recommendation
1. Actors' Playhouse Productions, Inc. <i>2014-2015 Mainstage Season of Seasons</i>	25,000	18,000
2. Edge Zones, Inc. <i>The 8th Edition of Zones Contemporary Art Fair - "Radical Collecting in the Art Plantations of Modernity"</i>	15,000	5,000
3. EXPONICA INTERNATIONAL, INC. <i>Exponica Internationa - La Feria de Las Americas</i>	25,000	16,000
4. GIANTS IN THE CITY, Inc. <i>GIANTS IN THE CITY Monumental Inflatable Outdoor Exhibition</i>	5,000	5,000
5. Italian Film Festival, Inc. <i>2014 Cinema Italy (formerly Italian Film Festival)</i>	15,000	5,250
6. MIAMI SHORT FILM FESTIVAL, INC. <i>The 13th Edition of the Miami short Film Festival</i>	15,000	8,000
7. National Tropical Botanical Garden <i>"Under the Kampong Moon- Enchanted Evenings of Indonesian Music, Drama and Dance"</i>	15,000	13,500
8. Teatro en Miami Corp. <i>TEMFest 2014 (Teatro en Miami Festival)</i>	15,000	7,000
9. The Dave and Mary Alper Jewish Community Center, Inc. <i>2014-2015 Alper JCC Cultural Arts Season Quarter 1</i>	15,000	12,000

	Request	Subcommittee Recommendation
10. University of Miami, Frost School of Music <i>Festival Miami 2014</i>	25,000	16,000
B. Special Events/Promotions (For-Profit) – Continuing		
1. Mela, Inc. <i>HIT Week Miami 2014</i>	10,000	5,000
2. Miami Nice Jazz Festival, LLC. <i>Miami Nice Jazz Festival</i>	15,000	7,500
C. Special Events/Promotions (Non-Profit) – First-Time		
1. Borscht Corp <i>Borscht Film Festival</i>	25,000	10,000
2. Cuban American Phototheque Foundation, Inc. <i>Miami Photo Salon</i>	5,000	5,000
3. Little Haiti Housing Association, Inc. DBA Haitian American CDC <i>Little Haiti Cultural Tours</i>	5,000	5,000
4. Miami Beach Arts Trust, Inc. <i>MiamiArtZine.com</i>	5,000	5,000
5. Miami Dade College Foundation, Inc. - Museum of Art and Design <i>Shen Wei - In Black, White and Gray</i>	25,000	15,000
6. The Peter London Global Dance Company Inc. <i>"Jazz Love Night at the Arsht"</i>	15,000	10,000
7. Unity Coalition Coalicion Unida, Inc. <i>UC CU's Celebrate ORGULLO Festival, showcasing Hispanic LGBT Pride</i>	15,000	7,500
D. Special Events/Promotions (For-Profit) – First-Time		
1. The Dirt Box <i>Seed Food and Wine Festival</i>	15,000	5,000
E. Special Events/Promotions (Non-Profit) – Ongoing		
1. Community AIDS Resource, Inc., d/b/a Care Resource <i>White Party Week</i>	25,000	25,000
2. Greater South Dade/South Miami/Kendall Chamber of Commerce d/b/a Chamber South <i>43rd Annual Chamber South South Miami Art Festival</i>	15,000	10,000
3. Miami Book Fair International, Inc. <i>Miami Book Fair International</i>	25,000	25,000
4. Miami City Ballet, Inc. <i>Romeo and Juliet</i>	25,000	20,000
5. Seraphic Fire, Inc. <i>Seraphic Fire's 13th Miami-Dade Fall Season</i>	25,000	15,000
6. The Miami Children's Museum, Inc. <i>Dora & Diego - Let's Explore! Traveling Exhibit</i>	25,000	20,000

	Request	Subcommittee Recommendation
F. Government/Municipal (Non-Profit) - Continuing		
1. Bayfront Park Management Trust <i>Downtown Miami's 2014 New Year's Eve Celebration</i>	15,000	9,000
2. City of Sunny Isles Beach <i>Sunny Isles Beach Jazz Fest 2014</i>	15,000	15,000
G. Targeted/Set-asides		
1. Florida International University Board of Trustees, for the benefit of Institute for Public Management <i>Inter-American Conference of Mayors</i>	14,400	14,400
2. MDGLCC Foundation, Inc. <i>LGBT Visitor Center</i>	20,000	20,000
3. Miami Beach Chamber of Commerce <i>Miami Beach Visitor Information Center</i>	20,000	20,000
4. Miami Beach Latin Chamber of Commerce <i>Tourist Hospitality Center/ Centro Hospitalidad Turistico</i>	20,000	20,000
5. Miami-Dade County Days, Inc. <i>Miami-Dade County Dade Days in Tallahassee</i>	15,000	15,000
6. The Key Biscayne Chamber of Commerce <i>The Key Biscayne Chamber of Commerce, Inc.</i>	15,000	15,000
7. Tropical Everglades Visitor Association, Inc. <i>Tropical Everglades Visitor Center</i>	20,000	20,000

Adjournment



Panel Meeting
Wednesday, October 8, 2014 2 PM
Stephen P. Clark Center
111 NW First Street
6th Floor, Front Conference Room
Miami, Florida
AGENDA

Citizens' Presentations

	Request	Subcommittee Recommendation
C. Special Events/Promotions (Non-Profit) – First-Time		
6. The Peter London Global Dance Company Inc. <i>Joyce Forchion</i>	15,000	10,000
7. Unity Coalition Coalicion Unida, Inc. <i>Herb Sosa</i>	15,000	7,500
D. Special Events/Promotions (For-Profit) – First-Time		
1. The Dirt Box <i>Alison Burgos</i>	15,000	5,000
E. Special Events/Promotions (Non-Profit) – Ongoing		
2. Greater South Dade/South Miami/Kendall Chamber of Commerce d/b/a Chamber South <i>Mary Scott Russell / Arelis Ferro</i>	15,000	10,000
6. The Miami Children's Museum, Inc. <i>Stephanie Norman</i>	25,000	20,000
F. Government/Municipal (Non-Profit) - Continuing		
2. City of Sunny Isles Beach <i>Ibis Romero</i>	15,000	15,000
G. Targeted/Set-asides		
4. Miami Beach Latin Chamber of Commerce <i>Grace Calvani</i>	20,000	20,000
6. The Key Biscayne Chamber of Commerce <i>Kathye Susnjer</i>	15,000	15,000

TOURIST DEVELOPMENT COUNCIL

Roll Call Sheet for - 10/08/2014

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

NOTE: Five (5) members constitute a quorum

Revised on 10/08/2014



MEMORANDUM

Date:

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 2014-2015 First Funding Period

FY 2014-2015 Available Budget

The allocation of funds to the Tourist Development Council's budget for fiscal year 2014-2015 is \$1,242,177. The 2% Tourist Development Room Tax Revenue will provide the Council with \$1,075,000, 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, \$67,177 was carried over from FY 2013-2014.

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

Table with 2 columns: Funding Period/Category and Budgeted Allocations. Rows include First Funding Period (\$315,850), Second Funding Period (283,927), Third Funding Period (207,500), Fourth Funding Period (160,500), Reserve (150,000), Set-Aside Grants (124,400), and TOTAL (\$1,242,177).

1st Funding Period Overview

There are twenty-eight (28) applications requesting a total of \$475,000 for the first funding period. Of these 28 applications, twenty-five (25) are from non-profit organizations requesting a total of \$435,000; and three (3) applications are from for-profit organizations requesting \$40,000.

Eight (8) of these 28 organizations represent New and/or First-time projects to the Tourist Development Council; fourteen (14) are Continuing projects; and six (6) are eligible under the Ongoing projects category (i.e., nonprofit organizations that have completed a five year TDC funding cycle). The appropriate formulas have been applied in determining funding recommendations for applicant organizations that fall into the Continuing projects categories subject to the organizations' satisfying eligibility requirements and meeting program criteria.

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

Recommended Allocation for this Funding Period

A total of \$319,750 has been recommended for 28 organizations by the TDC Subcommittee for this first funding period and a total of \$124,400 has been recommended for seven (7) targeted/set-asides. The remaining balance for the program as appropriated at the beginning of the year is \$801,927. The current balance in the Reserve Fund is \$150,000. Reserve funds are available to address unforeseen or needed adjustments and/or unanticipated major project requests.

<u>Funding Period/Category</u>	<u>Budgeted + Allocations</u>	<u>Set-Aside</u>	<u>+ Reserve</u>	<u>Actual Recommended = /Expended # of grants</u>	<u>Remaining Balance</u>
First Funding Period	\$ 315,850	\$ 124,400	\$ 3,900	\$ 444,150 ³⁵	\$ 283,927
Second Funding Period	283,927				207,500
Third Funding Period	207,500				160,500
Fourth Funding Period	160,500				146,100
Reserve	150,000				
Set-Aside Grants	124,400				
TOTAL	\$1,242,177	\$ 124,400	\$	\$ 444,150 ³⁵	\$ 798,027

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 2014-2015
TOURIST DEVELOPMENT COUNCIL
First Funding Period**

BUDGET UPDATE CHART

	Special Events / Promotions	Sports Events	Television	Government	Total
Total TDC Funding Available in FY 2014-2015					\$1,242,177
Continuing <i>(Reduction Formula)</i> Projects - Funding Formula Amounts (# of requests)	\$ 118,250 (12)	N/A	N/A	\$ 24,000 (2)	\$ 142,250 (14)
Ongoing Projects <i>(Beginning New Cycle)</i> - Recommended Amounts (# of requests)	\$ 115,000 (6)	N/A	N/A	N/A	\$ 115,000 (6)
New and/or First- time Projects - Recommended Amounts (# of requests)	\$ 62,500 (8)	N/A	N/A	N/A	\$ 62,500 (8)
Total Recommended for First Funding Period (# of requests)	\$ 295,750 (26)	N/A	N/A	\$ 24,000 (2)	\$ 319,750 (28)
Proposed Set-aside Grants (#of grants)	\$ 124,400 (7)	N/A	N/A	N/A	\$ 124,400 (7)
Total Recommended for TDC Agenda (# of grants)					\$ 444,150 (35)
Balance Remaining (2nd +3rd + 4th + Reserve Fund)					\$ 798,027

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

FY 2014-2015 Tourist Development Council
 Application Summary Worksheet
 Panel Meeting -- October 8, 2014 2pm
 First Funding Period

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D/R*	Final Sub-Committee Action
VI. A-1	Actors' Playhouse Productions, Inc.	18,000	2014-2015 Mainstage Season of Seasons	10/01/14 to 08/09/15	25,000	Continuing / 2nd	20,000	20,000	0.9	7,000	R	
VI. A-2	Edge Zones, Inc.	5,000	The 8th Edition of Zones Contemporary Art Fair - "Radical Collecting in the Art Plantations of Modernity"	12/01/14 to 12/07/14	15,000	Continuing / 5th	5,250	7,500	0.6	10,000	R	
VI. A-3	EXPONICA INTERNATIONAL, INC.	16,000	Exponica Internations - La Feria de Las Americas	10/31/14 to 11/02/14	25,000	Continuing / 3rd	18,000	20,000	0.8	9,000	R	
VI. A-4	GIANTS IN THE CITY, Inc.	5,000	GIANTS IN THE CITY Monumental Inflatable outdoor Exhibition	12/04/14 to 12/07/14	5,000	Continuing / 2nd	5,000	5,000	Exempt	0	R	
VI. A-5	Italian Film Festival, Inc.	5,250	2014 Cinema Italy (formerly Italian Film Festival)	10/09/14 to 10/14/14	15,000	Continuing / 4th	6,000	7,500	0.7	9,750	R	
VI. A-6	MIAMI SHORT FILM FESTIVAL, INC.	8,000	The 13th Edition of the Miami short Film Festival	12/05/14 to 12/12/14	15,000	Continuing / 3rd	9,000	10,000	0.8	7,000	R	
VI. A-7	National Tropical Botanical Garden	13,500	"Under the Kampong Moon- Enchanted Evenings of Indonesian Music, Drama and Dance"	12/28/14 to 01/03/15	15,000	Continuing / 2nd	15,000	15,000	0.9	1,500	R	
VI. A-8	Teatro en Miami Corp.	7,000	TEMFest 2014 (Teatro en Miami Festival)	10/06/14 to 10/26/14	15,000	Continuing / 4th	8,000	10,000	0.7	6,000	R	
VI. A-9	THE DAVE AND MARY ALPER JEWISH COMMUNITY CENTER, INC.	12,000	2014-2015 Alper JCC Cultural Arts Season Quarter 1	10/01/14 to 11/09/14	15,000	Continuing / 3rd	13,500	15,000	0.8	3,000	R	
VI. A-10	University of Miami, Frost School of Music	16,000	Festival Miami 2014	10/01/14 to 11/09/14	25,000	Continuing / 3rd	18,000	20,000	0.8	9,000	R	
Subtotals:		105,750			170,000					94,250		0
											*D = Direct	R = Reimbursement

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D/R*	Final Sub-Committee Action
VI. B-1	Mela, Inc.	5,000	HIT Week Miami 2014	10/07/14 to 11/09/14	10,000	Continuing / 3rd	5,000	7,000	Exempt	5,000	R	
VI. B-2	Miami Nice Jazz Festival, LLC	7,500	Miami Nice Jazz Festival	11/01/14 to 11/23/14	15,000	Continuing / 3rd	10,050	15,000	0.66	9,900	R	
Subtotals:		12,500			25,000					14,900		0
											*D = Direct	R = Reimbursement

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D/R*	Final Sub-Committee Action
VI. C-1	Borscht Corp	10,000	Borscht Film Festival	11/07/14 to 11/09/14	25,000	First Time / 1st	N/A	N/A	N/A	15,000	R	
VI. C-2	Cuban American Phototheque Foundation, Inc.	5,000	Miami Photo Salon	11/01/14 to 11/23/14	5,000	First Time / 1st	N/A	N/A	N/A	0	R	
VI. C-3	Little Haiti Housing Association, Inc. DBA Haitian American CDC	5,000	Little Haiti Cultural Tours	10/04/14 to 12/13/14	5,000	First Time / 1st	N/A	N/A	N/A	0	R	
VI. C-4	Miami Beach Arts Trust, Inc.	5,000	MiamiArtZine.com	12/18/14 to 12/21/14	5,000	First Time / 1st	N/A	N/A	N/A	0	R	
VI. C-5	Miami Dade College Foundation, Inc. - Museum of Art and Design	15,000	Shen Wei - in Black, White and Gray	12/01/14 to 12/30/14	25,000	First Time / 1st	N/A	N/A	N/A	10,000	R	
VI. C-6	The Peter London Global Dance Company Inc.	10,000	*Jazz Love Night at the Arsht*	10/04/14 to 12/13/14	15,000	First Time / 1st	N/A	N/A	N/A	5,000	R	
VI. C-7	Unity Coalition Coalition Unidos, Inc.	7,500	UJICU's Celebrate ORGULLO Festival, showcasing Hispanic LGBT Pride	10/01/14 to 09/30/15	15,000	First Time / 1st	N/A	N/A	N/A	7,500	R	
Subtotals:		57,500			95,000					37,500		

Special Events/Promotions
For-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 Sub-Committee Action
VI. D-1	The Dirt Box Subtotals:	5,000	Seed Food and Wine Festival	12/05/14 to 02/01/15	15,000	First Time / 1st	N/A	N/A	N/A	10,000	R	
Subtotals:		5,000			15,000					10,000		

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 Sub-Committee Action
VI. E-1	Community AIDS Resource, Inc. d/b/a Care Resource	25,000	White Party Week	12/12/14 to 12/14/14	25,000	Ongoing / 1st	15,000	25,000	N/A	0	R	
VI. E-2	Greater South Dade/South Miami/Kendall Chamber of Commerce d/b/a Chamber South	10,000	43rd Annual Chamber South Miami Art Festival	10/04/14 to 10/04/14	15,000	Ongoing / 1st	5,000	6,000	N/A	5,000	R	
VI. E-3	Miami Book Fair International	25,000	Miami Book Fair International	11/16/14 to 11/23/14	25,000	Ongoing / 1st	20,000	25,000	N/A	0	R	
VI. E-4	Miami City Ballet, Inc.	20,000	Romeo and Juliet	10/15/14 to 10/19/14	25,000	Ongoing / 1st	9,000	15,000	N/A	5,000	R	
VI. E-5	Scrapbook Fire, Inc.	15,000	Scrapbook Fire's 13th Miami-Dade Fall Season	10/15/14 to 12/21/14	25,000	Ongoing / 1st	5,250	12,500	N/A	10,000	R	
VI. E-6	The Miami Children's Museum, Inc.	20,000	Dora & Diego - Lets Explore! Traveling Exhibit	11/26/14 to 12/01/14	25,000	Ongoing / 1st	12,000	20,000	N/A	5,000	R	
Subtotals:		115,000			140,000					25,000		

Government/Municipal
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 Sub-Committee Action
VI. F-1	Bayfront Park Management Trust Corporation	9,000	Downtown Miami's 2014 New Year's Eve Celebration	11/01/14 to 11/02/14	15,000	Continuing / 2nd	10,000	10,000	0.9	6,000	R	
VI. F-2	City of Sunny Isles Beach Subtotals:	24,000	Sunny Isles Beach Jazz Fest 2014	11/16/14 to 11/23/14	15,000	Continuing / 2nd	15,000	15,000	0.9	1,500	R	
Subtotals:		33,000			30,000					7,500		

Targeted / Set-Aside

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D/R*	Final Sub-Committee Action
VI G-1	Florida International University Board of Trustees, for the benefit of Institute for Public Management	14,400	Annual Inter-American Conference of Mayors and Local Authorities	06/09/15 to 06/12/15	14,400	Set-aside	14,400	N/A	N/A	0	D	
VI G-2	MDGLGC Foundation, Inc.	20,000	LSBT Visitor Center	10/01/14 to 09/30/15	20,000	Set-aside	15,000	N/A	N/A	0	D	
VI G-3	Miami Beach Chamber of Commerce	20,000	Miami Beach Visitor Information Center	10/01/14 to 09/30/15	20,000	Set-aside	20,000	N/A	N/A	0	D	
VI G-4	Miami Beach Latin Chamber of Commerce	20,000	Tourist Hospitality Center/Centro Hospitalidad Turístico	10/01/14 to 09/30/15	20,000	Set-aside	20,000	N/A	N/A	0	D	
VI G-5	Miami Dade County Days, Inc.	15,000	Days in Talleassee	04/01/15 to 04/02/15	15,000	Set-aside	15,000	N/A	N/A	0	D	
VI G-6	The Key Biscayne Chamber of Commerce, Inc.	15,000	The Key Biscayne Chamber of Commerce	10/01/14 to 09/30/15	15,000	Set-aside	15,000	N/A	N/A	0	D	
VI G-7	Tropical Everglades Visitor Association, Inc.	20,000	Tropical Everglades Visitor Center	10/01/14 to 09/30/15	20,000	Set-aside	20,000	N/A	N/A	0	D	
Subtotal:		124,400			124,400					0		

*D = Direct, R = Reimbursement

Beginning Balance for FY 2014-2015: 1,175,000
 Carry-over/Recaptured Funds: 67,177
 Total Available for FY 2014-2015: 1,242,177

Beginning Balance for 1st Funding Quarter: 315,850
 Total in the Reserve Fund: 150,000

Remaining Balance for the Program: 798027

Total number of Applications: 28
 Grant request grand total: 599,400
 Request to recommendation grand total: 159,150
 Staff Recommendation Grand Total: 444,150
 Final Subcommittee Recommendation Grand Total: 0

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: A-1

ORGANIZATION: Actors' Playhouse Productions, Inc.

GRANT REQUEST: \$ 25,000.00

PROJECT TITLE: 2014-2015 Mainstage Season of Seasons

SUBCOMMITTEE

RECOMMENDATION: \$ 18,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2014 through 08-09-2015

EVENT LOCATION: Miracle Theatre, ; ,

PROJECT SYNOPSIS:

Grant funds are requested to support Actors' Playhouse's 2014-2015 Mainstage Season at the Miracle Theatre including the musical Murder Ballad, Oct. 8-Nov. 2, 2014, the play Miracle On South Division Street, Dec. 3-28, 2014, the Tony musical Ragtime with a cast of 35 actors, Jan. 28 - Feb. 22, 2015, the new Broadway musical First Date, March 18-April 12, 2015, and two Florida Premiere plays, The Book Club Play, May 13-June 7, 2015, and Unnecessary Farce, July 15-Aug. 9, 2015.

HOTEL CONFIRMATION:

Hampton Inn Coconut Grove and Brickell	100 room nights
Quality Inn South	250 room nights
The Biltmore Hotel	50 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	60	72,500
Out of County	70	15,000
Out of State	30	10,000
Foreign	50	2,500
TOTAL	210	100000

MARKETING DETAILS: Our 2014-2015 MainStage programming will feature exciting Off-Broadway and Broadway musicals and plays direct from New York including the Tony Award-winning musical "Ragtime", which will feature a large diverse cast of 35 actors. Our entertaining and name recognizable programming attracts visitors to the theatre. The Free Film Series pairing magnificent and classic films with live stage productions, is another attraction to visit the historic venue and former movie house. The theatre is rented to outside groups and this year we will host the South African tour of UMOJA for their first time in the Miami market. This season we will initiate a partnership with The Village of Merrick Park by having a costume display and posters in an empty store front with an option to sell tickets outside our venue. Our location among four major hotels in Coral Gables make the theatre a favorite destination for visitors. This year we are creating partnerships with local tour bus companies who tour Coral Gables daily by offering discount incentives to their customers. Group discounts of 45% are promoted to group leaders and constitute 10% of annual business. Corporate discounts offer coded online ticketing shared with employees and the company's global client base. Brochures and postcards are distributed to area hotels with email blasts sent out weekly to a list of over 30,000. Box office rates are 60% off Broadway road tour prices, also attracting tourists. Sales and incentives are promoted through Pave Arts, Travel Zoo, Goldstar and Ticketmaster developing online sales worldwide. Show licensing agents promote their productions on their web sites and the location where productions are presented regionally. Theatre/dinning package with area restaurants like Ortanique are popular on off-nights. We prioritize the use of social media tools in Facebook and Twitter and the placement of ads in special interest sites to reach online audiences. Guaranteed features and ad promotions on NBC6, CBS4, Mega TV, and next

season WSVN7 promote events regionally. The Welcome Channel also features a video of our work branding the theatre as a destination for local culture in hotels. Print ads in the Miami Herald, Sun Sentinel, Miami New Times, Travel Host, Luxury Magazine, Around Town, and 20 other monthly and weekly publications market theatre events. Radio commercials and promotions for same day discount tickets on WLRN effectively attract visitors. Over 1,000 tickets are distributed to Culture Shock each year, with senior and student discounts available at the door on performance days. The company's quality artistic reputation in the national market among artists, producers, and authors has been an additional asset in developing business and Miami as a cultural destination.

PREVIOUS TDC FUNDING: \$20,000 (13-14); {\$15,000 (12-13) - End of cycle}; \$20,000 (11-12); \$16,000 (10-11); \$18,000 (09-10); \$20,000 (08-09); {\$10,000 (07-08) End of Cycle}; \$7,000 (06-07); \$9,000 (05-06); \$9,000 (04-05); \$10,000 (03-04); (\$5,000 (02-03) - End of Cycle); \$5,000 (01-02); \$10,000 (00-01); \$2,250 (98-99); \$2,500 (97-98)

OTHER GOVERNMENT FUNDING:

City of Coral Gables - \$12,750

Major Cultural Institutions (MCI) - \$ 168,161

PROJECT NARRATIVE:

Actors' Playhouse, South Florida's acclaimed award-winning regional theatre, will produce 6 Mainstage productions in its season, each poised to attract tourism based on their global brand recognition. Professional union actors are contracted through Actors' Equity Association. The new musical "Murder Ballad" opens Oct. 8th-Nov.2nd followed by the play "Miracle On South Division Street" in Dec. 3rd-28th. The Broadway musical "Ragtime," with a cast of 35 diverse actors, will be produced Jan. 28th-Feb 22nd followed by Broadway's most recent musical hit "First Date" in March 18th-April12th. The Florida Premiere of "The Book Club Play" will be performed in May 13th-June 7th and closing the season in the summer is the comedy "Unnecessary Farce July 15th-Aug. 9th."

Productions will be held at the Miracle Theatre in Coral Gables with 24 performances each. Over 100,000 patrons are expected to participate including 4,000 youth for RAGTIME student matinees. Ticket admissions from \$15-to \$59.

Global sales sights are Pave Arts, Travel Zoo, Goldstar Social Miami, and Ticketmaster offering incentive purchasing. Partnerships with area hotels promote theatre activities on hotel web sites. The Miracle Theatre is featured as a Miami attraction on LED displays in the InterContinental Miami hotel lobby and on the Welcome Broadway infra commercials in area hotels. Theatre rentals to multinational corporations, International production companies, and for worldwide film and print commercials, assist in developing brand recognition.

Advertising in South Florida's main papers, The Miami Herald and Sun-Sentinel, and on TV with NBC6, Mega TV, CBS4, and WSVN7 are part of the marketing strategy. Promotions will also be placed in national publications like Variety and Back Stage. Bill board ads will be placed in partnership with the Gables BID. Relationships will be developed with hotel sales directors for group business and theatre rentals with support from the GMCVB.

Our media sponsors are NBC6, Meg TV, CBS4, WLRN, with new sponsors being developed next season in the African American market for RAGTIME with Armstrong Creatives and The Miami Times.

Hotel sponsors are The Biltmore Hotel, Hampton Inn Coconut Grove and Brickell, Quality Inn South, Hotel St. Michelle, InterContinental Miami, and the Hyatt Regency Coral Gables. We anticipate 600 rooms blocked for the project at a minimum for the entire season at this time.

TDC funding will enable us to increase marketing efforts with TV, print, and Internet advertising, specifically with NBC6, CBS4, and WSVN7, The Miami Herald, Miami Today, and The Sun Sentinel. We will further develop the ONSTAGE young professional group to attract new corporate professionals at

50% off box rates to promote the theatre in new markets, which will be shared by word of mouth to national corporate leaders. We are currently developing incentives with four tour bus agencies, some which travel past the theatre daily on Miracle Mile.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 464,959	\$ 464,959	
Personnel: Artistic		\$ 733,100	\$ 733,100	
Personnel: Technical/Production		\$ 322,594	\$ 322,594	
Outside Artistic Fees/Services		\$ 236,549	\$ 236,549	
Outside Other Fees/Services		\$ 66,660	\$ 66,660	\$ 12,750
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 82,367	\$ 107,367	\$ 281,265
Marketing: Postage/Distribution		\$ 4,080	\$ 4,080	\$ 21,250
Marketing: Web Design/ Support/ Maintenance		\$ 2,125	\$ 2,125	\$ 8,670
Travel: In County		\$ 2,975	\$ 2,975	\$ 16,150
Travel: Out of County		\$ 8,500	\$ 8,500	\$ 21,250
Equipment Rental		\$ 3,988	\$ 3,988	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 9,306	\$ 9,306	
Equipment Purchase		\$ 7,480	\$ 7,480	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 11,220	\$ 11,220	
Space Rental		\$ 41,310	\$ 41,310	
Space Rental / for Performance, Exhibition, Event, etc.			0	\$ 55,250
Mortgage/ Loan Payments			0	

Insurance		\$ 101,745	\$ 101,745	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities		\$ 76,883	\$ 76,883	
Fundraising/ Development (Non-Personnel)		\$ 12,750	\$ 12,750	\$ 148,750
Merchandise/ Concessions/ Gift Shops		\$ 15,207	\$ 15,207	\$ 20,825
Supplies/Materials		\$ 16,099	\$ 16,099	\$ 16,490
Other Expenses				
Repairs and Maintenance		\$ 55,250	\$ 55,250	
Bank Charges		\$ 34,680	\$ 34,680	
Show Expenses		\$ 141,376	\$ 141,376	\$ 30,600
Royalties		\$ 97,750	\$ 97,750	
Office Expenses		\$ 50,575	\$ 50,575	\$ 17,000
Subtotal	\$ 25,000	\$ 2,599,528	\$ 2,624,528	\$ 650,250
TOTAL EXPENSES	\$ 3,274,778			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 1,201,200		46%
Memberships	\$ 300,522		11%
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income	\$ 163,625		6%
Corporate Support	\$ 136,000	\$ 567,800	5%
Foundation Support	\$ 100,300		4%
Private/ Individual Support	\$ 102,000	\$ 27,200	4%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds	\$ 161,500		6%
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
General Program Support	\$ 127,500		5%
			0

			0
Gov't Grants: Local			
City of Coral Gables	\$ 12,750		0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 35,700		1%
Investment Income (Endowment)			0
Interest and Dividends	\$ 2,720		0
Cash on Hand			0
Other Revenues			
Raffle Sales	\$ 8,500		0
Handling Fees	\$ 79,050		3%
City of Coral Gables-Rent-Free Miracle Theatre		\$ 55,250	0
			0
Department of Cultural Affairs Grants			
MCI	\$ 168,161		6%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 2,599,528	\$ 650,250	1%

Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 2,624,528		
Total Revenues	\$ 3,274,778	Total In-Kind %	25%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: A-2

ORGANIZATION: Edge Zones, Inc.

GRANT REQUEST:

\$ 15,000.00

PROJECT TITLE: The 8th Edition of Zones Contemporary Art Fair - "Radical Collecting in the Art Plantations of Modernity"

SUBCOMMITTEE RECOMMENDATION:

\$ 5,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 12-01-2014 through 12-07-2014

EVENT LOCATION: Edge Zones Projects, Latinos Unidos; Little Haiti Cultural Center,

PROJECT SYNOPSIS:

Funds are requested to support the 8th Zones Contemporary Art Fair prioritizing the local art community on December 1 - 7 2014. The unprecedented event headed by scholar, artists, activist, and curators, will reveal aspects of Miami's collections while creating the basis of a long term exchange between scholars focused on Radical art and de-colonial theory. The event will feature a symposium, art exhibition, performances, video screenings, and publications. Expected attendance of 20,000 general public.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	8	3000
Out of County	4	4000
Out of State	11	6000
Foreign	14	7000
TOTAL	37	20000

MARKETING DETAILS: Our comprehensive marketing plan includes the creation of promotional videos that promote and ask for support for the projects. We printing and distribution of 5,000 postcards and the publication of a catalog prior to the event, social network media advertising such as Facebook, Twitter, blogs and Craigslist. We are partnering with Art Labour Archive who has a relationship with various European and African Magazines: AfricAvenir, Reboot FM, Uprising Art, Afrikadaa that will be present at the Art Fair and will give us free ads in their magazines during the month of December in exchange for a booth and a reception at the fair. We have created in-house several promotional videos, which we well use to raise awareness of the festival as well as funding. We will hire a community manager to work with our social media campaign during the month of November-December. For our fundraising efforts we have created merchandise such as t-shirts and tote bags that we will give to some key visitors . We send out e-blast newsletters 3 times a month, as well as important PR sites such as Word Press, Repeating Island, Art Slant, art dossier, e-art, and PRNews Wire. As we did last year we will publish a 8 page newspaper in 2 colors about the Fair which will be given to attendees and participants as well as distributed and will be placed in art and museum bookstores. We will publish a program for the Event. Our email list includes over 10,000 people in addition to the extensive mailing lists of our artists. We will advertise in art-dossier, Art & Education, Art in America, Miami Art Guide, and Art Circuit. Edge Zones ensures a large, diverse turnout by executing simultaneous artist exhibitions and events that are coordinated with the Wynwood and Miami Design Arts District. We install large banners on the outside of the buildings where exhibition or performance will take place advertising the event, and more than 200 posters will be placed in the streets during the fair. Press releases and promotional materials are submitted to public radio and community outreach programs. We place invitation cards, programs and maps in all critical art venues. Our website is updated regularly. EZ is involved in year-round outreach programs, nationally and internationally and includes attending other art fairs.

We have 5 Facebook pages, and we create an event page. We are members of 8 groups from around the world who specialize on art and are interested in this subject. All material is shared throughout this vast network of artists and organizations.

PREVIOUS TDC FUNDING: \$5,250 (13-14); \$6,000 (12-13); \$6,750 (11-12); \$7,500 (10-11); (\$7,500 (09-10) End Cycle); \$7,500 (08-09); \$5,000 (07-08); \$ 5,000 (06-07); \$2,500 (05-06)

OTHER GOVERNMENT FUNDING:

NEA Fast Track - \$7,000

Florida Division of Cultural Affairs - \$25,000

Hannibal Cox, Jr. (HCJ) - \$3,000

International Cultural Exchange Grant (ICE) - \$3,000

PROJECT NARRATIVE:

What: The 8th edition of, ZONES Contemporary Art Fair has positioned itself as a key fixture on the international art calendar. Our fair enables Miami artists to network with other visual art organizations, curators, artists and gallery representatives from around the world who visit Miami during Art Basel. This year Zones Art Fair will focus on the works of African American artists and artists whose narrative reflects De Colonizing theories. All events are free to the public. Edge Zones is partnering with a local developer to create a large fair in Little Haiti. We expect to attract new people to this new art area. This niche Fair is curated by Miami artist Charo Oquet and William Cordova.

ZONES Art Fair offers a chance to discover a new and potent mix of artists within an experimental space, bringing together diverse artistic disciplines such as painting, sculpture, video, performance, drawing, and printmaking, art exhibition, live performances; daily brunch, talks featuring world renowned speakers. **When:** November 29 – December 7, 2014, parallel to Art Basel.

Where: Edge Zones Art Project in Little Haiti 8325 NE 2nd Ave., Miami and Latinos Unidos, Allapattah.

How: A call to artists and galleries has been created through Zones News email blast, and through Facebook . We have a contractual agreement with the Conway Commercial Real Estate, Inc. to expand our normal gallery space. Curators and speakers will be contacted and daily schedule of speakers will be created. Daily updates will also be sent out through Tweeter. We have hired a person to act as liaison between local businesses and a partnership with ZONES will attract tourists to Miami through electronic and print marketing, multiple media fronts, participation by VIP art celebrities, word of mouth, and hospitality support for foreign journalists and art critics to ensure international coverage. We anticipate more than 20-30,000 visitors based on past attendance. We will hire people to hand out postcards for a month before and during the fair both in Wynwood and in by the Convention Center. Posters will be placed in key spots around town.

Fair Program

November 29, 2014

Preview of the Art Fair

12.1 - 6, 2014

Participants: William Córdoba, Nicolás Dumit Estévez, Onajide Shabaka, Noelle Theard, Eddie Negrón, Joseriverto Perez, David Marsh, Brian Gefen, Robert Miknight, Nathaniel Donnett, Nsenga Knight, Loren Holland, Diogenes Ballester, Heather Hart, Trokon Nagbe, Jessica Vaugh, Charo Oquet, Clara Varas. Jeannette Ehlers, Anika Gibbons, Adler Guerrier, Javier de Pisón, Barbara Prezeau, Tanja Ostojic, Claire

Tancons, César Trasobares.

12.1.14

Opening Reception of "But Who, We?" Exhibition & Performance

12.4. to 12.6. 14

Zones Talks

"General Resistance" Live Performance

Our media sponsors is: WLRN

We are working with several hotels: Freehand, Venezia, and Ocean Surf.

TDC funding will help us create this fair in a new area of Miami.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration			0	
Personnel: Artistic	\$ 3,000	\$ 8,000	\$ 11,000	\$ 3,250
Personnel: Technical/Production		\$ 7,000	\$ 7,000	
Outside Artistic Fees/Services	\$ 6,000	\$ 10,000	\$ 16,000	\$ 2,000
Outside Other Fees/Services	\$ 3,000	\$ 1,000	\$ 4,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 1,500	\$ 2,000	\$ 3,500	
Marketing: Postage/Distribution		\$ 1,000	\$ 1,000	
Marketing: Web Design/ Support/ Maintenance		\$ 1,700	\$ 1,700	
Travel: In County		\$ 1,000	\$ 1,000	
Travel: Out of County		\$ 4,000	\$ 4,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 1,000	\$ 1,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 2,000	\$ 2,000	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 1,000	\$ 1,800	\$ 2,800	\$ 10,000
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 1,500	\$ 1,500	

Utilities			0	
Fundraising/ Development (Non-Personnel)		\$ 3,000	\$ 3,000	
Merchandise/ Concessions/ Gift Shops		\$ 1,000	\$ 1,000	
Supplies/Materials	\$ 500	\$ 1,000	\$ 1,500	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 47,000	\$ 62,000	\$ 15,250
TOTAL EXPENSES	\$ 77,250			

PROJECT REVENUE BUDGET FY 2014-2015

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	\$ 2,000	\$ 15,000	3%
Foundation Support	\$ 2,200		4%
Private/ Individual Support	\$ 4,800	\$ 250	8%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			
NEA Fast Track	\$ 7,000		11%
			0
			0
Gov't Grants: State			

Florida division of Cultural Affairs	\$ 25,000		40%
			0
			0
Gov't Grants: Local			
			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Hannibal Cox Jr.	\$ 3,000		5%
International Cultural Exchange Grant	\$ 3,000		5%
			0
			0

			Grant Amount % of Total Cash Revenues
Subtotal	\$ 47,000	\$ 15,250	24%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 62,000		
Total Revenues	\$ 77,250	Total In-Kind %	25%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: A-3

ORGANIZATION: EXPONICA INTERNATIONAL, INC.

GRANT REQUEST: \$ 25,000.00

PROJECT TITLE: Exponica Internationa - La Feria de Las Americas

SUBCOMMITTEE
RECOMMENDATION: \$ 16,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-31-2014 through 11-02-2014

EVENT LOCATION: Sunlife Stadium, ; ,

PROJECT SYNOPSIS:

Grant funds are requested to support Exponica International - La Feria de Las Americas, an international festival presented by Exponica International, taking place form Oct. 31- Nov. 2, 2014. the festival embraces the cultures of the North America, Central America, Latin America and the Caribbean in a five-day cultural extravaganza featuring artists, crafts, music and food. The festival is a cultural exchange that expects to attract more than 40,000 residents and visitors to Sunlife Stadium.

HOTEL CONFIRMATION:

Sheraton Miami Airport	75 room nights
Regency Hotel Miami	75 room nights
Hotel Princess	150 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	100	28000
Out of County	100	4000
Out of State		4000
Foreign	300	4000
TOTAL	500	40000

MARKETING DETAILS: Over the years we have developed a diversified marketing plan, making full use of all available mediums to educate and inform the local and international community about La Feria de las Americas. As we expand and have recently changed venues it is the utmost importance to maintain our patrons informed as well as introduce the festival to a new demographic area.

TV spots will run on Telemundo 51, Comcast TV Network and Channel 10.

The radio spots will run on Romance 106.7 FM, El Zol 95.7 FM, Classica 92.3 FM, Radio Caracol 1260 AM and The Coast 97.3 FM.

Exponica will develop a print campaign with El Nuevo Herald and El Hispano in Miami-Dade County, local Hispanic newspapers from New York City, New Jersey, Houston and Los Angeles. Other international newspapers are El Nuevo Diario and La Prensa from Central America, El Diario (Nicaragua), El Espectador (Colombia), El Pais, el tiempo, Diario de Lima(Peru) El comercio (Ecuador), La Prensa (guatemala)and El Especial (New York). The print ads start running between two and three months before the event. One hour of events programming is filmed and distributed TV stations in South America, Central America and the Caribbean. Programs will be printed and distributed throughout Miami-Dade County to announce the fair as well as rack cards at local hotels.

Exponica International Inc. posts information using social media such as Twitter and Facebook. Our website <http://www.exponica.org> provides additional information on events and support for hotel accommodations. Consulates, Chambers of Commerce, and Cultural and Arts institutions support the event in their websites and email blast to their members.

PREVIOUS TDC FUNDING: \$18,000 (13-14); \$20,000 (12-13); {\$9,000 (11-12) - End of cycle}; \$10,500 (10-11); \$12,000 (09-10); \$13,500 (08-09); \$15,000 (07-08); {\$5,000 (06-07)End of Cycle}; \$5,250 (05-06); \$6,000 (04-05); \$6,750 (03-04); \$7,500 (02-03)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

WHAT

La "Feria de las Americas" is one of South Florida's largest festivals and the only one of its kind in the US that celebrates cultural diversity with a large scale cultural exchange of artists and artisans from Central and South America, the Caribbean and the United States. The festival provides a venue for 500 artists and artisans to showcase their art. The outdoor stage offers a variety performances and features several headline acts including artists who return to the festival under multi-year contracts, local musicians and dance troupes who strive to preserve the traditions of distinct Latin cultures. These performers include notable acts such as Wilfrido Vargas, Eddy Herrera, Aniceto Molina, Bill Hayly, Dimension Costeña, La Nueva Compañía, Klave Latina, Los Roland, Silver Stars, and Kazzabe. This year we also include amusement rides and games to attract families and teens to the event. The amusement rides were very well received and added to the overall cultural experience and attracted more families than before.

WHEN AND WHERE

a) The 24th annual "La Feria de las Americas" will run from Friday, October 31 - Sunday, November 2 at it's new venue, Sunlife Stadium located in North Miami-Dade. b) Event admission is \$12 for adults at the gate and is free for children 8 years and under and for seniors over 65 years.

HOW

"La Feria de las Americas" has an international appeal and this year we are expecting more than 40,000 visitors most of them tourists according to our surveys. The Festival is a cultural extravaganza that celebrates the unique cultural tapestry of Miami-Dade County. In addition the Festival hosts presentations and performances in other cities throughout the year to promote and attract new audiences. The festival is promoted by using traditional and new forms of media. A website provides details of participating artists; concerts and ballet performances; list of participating artisans; artisans demonstration schedule.

MARKETING

We have a well balanced marketing plan utilizing diverse promotional mediums from radio, TV, print and electronic and social media.

SPONSORS

Univision and WPLG Channel 10 will be our media sponsor.

We have a total of 90 hotel rooms blocked for a five day period at the following host hotels. Sheraton Miami Airport, Regency Hotel Miami, Hotel Princess, Sofitel Miami.

WHO

Thirty performing artists and at least six folkloric dance companies will be performing this year. Over 500 artisans from more than 17 countries travel at their own expense (average \$2,000 per individual in travel, booth rental, shipping of craft goods, hotels) to participate. The artists and performers are culturally diverse and come from countries such as Nicaragua, Peru, Honduras, Bolivia, Mexico, Chile, El Salvador, Guatemala, Dominican Republic and Panama.

HOW

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

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 119,000	\$ 119,000	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 10,000	\$ 10,000	
Outside Artistic Fees/Services	\$ 5,000	\$ 37,500	\$ 42,500	
Outside Other Fees/Services		\$ 16,500	\$ 16,500	
Marketing ADV/ PV/ Printing/ Publication	\$ 10,000	\$ 65,240	\$ 75,240	\$ 80,000
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 2,100	\$ 2,100	
Travel: In County		\$ 4,000	\$ 4,000	
Travel: Out of County		\$ 6,500	\$ 6,500	\$ 36,000
Equipment Rental		\$ 2,000	\$ 2,000	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 10,000	\$ 10,000	
Equipment Purchase		\$ 2,000	\$ 2,000	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 10,000	\$ 75,000	\$ 85,000	
Mortgage/ Loan Payments			0	

Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 8,500	\$ 8,500	
Utilities		\$ 15,000	\$ 15,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 3,000	\$ 3,000	
Supplies/Materials		\$ 12,000	\$ 12,000	
Other Expenses				
POLICE/FIRE		\$ 17,600	\$ 17,600	
PERMITS TAXES OTHER SERVICE FEES		\$ 17,200	\$ 17,200	
STAGE AND SOUND AND SERVICES		\$ 25,100	\$ 25,100	
HOTEL AND VIP		\$ 25,000	\$ 25,000	
			0	
Subtotal	\$ 25,000	\$ 473,240	\$ 498,240	\$ 116,000
TOTAL EXPENSES	\$ 614,240			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 232,000		47%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other	\$ 25,000		5%
Rental Income	\$ 56,000		11%
Corporate Support	\$ 94,000	\$ 116,000	19%
Foundation Support			0
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0

		0
		0
Gov't Grants: Local		
		0
		0
		0
Gov't Grants: The Children's Trust (Direct Funding)		0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 26,000	5%
Investment Income (Endowment)		0
Interest and Dividends		0
Cash on Hand		0
Other Revenues		
Rental booths	\$ 40,240	8%
		0
		0
		0
Department of Cultural Affairs Grants		
		0
		0
		0
		0
		Grant Amount % of Total Cash Revenues

Subtotal	\$ 473,240	\$ 116,000	5%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 498,240		
Total Revenues	\$ 614,240	Total In-Kind %	23%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: A-4

ORGANIZATION: GIANTS IN THE CITY, Inc.

GRANT REQUEST: \$

15,000.00

PROJECT TITLE: GIANTS IN THE CITY Monumental Inflatable outdoor Exhibition

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: 12-04-2014 through 12-07-2014

EVENT LOCATION: Bayfront Park, Miami DownTown, ; ,

PROJECT SYNOPSIS:

Funds are requested to support an exhibition of 20 Giants in the City multidisciplinary monumental inflatable sculptures that will take place in Miami Downtown Bayfront Park from December 4 - 7, 2014. This year we are expanding our program to examine how Giants in the City can generate environmentally beneficial behavioral change by including an interactive educational hands-on activity by building a GIANT ECO MAZE using 100% recycled materials.

HOTEL CONFIRMATION:

Motel Blu	50 room nights

TOURISM IMPACT PROJECTION:

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

MARKETING DETAILS: Integrating the elements of advertising, public relations, media social network and collateral materials GIANTS IN THE CITY Series 3 develops hard-hitting multi-front marketing campaign that get the exhibition a worldwide recognition.

- www.giantsinthecity.org NEW website was created for the implementation of on-line marketing programs, promotion and updated news. Creating digital identity – web site design with an International outreach.
- Video Documentary developed for a long- and short-term marketing plan to target local, national & international markets and audiences
- Conceptualization and development of exhibition Catalog
- Social Media Network: Execution of marketing plans, corresponding to Facebook, twitter, google +, LinkedIn + Instagram email blast to approx 20K database plus the support of one to one media network: MIAMI ART SCENE partner support database 30k
SEAFAIR Lee Ann Lester database 100K
DDA Miami Downtown Development Authority database,
Bayfront Park Management database
- Reviews in local Magazines and newspapers
- Print Ad

PREVIOUS TDC FUNDING: \$5,000 (13-14)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

AN EXHIBITION of 20 inflatable sculptures (playground) will be installed and accompanied by groups between 10 -25 people during the hours of 10am- 6pm for a total of (4) days; tents, Tables, chairs, tools, paint and fabric (recycling Materials). Water, Mini soccer game is BACK, a foam-rubber basin and balloon activities,etc.

Our outdoor monumental inflatable exhibition is designed specifically to provide adults and children with educational and experiential cultural and artistic opportunities. Our previous exhibitions that focused on public of all ages; seeks to develop a childhood arts education initiative, that have drawn, over the past 6 years, thousands of attendees and been lauded by children and parents as once-in-a-lifetime opportunity that foster creativity, diversity and allows anyone to experience monumental art up and close. A monumental inflatable experience stimulate the imagination and promote a critical thinking. December 4 -7, 2014 (4) days at the Bayfront park will be fill with an interactive educational program founded on the principle of using art to -rethink-literally, to care for-public space (reusing, recycling and up cycling materials), we are building a GIANT ECO friendly MAZE to examine how the arts can generate environmentally beneficial behavioral change. We expect approx 1000- 2000 visitors.

Key personnel's background and role in the exhibit is as follow

1. Giselle Delgado Visual Artist /Creative Director - Christ Fellowship in charge of Volunteers and distribution of materials
2. Lucinda Linderman Sculptor/ Upcycling expert In charge of the Design and Development of a inflatable clear dome
3. Nina Hlave Mime. In charged of Performances and Theatrical games
4. Norelkys Blazekovic in charged of logistics and supplies

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration			0	
Personnel: Artistic			0	
Personnel: Technical/Production	\$ 1,000	\$ 1,000	\$ 2,000	
Outside Artistic Fees/Services		\$ 4,150	\$ 4,150	\$ 1,000
Outside Other Fees/Services		\$ 2,000	\$ 2,000	\$ 500
Marketing ADV/ PV/ Printing/ Publication	\$ 1,000	\$ 1,000	\$ 2,000	\$ 1,000
Marketing: Postage/Distribution		\$ 1,000	\$ 1,000	\$ 1,000
Marketing: Web Design/ Support/ Maintenance		\$ 1,000	\$ 1,000	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 1,000	\$ 5,500	\$ 6,500	\$ 550
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 1,000	\$ 1,000	\$ 2,000	\$ 500
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event,		\$ 0,500	\$ 0,500	

etc.		\$ 3,500	\$ 3,500	
Utilities			0	
Fundraising/ Development (Non-Personnel)		\$ 2,000	\$ 2,000	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 10,000	\$ 10,000	\$ 3,000
Other Expenses				
Security	\$ 1,000	\$ 1,300	\$ 2,300	
			0	
			0	
			0	
			0	
Subtotal	\$ 5,000	\$ 33,450	\$ 38,450	\$ 7,550
TOTAL EXPENSES	\$ 46,000			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 5,550		14%
Contracted Services: Special Exhibition Fees	\$ 3,000		8%
Contracted Services: Other	\$ 400		1%
Rental Income			0
Corporate Support	\$ 4,000	\$ 2,500	10%
Foundation Support	\$ 4,500		12%
Private/ Individual Support	\$ 16,000	\$ 4,500	42%
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			
Lighting Co.		\$ 550	0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 33,450	\$ 7,550	13%

Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 38,450		
Total Revenues	\$ 46,000	Total In-Kind %	20%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: A-5

ORGANIZATION: Italian Film Festival, Inc.

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: 2014 Cinema Italy (formerly Italian Film Festival)

SUBCOMMITTEE

RECOMMENDATION: \$ 5,250.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-09-2014 through 10-14-2014

EVENT LOCATION: Regal Cinemas South Beach, ; ,

PROJECT SYNOPSIS:

Grant funds are requested to support the 11th Annual Italian Film Festival to be held October 9-14, 2014 at the Regal Cinemas South Beach on Lincoln Road. This year's festival will include 10 of the top Italian films produced in 2013 and 2014 that have not yet been screened for South Florida audiences. The festival will also include a tribute to Italian cinema at Tower Theatre in Miami, a Short Film Competition and various Documentary screenings.

HOTEL CONFIRMATION:

Delano Hotel	16 room nights (Pending)
Ritz Carlton	16 room nights (Pending)

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	16	3900
Out of County	4	450
Out of State	2	1700
Foreign	10	750
TOTAL	32	6800

MARKETING DETAILS: Strong publicity efforts result in print and broadcast reports and advertisements in English, Spanish, Italian, and other languages, locally and around the world. For the 2014 Italian Film Festival, we will again produce postcards, posters, marquee posters, event invitations, a series of newsletter, and our beautiful, large-size event programs. Event tickets are called "passports" and are available at different price levels based on the number of films and events to be attended. Articles and advertisements will appear in local papers and radio stations, as well as NAME, an Italian magazine with distribution of 80,000 and other European publications. The Festival website (www.cinemaitaly.com) has Internet articles and links to more than 35 sites and electronic newsletters. Discounted tickets are offered to students and professors at local colleges and universities.

Radio spots/interviews and advertising will be supplied by the following local radio stations: 90.5 FM, 98.3 FM, 1140 AM, 710 AM, and 107.5 FM. The Italian Film Festival is still in negotiations with these radio stations to ensure the best possible pricing for paid spots. All stations will also be targeted to provide in-kind advertising. All local television stations will be invited to attend and cover opening and closing events.

The 2014 Italian Film Festival will appeal to and attract national and international tourists and will receive exposure through the other organizations involved in the marketing of the festival, including the Italian General Consulate, Societa' Dante Alighiere, the Italy American Chamber of Commerce and other Chambers, Comites, Odli, the City of Miami Beach, Books & Books, and Florida International University among others.

PREVIOUS TDC FUNDING: \$6,000 (13-14); \$6,750 (12-13); \$7,500 (11-12)

OTHER GOVERNMENT FUNDING:

Community Grants (CG) - \$7,500 (Pending)

Italian Consulate - \$5,000

PROJECT NARRATIVE:

The 2014 Italian Film Festival, 11th edition event, will include 10 of the top Italian films produced in 2013-2014, some of them are US premieres and others are East Coast premieres but none of them have been screened for South Florida audiences. The festival will also include an anniversary dinner in coordination with the Italy-American Chamber of Commerce (open to the public), and a cocktail at the private residence of the Consul General to Italy.

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

Various industry professionals travel to Miami Beach to attend our festival annually. Festival features the best cinema that has been produced in Italy during the previous year as determined by Italian Box Office figures and a panel of experts who screen the films in Italy. In an effort to continue to ensure sold out screenings, producers, directors, actors and actresses from the films being presented are invited to Miami to participate in Festival events. One director is already confirmed to attend. We are projecting attendance at the 2014 Italian Film Festival to reach 6,200.

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

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

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

TDC funding for the 2014 festival will ensure that proper marketing effort continue to attract out of town attendees to the festival. No other organizations work to produce the festival.

The Italian Film Festival features the best cinema that has been produced in Italy during the previous

year as determined by Italian Box Office figures and a panel of experts who screen the films in Italy. As a result of our expanding artistic quality, the 2013 festival was marked by larger attendance (largest audience in five most recent years), including many sold out screenings, and more sophisticated and entertaining after-film events.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 2,500	\$ 2,500	\$ 5,000
Personnel: Artistic	\$ 2,000	\$ 3,000	\$ 5,000	
Personnel: Technical/Production		\$ 1,200	\$ 1,200	
Outside Artistic Fees/Services	\$ 2,500	\$ 0	\$ 2,500	
Outside Other Fees/Services		\$ 5,000	\$ 5,000	
Marketing ADV/ PV/ Printing/ Publication		\$ 15,000	\$ 15,000	
Marketing: Postage/Distribution		\$ 500	\$ 500	
Marketing: Web Design/ Support/ Maintenance		\$ 500	\$ 500	
Travel: In County			0	
Travel: Out of County		\$ 1,500	\$ 1,500	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 8,500	\$ 3,000	\$ 11,500	
Mortgage/ Loan Payments			0	
Insurance		\$ 1,300	\$ 1,300	
Insurance / for Performance, Exhibition, Event, etc.			0	

Utilities		\$ 2,500	\$ 2,500	
Fundraising/ Development (Non-Personnel)		\$ 1,500	\$ 1,500	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 1,500	\$ 1,500	
Other Expenses				
Film Rental	\$ 2,000	\$ 500	\$ 2,500	
Receptions/Meals/Hospitality		\$ 8,500	\$ 8,500	\$ 2,600
Fees (Credit processing/Corp.)		\$ 3,000	\$ 3,000	
			0	
			0	
Subtotal	\$ 15,000	\$ 51,000	\$ 66,000	\$ 7,600
TOTAL EXPENSES	\$ 73,600			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 16,500		25%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 1,000		2%
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 15,000	\$ 2,600	23%
Foundation Support	\$ 2,500		4%
Private/ Individual Support	\$ 3,500	\$ 5,000	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			

		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		
Italian Consulate	\$ 5,000	8%
		0
		0
		0
Department of Cultural Affairs Grants		
Community Grants	\$ 7,500	11%
		0
		0
		0

Grant Amount % of Total Cash

			Grant Amount % of Total Cash Revenues
Subtotal	\$ 51,000	\$ 7,600	23%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 66,000		
Total Revenues	\$ 73,600	Total In-Kind %	12%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: A-6

ORGANIZATION: MIAMI SHORT FILM FESTIVAL, INC.

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: The 13th Edition of the Miami short Film Festival

SUBCOMMITTEE

RECOMMENDATION: \$ 8,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

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

EVENT LOCATION: Paragon 13 Grove Cinemas, Miami Beach Cinematheque; North Beach Bandshell,

PROJECT SYNOPSIS:

Grant funds are requested to support the 13th edition of the Miami short Film Festival (MsFF) taking place December 5-12, 2014 at various venues throughout Miami-Dade County. MsFF highlights the best of short films, attracting film professionals, tourists and enthusiast to Miami-Dade County for a week of cinematic excellence. MsFF also invites directors and actors to attend the festival from around the world to be present during screenings, participate in Q&As and to receive their awards.

HOTEL CONFIRMATION:

Mayfair Hotel and Spa	70 rooms blocked
Marriott Coconut Grove	30 room blocked
Sonesta Bayfront Hotel	20 room blocked

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	15	12,000
Out of County	10	500
Out of State	70	1,000
Foreign	65	500
TOTAL	160	14000

MARKETING DETAILS: MsFF, in conjunction with nationally renowned Conill advertising agency, has created an aggressive marketing campaign in order to promote the Festival, using both new and traditional forms of media.

Print Advertisement: (50,000) Flyers, 20,000 Brochures, 10,000 poster, 10,000 officials programs, 150 banners, all of which are displayed in heavily trafficked areas of Miami-Dade. MsFF will also place advertisements in all four local newspapers including the Miami Herald, the Sun Sentinel, the Palm Beach Boast and the New Times. MsFF will be working especially closely with the New Times, to create an ongoing features page for the cultural events calendar, which highlights the festivals events, screening and provides more informational about the directors and artist involved.

Publicity and Advertisements: MsFF in partnership with WLRN will present a broadcast of "Miami Short Film Showcase" which highlights the best works submitted to the MsFF. This will allow South Florida to view the best of 11 years of the festival. In addition to our work with WLRN, we are also working with local/international broadcasters including WSVN (Channel 23), WSCV (Telemundo), Comcast, Mega TV, Radio Mexico, Cadena Azul, and RCN Radio Columbia, to make announcements about the festival.

Tourism Promotion: In partnerships with local tourism partners MsFF will provide exclusive discounted rates to hotels, restaurants and car rental customers.

Web Promotions: Our website is MsFF's largest outlet from promotion and also the most effective means of communicating/accessing information about the festival. Over 5,000 guests have subscribed to our online bi-weekly newsletter, which announces the latest information. MsFF has a thriving social network presence through Facebook, Twitter and Youtube so as to create dialogue with online users, generate

"buzz" about events going on in the community and to receive feedback about the festival.

Event promotions: MsFF also uses special events throughout the year at different venues throughout Miami-Dade County to generate excitement among both residents and tourists with monthly pre-festival screenings in Miami Beach, Brickell, Coral Gables and South Miam in addition to the annual poster unveiling, Festival special nights and closing parties. MsFF also partners with the Greater Miami Convention and Visitors Bureau during the annual Miami Film Month to increase the Festival's visibility. Additional similar strategic partnerships are in the works for this year's project.

PREVIOUS TDC FUNDING: \$9,000 (13-14); \$10,000 (12-13); {\$10,000 (11-12) - End of cycle}; \$5,250 (10-11); \$6,000 (09-10); \$6,750 (08-09); \$7,500 (07-08)

OTHER GOVERNMENT FUNDING:

City of Miami Beach Cultural Presenters - \$11,290

Community Grants (CG) - \$10,000

Youth Arts Enrichment Program (YEP) - \$10,000

PROJECT NARRATIVE:

The 13th edition of MsFF showcases the most innovative short films of 2013. Over 800 films are received for juried competition and participation. A panel of judges selects 150 films to be screened, of those 100 are screened during the festival. These films draw a diverse audience of tourists and film professionals to Miami-Dade due to their cultural and artistic importance. In partnership with Orgullo 2014, MsFF will offer a free outdoor event at the North Beach Bandshell on October 4th. The 13th Edition runs Dec. 5-12, 2014 featuring a week-long marathon of the best films as well as panel discussions featuring film directors and critics immediately after each screening. Festival patrons will be treated to a smorgasbord of simultaneous screenings at the Paragon, and Miami Beach Cinematheque, including its Awards presentation night for various categories, including Best of Fest. All MsFF events are ticketed and range from \$5-15 per event. Each screening focuses on a specific genre of short film catering to the audience. MsFF will also feature free screenings in collaboration with Wynwood Art Walk, Coral Gables Gallery Night, Coconut Grove Arts Festival (Coconut Grove), Miami Food Trucks (various locations) and Miami Critical Mass (Downtown) throughout 2014.

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

MsFF promotes the Festival - with the assistance of Conill, a renowned national advertising and PR firm - using both new and older forms of media, including billboards, posters, advertisement in local newspapers and social media. In 2014 MsFF will be working again with the New Times to create an ongoing feature page to advertise the events in their web calendar, highlighting festival events, screenings and provide information on guest speakers and artists attending the Festival. Media Sponsors: New Times & WLRN. Both sponsors have created comprehensive marketing programs to reach out and provide information to over a million tourists and residents. WLRN previews selected films six weeks prior to the Festival.

Hotel sponsors with block of rooms: Mayfair (30), Hyatt (20), Mutiny(20), Marriott (30), Sonesta Bayfront Hotel (20)and the Cavalier Hotel (20) with an average stay of 3-4 nights.

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

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 31,700	\$ 31,700	\$ 18,000
Personnel: Artistic		\$ 32,000	\$ 32,000	
Personnel: Technical/Production	\$ 2,000	\$ 9,000	\$ 11,000	\$ 4,000
Outside Artistic Fees/Services		\$ 26,500	\$ 26,500	
Outside Other Fees/Services	\$ 2,000	\$ 26,000	\$ 28,000	\$ 3,000
Marketing ADV/ PV/ Printing/ Publication	\$ 8,000	\$ 14,000	\$ 22,000	\$ 18,000
Marketing: Postage/Distribution		\$ 1,300	\$ 1,300	
Marketing: Web Design/ Support/ Maintenance	\$ 3,000	\$ 10,000	\$ 13,000	
Travel: In County		\$ 3,200	\$ 3,200	
Travel: Out of County		\$ 2,000	\$ 2,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 6,000	\$ 6,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 25,000	\$ 25,000	\$ 5,000

Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 3,800	\$ 3,800	
Utilities		\$ 1,000	\$ 1,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 3,200	\$ 3,200	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 194,700	\$ 209,700	\$ 48,000
TOTAL EXPENSES	\$ 257,700			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 28,000		13%
Memberships	\$ 15,710		7%
Tuitions/Enrollment Fees	\$ 9,000		4%
Contracted Services: Outside Programs/ Performances	\$ 22,000		10%
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 30,000	\$ 18,000	14%
Foundation Support			0
Private/ Individual Support		\$ 30,000	0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds	\$ 15,500		7%
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0

		0
		0
Gov't Grants: Local		
City of Miami Beach Cultural Presenters	\$ 11,290	5%
		0
		0
Gov't Grants: The Children's Trust (Direct Funding)		0
Merchandise/ Concessions/ Gift Shop Revenues		0
Investment Income (Endowment)		0
Interest and Dividends		0
Cash on Hand	\$ 6,200	3%
Other Revenues		
Without a Box	\$ 37,000	18%
		0
		0
		0
Department of Cultural Affairs Grants		
Community Grants	\$ 10,000	5%
Youth Arts Enrichment	\$ 10,000	5%
		0
		0

			Grant Amount % of Total Cash Revenues
Subtotal	\$ 194,700	\$ 48,000	7%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 209,700		
Total Revenues	\$ 257,700	Total In-Kind %	23%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: A-7

ORGANIZATION: National Tropical Botanical Garden

GRANT REQUEST: \$

15,000.00

PROJECT TITLE: "Under the Kampong Moon- Enchanted Evenings of Indonesian Music, Drama and Dance"

SUBCOMMITTEE

RECOMMENDATION: \$

13,500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 12-28-2014 through 01-03-2015

EVENT LOCATION: The Kampong, ; ,

PROJECT SYNOPSIS:

Grant funds are requested to support "Under the Kampong Moon-Enchanted Evenings of Indonesian Music, Drama and Dance" featuring I Gusti Putu Sudarta, Master Puppet Performer and Musicians from Bali and troupe under the direction of Dr Andy McGraw, University of Richmond, Virginia. Performances start December 28-January 3 with a special full moon performance, Purnama. A series of Workshops and Master Classes will be offered to the public in partnership with FIU College of Architecture and The Arts.

HOTEL CONFIRMATION:

Mariott	56 hotel room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	10	7000
Out of County	2	2000
Out of State	4	1200
Foreign	4	1200
TOTAL	20	11400

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

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

WLRN will be our media sponsor. The Kampong will purchase radio spots starting Nov 15 up until time of performances. WLRN will feature in South Florida Arts Beat Dr. Andy McGraw from University of Richmond, Virginia and Dr. John Stuart from Florida International University College of Architecture and The Arts (FIU CARTA). Performances will be recorded for archives held at WLRN, FIU and The Kampong.

Postcards, programs, flyers and brochures will be printed and distributed to visitors, tourists and hotels concierges and mailed to our mailing list. The Patricia and Phillip Frost Art Museum will also promote the performance to their members and FIU staff and students.

PREVIOUS TDC FUNDING: \$15,000 (13-14)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

Under the Kampong Moon—a celebration of Indonesian culture, music, theatre and dance is a series of performances and workshops at The Kampong. This is a unique series that will be enhanced by the Asian influences found at The Kampong. Gamelan music, shadow puppet theatre, and the colorful exotic dances along with workshops that will introduce making musical instruments from bamboo grown on the property and teaching the art of shadow puppet theatre to both children and adults will bring the Indonesian culture to life for both local residents and tourists looking for a unique experience. They will also discover the beautiful gardens and architecture of the historic home of Dr. David Fairchild. This is a series that will appeal to a broad audience and to broad interests.

This event, with performance prices ranging from \$15 to \$50 and workshops from \$5 for children to \$20 for adults will be held at The Kampong, the historical estate and botanical garden of Dr. David Fairchild located on the bay in Coconut Grove, FL. There will be 10 events composed of a combination of 7 theater, dance and music performances, 3 workshops beginning on Dec 28, 2014 with grand finale on Jan 3, 2015.

Many visitors come to South Florida regularly during the holiday season and often look for new experiences – this fits that profile perfectly. When they discover The Kampong and the exotic performances presented here, they will be reminded that there are always new experiences awaiting them on their visits. The intimate, lush setting gives the feeling of an exclusive event.

Collateral materials and ads in local newspapers and magazines are being prepared and will be distributed throughout the South Florida including organizations interested in the arts, gardening and architecture. WLRN will be our media sponsor with the valuable endorsement of Miami-Dade County Cultural Affairs.

Concept and research began a year ago when planning a December event at The Kampong featuring Balinese cuisine, videos of Gamelan music and Balinese dance. The synergy and excitement inspired by the setting, the food, the music and dance encouraged us to pursue the possibility of introducing live performers. We discovered Dr. Andrew McGraw at the University of Richmond, Virginia, a renowned artist and expert on Indonesian music, dance and culture who has collaborated with The Smithsonian Institute to bring successful performances to their audiences. Dr McGraw is selecting performers such as Balinese born international performer and teacher, Gusti Sudarta. Along with Dr. McGraw's expert guidance, Florida International University College of Architecture and The Arts will be participating in programming and production of all events and performances. We expect to attract more than 11,400 visitors, tourists and students will participate in different activities. The troupe of 7 artists will be arriving in Miami on Dec 26 and leaving Jan 4th staying 8 nights in Miami for a total of 56 hotel nights.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 8,000	\$ 8,000	
Personnel: Artistic		\$ 4,000	\$ 4,000	
Personnel: Technical/Production		\$ 5,000	\$ 5,000	
Outside Artistic Fees/Services	\$ 12,500	\$ 35,000	\$ 47,500	
Outside Other Fees/Services		\$ 8,000	\$ 8,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 2,500	\$ 8,000	\$ 10,500	
Marketing: Postage/Distribution		\$ 500	\$ 500	
Marketing: Web Design/ Support/ Maintenance		\$ 5,000	\$ 5,000	
Travel: In County		\$ 1,000	\$ 1,000	
Travel: Out of County		\$ 6,000	\$ 6,000	
Equipment Rental		\$ 5,000	\$ 5,000	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 5,000	\$ 5,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 7,000	\$ 7,000	
Space Rental		\$ 0	0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 0	0	
Mortgage/ Loan Payments			0	
Insurance		\$ 5,500	\$ 5,500	
Insurance / for Performance, Exhibition, Event, etc.			0	

Utilities		\$ 3,000	\$ 3,000	
Fundraising/ Development (Non-Personnel)		\$ 4,000	\$ 4,000	
Merchandise/ Concessions/ Gift Shops		\$ 1,500	\$ 1,500	
Supplies/Materials		\$ 5,500	\$ 5,500	
Other Expenses				
Bank Fees		\$ 1,000	\$ 1,000	
Supplies - Performance		\$ 5,000	\$ 5,000	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 123,000	\$ 138,000	0
TOTAL EXPENSES	\$ 138,000			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 35,000		25%
Memberships	\$ 15,000		11%
Tuitions/Enrollment Fees	\$ 12,000		9%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income	\$ 10,000		7%
Corporate Support	\$ 5,000		4%
Foundation Support	\$ 5,000		4%
Private/ Individual Support	\$ 15,000		11%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds	\$ 15,000		11%
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			

		0
		0
		0
Gov't Grants: Local		
		0
		0
		0
Gov't Grants: The Children's Trust (Direct Funding)		0
Merchandise/ Concessions/ Gift Shop Revenues		0
Investment Income (Endowment)	\$ 11,000	8%
Interest and Dividends		0
Cash on Hand		0
Other Revenues		
		0
		0
		0
		0
Department of Cultural Affairs Grants		
		0
		0
		0
		0
		Grant Amount % of Total Cash Revenues

Subtotal	\$ 123,000	0	11%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 138,000		
Total Revenues	\$ 138,000	Total In-Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: A-8

ORGANIZATION: Teatro en Miami Corp.

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: TEMFest 2014 (Teatro en Miami Festival)

SUBCOMMITTEE

RECOMMENDATION: \$ 7,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-06-2014 through 10-26-2014

EVENT LOCATION: Miami Dade County Auditorium, Centro Cultural Espanol; Havanafama Theathre,

PROJECT SYNOPSIS:

Grant funds are requested to support, produce, promote, and perform the fifth edition of a unique local theatre festival in Miami (TEMFest). TEMFest 2014 will be presented in five different venues in our County from October 6 - 26, 2014. An estimated 15,200 children, adults, family members, tourists, and others will make up the audiences for the 24 performances. TEMFest will host 69 local artists featuring world premieres, street theater, and two children theater productions.

HOTEL CONFIRMATION:

Miami Mansion Hotel	12 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	48	13450
Out of County	9	100
Out of State	12	50
Foreign		1600
TOTAL	69	15200

MARKETING DETAILS: TEM's General Manager will be responsible for media and press campaigns with newspapers, television, and radio stations. We will also implement the following marketing tools:

Website - Based on the need to market our organization, TEM first goal was to create its own marketing vehicle. We developed Teatroenmiami.com our online cultural magazine and Teatroenmiami.org, our corporate web page. These websites have received over ten million eight hundred thousand hits. From 2007, when we created our Studio, these websites have been the connecting link with our audiences. Our promotions, trailers, videos, and the work of our artistic staff have been seen throughout the world. We have crossed cultural barriers and language barriers. To date, Teatro en Miami Studio has welcome nine foreign companies. Our successful cultural exchange program exists due to the existence of both websites. Artists from all over the world recognize our work; applaud our efforts, and the hard work we have devoted to create worthwhile theater productions. TEMFest 2014 trailers, promotional videos, schedule of presentations and interviews will be posted in both websites.

Based on the success of TEMFest 2010/2011/2012 and 2013 we project an audience of 1,600 tourists that will be attending the festival.

Newsletters – Every Wednesday TEM sends our weekly newsletter to over eighteen thousand subscribers. This powerful tool provides project information to target audiences.

We will mail direct invitations to the Festival's opening ceremony and TEMFest's schedule of events to a mailing list of over fifteen thousand people.

We will distribute twenty thousand flyers and postcards with the Festival schedule to twenty five hotels and motels in Miami Dade County.

Face book: This has been an excellent tool to advertise our productions giving us the opportunity to reach spectators and artists from all over the world.

PREVIOUS TDC FUNDING: \$8,000 (13-14); \$9,000 (12-13); \$10,000 (11-12)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

TEMFest, the first in its class in Miami, is the most important local theatre Festival in our city. To this date, four editions have been produced (2010 to 2013) showcasing 31 theater companies and 44 original productions. This year 12 artists from Orlando, West Palm Beach, and Sarasota will participate in the Festival from October 6 to 26 in collaboration with 11 local theater companies. An estimated 15,200 children, adults, family members and tourists will make up the audiences for the 24 performances. The Festival will host 69 local artists, offering the most representative works of our theater scene. It will feature world premieres, street theater, and 2 musical theater productions for our children. It will also present workshops, documentaries, art exhibits, lectures and book presentations led by recognized artist and educators. Focusing on over 12 years of experience, we will spotlight the Miami artistic community's unique contribution to the development and growth of our city by making theatre accessible to all segments of our community. Among our distinguished partners we will feature the following companies: Cirko Teatro, Maroma Players, Teatro Ingenio, Artspoken, Havanafama, TEMS, Adriana Barraza Studio, Creation Arts Center, Luyano Band, Miami Guiñol and Silueta Editions.

TEMFest will present 24 events at Miami Dade County Auditorium, Centro Cultural Español, Artspoken, Havanafama, Adriana Barraza Studio and MHCA. Ticket prices will be from \$5 to \$25. Theatre workshops, documentaries, art exhibits, lectures and book presentations are free of charge.

We plan to gather 1,600 tourists during the Festival's three weeks. Our intention is to attract the tourism that is already in the city to TEMFest as well as prolong their stay in Miami during the Festival. To that effect we will work closely with hotel managers in several areas in Miami Dade County with the objective to attract as many tourists as possible during the Festival four weeks. Also 12 artists from Orlando, West Palm Beach, and Sarasota will be participating in TEMFest.

As in previous editions of the Festival we will use our websites, newsletters, direct mail, printing materials, Facebook, direct contact with hotel managers and we have partnered with WLRN, MEGA TV, Radio Caracol, WQBA, Romance 170.4, Salsa 95, Amor 105.9, Canal 41 –AmericaTV to promote the Festival. Miami Mansion Motel will provide 12 room nights to accommodate the artists invited to the Festival.

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

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 4,200	\$ 4,200	\$ 1,500
Personnel: Artistic	\$ 3,750	\$ 12,250	\$ 16,000	\$ 650
Personnel: Technical/Production		\$ 2,500	\$ 2,500	
Outside Artistic Fees/Services	\$ 3,400	\$ 2,500	\$ 5,900	
Outside Other Fees/Services	\$ 2,900	\$ 2,500	\$ 5,400	
Marketing ADV/ PV/ Printing/ Publication	\$ 1,000	\$ 1,500	\$ 2,500	
Marketing: Postage/Distribution	\$ 650	\$ 250	\$ 900	
Marketing: Web Design/ Support/ Maintenance	\$ 1,800	\$ 1,500	\$ 3,300	\$ 1,000
Travel: In County		\$ 600	\$ 600	
Travel: Out of County		\$ 750	\$ 750	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 1,500	\$ 500	\$ 2,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event,			0	

etc.			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 1,500	\$ 1,500	
Other Expenses				
Set/Stage constructions		\$ 1,550	\$ 1,550	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 32,100	\$ 47,100	\$ 3,150
TOTAL EXPENSES	\$ 50,250			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 27,250		58%
Memberships	\$ 1,450		3%
Tuitions/Enrollment Fees	\$ 1,500		3%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 1,900		4%
Foundation Support			0
Private/ Individual Support		\$ 3,150	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			

Subtotal	\$ 32,100	\$ 3,150	32%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 47,100		
Total Revenues	\$ 50,250	Total In-Kind %	7%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: A-9

ORGANIZATION: THE DAVE AND MARY ALPER JEWISH COMMUNITY CENTER, INC. **GRANT REQUEST:** \$ 15,000.00

SUBCOMMITTEE

PROJECT TITLE: 2014-2015 Alper JCC Cultural Arts Season Quarter 1 **RECOMMENDATION:** \$ 12,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2014 through 12-31-2014

EVENT LOCATION: The Dave and Mary Alper Jewish Community Center, Temple Beth Am; Temple Judea, Bet Breira - Samuel Or-Olam

PROJECT SYNOPSIS:

Grant funds are requested to support Quarter 1 Alper JCC Cultural Arts Season including these exhibits: Palette Knife Artists of Miami, Cinema Judaica: The War Years, the 28th Impressions in Watercolor featuring 300 pieces of art from K - 12 MDCPS students sponsored by MDCPS and the Miami Watercolor Society, and our 34th Annual Jewish Book Festival featuring 13 nationally and internationally acclaimed authors. All will take place at the Alper JCC, 11155 SW 112th Avenue SW 112 Ave., Miami, FL.

HOTEL CONFIRMATION:

Dadeland Marriott	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	308	4875
Out of County	0	100
Out of State	13	25
Foreign	2	
TOTAL	323	5000

MARKETING DETAILS: The Alper JCC in-house PR/Marketing Director is responsive to the promotional needs of each department and coordinates inter-departmental marketing events and projects. A Marketing/PR Coordinator works specifically on the Book Festival Event.

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

Our marketing efforts for exhibits and arts events extend to the general community; our p.r. and marketing will reach the general public, including all ethnicities in our diverse community. Specifically, we now market our programs and events through:

- Newspaper articles

Miami Herald – Neighbors and Book Section; El Nuevo Herald; Jewish Journal; Pinecrest Tribune

- Calendar Print

Miami Herald Events; Greater Miami Visitors and Convention Bureau; Family-Friendly Exhibits; Palm Beach Post; New Times

- Magazine articles

Miami Family Magazine

South Florida Parenting calendar

- WLRN Events Calendar Website linked to Alper JCC
- Television - NBC TV South Florida Today – segment (as done in the past); Six in the Mix Morning Show; PBS WLRN TV – PSA's

- Radio – PBS, WLRN– PSA's - Blogs and Social Networking

- Internet - some of the sites include:

Miamiherald.com; GMJF Community Post; Daily WLRN; Visit Florida

Socialmiami.com; Soul of Miami; Zvents.com; Facebook (Alper JCC and WLRN)

- Print Materials - 100 Posters to be distributed in the community, 2 large Banners strategically placed on the JCC campus, one for the Book Festival, one for Cultural Events for the year; Postcard invitations to be mailed for Palette Knife Artists of Miami, Impressions in Watercolor, Cinema Judaica: The War Years and movie event; Flyers to be distributed in the community

- Partnerships – area synagogues, Miami Family Magazine – Media partner

- Banner ads for Book Festival on such websites as Around Town Magazine.

- Advertising

Temple Beth Am Commentator – 2 months; Newsletters from Congregation Bet Shira, Temple Judea, Bet Breira Samuel-Or Olom; Miami Family Magazine – 2months / sponsor; Pinecrest Tribune – 1 month

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

OTHER GOVERNMENT FUNDING:

Florida General Support - \$35,000

Cultural Advancement (CAP) - \$15,000

PROJECT NARRATIVE:

Grant funds are requested to support Quarter 1 Alper JCC Cultural Arts including art exhibits at the Alper JCC, 11155 SW 112th Avenue SW 112 Ave., Miami, FL: Palette Knife Artists of Miami, Cinema Judaica: The War Years, the 29th Impressions in Watercolor; and our 34th Annual Jewish Book Festival featuring 13 nationally and internationally acclaimed authors at the Alper JCC, five area synagogues and Miller Center at UM.

Meaningful exhibits and renowned authors will appeal to residents and tourists. 9/28 – 11/9: Palette Knife Artists of Miami, the first Miami group of artists who paint primarily with palette knives, producing works with rich colors and textures; 11/16 – 12/28, Cinema Judaica: The War Years is an exhibition of iconic Hollywood film posters from 1939 to 1949, boldly advertising World War II films. The exhibit illustrates how the motion picture industry countered America's isolationism, advocated going to war, influenced post-war perceptions of the Jewish people and shaped the face of contemporary Jewish life. 11/29, 2013 – 1/4, 2014, the 29th Annual Impressions in Watercolor Competition, sponsored by MDCPS and the Miami Watercolor Society, will showcase over 300 watercolor and mixed media works by MDCPS students in grades K – 12. Free admission to all gallery exhibits.

Our 34th Annual Book Festival (BF) continues a long tradition of welcoming acclaimed authors to South Dade. Author Highlights: Lisa Bloom (Suspicion Nation: The Inside Story of Trayvon Martin Injustice and Why We Continue to Repeat It); Kai Bird (The Good Spy: The Life and Death of Robert Ames); internationally known author Daniel Gordis (Menachem Begin: The Battle for Israel's Soul); Allen Salkin (From Scratch: Inside the Food Network); Soner Cagaptay, Steven Pressman; Alyson Richman; Caryl Stern; Pam Jenoff and Joshua Safran; \$10 pp, students free or ½ price; BF Women's Day Luncheon, with 400 attendees at Coral Gables Country Club, will cost \$60pp with author Gail Sheehy (Daring: My Passages).

The Alper JCC will market our events to residents and visitors via press releases to print and broadcast media, advertisements (with Miami Herald sponsorship), posters and fliers to businesses, Cultural Arts Season Program Guide (5,000 copies) and 10,000 Book Festival Brochures, monthly JCC CenterStage to members and users and JCC website, www.alperjcc.org and market on social media. We anticipate using a minimum of 12 hotel rooms with a special rate from the Dadeland Marriott Hotel.

By May, 2013, Visual Arts Director established exhibit schedule; most exhibit contracts signed by June, 2014. The Performing & Literary Arts Director will finalize authors by Aug. 1. Work began in June with our p.r./marketing director to create marketing materials. In May the Cultural Arts budget was approved by the Board of Directors, a sum that is a part of the Center's overall budget of \$5.5 million.

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

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 3,750	\$ 36,720	\$ 40,470	\$ 2,000
Personnel: Artistic		\$ 10,000	\$ 10,000	
Personnel: Technical/Production		\$ 3,975	\$ 3,975	
Outside Artistic Fees/Services	\$ 4,000		\$ 4,000	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 6,000	\$ 4,000	\$ 10,000	\$ 4,668
Marketing: Postage/Distribution		\$ 2,000	\$ 2,000	
Marketing: Web Design/ Support/ Maintenance	\$ 1,250	\$ 750	\$ 2,000	
Travel: In County			0	
Travel: Out of County		\$ 7,500	\$ 7,500	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental		\$ 600	\$ 600	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance		\$ 9,500	\$ 9,500	
Insurance / for Performance, Exhibition, Event,			0	

etc.			0	
Utilities		\$ 12,000	\$ 12,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 5,000	\$ 5,000	
Supplies/Materials		\$ 850	\$ 850	
Other Expenses				
Receptions		\$ 12,000	\$ 12,000	
Repair/Maintenance		\$ 2,500	\$ 2,500	
Housekeeping		\$ 5,765	\$ 5,765	
			0	
			0	
Subtotal	\$ 15,000	\$ 113,160	\$ 128,160	\$ 6,668
TOTAL EXPENSES	\$ 134,828			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 17,000		13%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 5,000		4%
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support		\$ 4,668	0
Foundation Support			0
Private/ Individual Support	\$ 8,500	\$ 2,000	7%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
Florida General Support	\$ 35,000		27%
			0

			0
Gov't Grants: Local			
			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 1,000		1%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 31,660		25%
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Cultural Advancement	\$ 15,000		12%
			0
			0
			0
			Grant Amount % of Total Cash Revenues

Subtotal	\$ 113,160	\$ 6,668	12%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 128,160		
Total Revenues	\$ 134,828	Total In-Kind %	5%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: A-10

ORGANIZATION: University of Miami, Frost School of Music

GRANT REQUEST: \$ 25,000.00

PROJECT TITLE: Festival Miami 2014

SUBCOMMITTEE

RECOMMENDATION: \$ 16,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-10-2014 through 11-08-2014

EVENT LOCATION: UM Maurice Gusman Concert Hall, Weeks Center for Recording and Performance, Clarke Recital Hall; Adrienne Arsht Center,

PROJECT SYNOPSIS:

Grant funds are requested to support marketing/advertising for Festival Miami 2014. This highly sophisticated four-week festival provides a variety of music programming to meet the needs and preferences of Miami-Dade County's diverse community. The 2014 season is from October 10 to November 8, 2014 and the majority of the concerts are held at the UM Maurice Gusman Concert Hall on the University of Miami campus. This year's festival will have 27 concerts and 10 master classes.

HOTEL CONFIRMATION:

Mayfair Hotel and Spa	188 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	900	10900
Out of County	121	1100
Out of State	75	940
Foreign	4	60
TOTAL	1100	13000

MARKETING DETAILS: The Festival Miami 2014 campaign will consist of print (Miami Herald, Miami Hurricane, El Nuevo Herald, and Community Newspapers); radio (Classical South Florida, WDNA 88.9 FM, WLRN 91.3FM, WAMR 107.5 FM, University of Miami's WVUM); television (Telemundo, NBC Miami, UMTV); Online (Facebook, Jazz and Blues Florida, Classical Connections, SocialMiami.com, Organiste.net, Florida Concert Flyers, Miami.com, Miami Art Guide, Down Beat, Jazz Time, NBC Miami, AllAboutJazz.com); social media (Facebook, Twitter, Instagram, YouTube, Pandora); and Constant Contact email announcements to over 8,000 Festival Miami patrons.

In addition, Festival Miami will post news stories about its artists on its website as well as ask artist management to promote their upcoming concerts to artist's fan base. Furthermore, Festival will produce a calendar postcard and an events brochure will be sent out to over 160,000 South Florida residents. The University of Miami's Communications Department will pitch more stories for additional media coverage, and the festival will encourage artists to participate in live radio and television interviews. Festival Miami will offer ticket giveaways, which has been a very successful marketing tool for increasing attendance in Festival Miami. To attract students to Festival Miami, banners reflecting the 2014 theme will be posted throughout the University of Miami campus. We are looking into pricing for placing banners along US1 near the University of Miami Coral Gables campus. Additionally, staff members will spread the word about Festival Miami through an orientation session with over 100 freshmen students as well as send email invitations to local high schools and at-risk youth groups. Staff will also reach out to the general counsel offices based on the artists' nationality.

Festival Miami will once again reach out to its official airline sponsor, American Airlines, to be included in

their in-flight magazine and website. For the first time in Festival Miami history, Jet Blue is also sponsoring by providing airline vouchers to use for artist travel. As always, the Festival Miami ad campaign is tweaked based on the target audience for each artist performing in the festival.

Please see the attached marketing promotions campaign.

PREVIOUS TDC FUNDING: \$18,000 (13-14); \$20,000 (12-13); {\$9,000 (11-12) - End of cycle}; \$10,500 (10-11); \$12,000 (09-10); \$13,500 (08-09); \$15,000 (06-07); {End of cycle - \$5,000 (05-06)}; \$4,500 (04-05); \$4,500 (03-04); \$4,500 (02-03); \$5,000 (01-02)

OTHER GOVERNMENT FUNDING:

State of Florida - Culture Builds Florida - \$9,000

City of Coral Gables - \$6,000

Festivals and Special Events - \$50,000

PROJECT NARRATIVE:

Since 1984, University of Miami Frost School of Music has developed Festival Miami into a sophisticated month-long music festival. Festival Miami strives to provide a variety of music programming to meet the needs and preferences of our patrons. This season is from October 10 to November 8. Most events are held at the UM Maurice Gusman Concert Hall on the University of Miami campus. This year there are almost 40 events ranging from free to \$65, including our Frost Symphony Orchestra featuring guest violinist Michael Ludwig on October 10, country star Craig Campbell on October 11, renowned jazz vocalist Gretchen Parlato on November 5, Latin-soul singer Gaby Moreno on November 6, and famed blues guitarist Keb Mo on November 8. All of our concerts cross a multitude of genres that fall into 4 categories: Great Performances, Jazz & Beyond, Creative American Music, and Music of the Americans. Festival Miami is a prime tourist generator to South Florida due to our continued marketing initiatives to promote it as a destination festival and by offering special discounts to parents (Parents Weekend) and alumni (Homecoming).

Besides its diverse programming, Festival Miami attracts its 13,000 patrons (including tourists) by partnering with Jet Blue and American Airlines and offering exclusive discounts and promoting our festival in their in-flight magazine. Since 2010, Festival Miami's exclusive hotel sponsor has been the Mayfair Hotel and Spa in Coconut Grove; which provides lodging for all of our artist. Patrons can also use UM-negotiated rates with local hotels including the Mayfair Hotel & Spa.

Festival Miami is promoted to locals and tourists alike in our advertising campaign. Festival Miami works with media sponsors to mitigate the cost of advertising throughout the season. With the help of the following media sponsors, Festival Miami advertises on TV (Telemundo, NBC 6, WLRN, and UMTV); radio (WDNA); print (Miami Herald and Community Newspapers). Several Festival Miami artists also participate in live radio interviews and ticket giveaways, which are key marketing tools for increasing interest in the festival. Save-the-date postcards and brochures are also sent to over 160,000 South Florida residents.

TDC funding will help enhance Festival Miami's tourism attractiveness by allowing us to invite world renowned guest artists which will help attract tourists to the area. This is the key to Festival Miami's success.

Festival Miami is collaborating with organizations such as National YoungArts Foundation, Jazz Roots, and the Arsht Center. We are also collaborating with Entertainment Cruise Productions (Jazz Cruise All-Stars), co-producing a great jazz concert and giving a free cabin on next year's Jazz Cruise.

Timeline: Jan–Apr: Contact and contract guest artists; May-Jul: Develop marketing strategy; Aug-Oct:

Implement media buys and ad campaign; Oct: Concert Season; Nov: Survey patrons; Dec: Festival
Miami Artistic Committee meets

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 60,000	\$ 60,000	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 5,000	\$ 5,000	
Outside Artistic Fees/Services		\$ 140,000	\$ 140,000	
Outside Other Fees/Services		\$ 10,950	\$ 10,950	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 75,000	\$ 100,000	\$ 65,000
Marketing: Postage/Distribution		\$ 30,000	\$ 30,000	
Marketing: Web Design/ Support/ Maintenance		\$ 1,200	\$ 1,200	
Travel: In County		\$ 5,000	\$ 5,000	
Travel: Out of County		\$ 30,000	\$ 30,000	\$ 35,000
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 10,000	\$ 10,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	

Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities		\$ 1,000	\$ 1,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 3,500	\$ 3,500	
Other Expenses				
Physical Plant		\$ 1,000	\$ 1,000	
Translation Services		\$ 350	\$ 350	
Dues/Memberships		\$ 2,000	\$ 2,000	
			0	
			0	
Subtotal	\$ 25,000	\$ 375,000	\$ 400,000	\$ 100,000
TOTAL EXPENSES	\$ 500,000			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 175,000		44%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 80,000		20%
Foundation Support	\$ 40,000		10%
Private/ Individual Support	\$ 15,000		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 - Culture Builds Florida	\$ 9,000		2%
			0
			0
Gov't Grants: Local			
City of Coral Gables	\$ 6,000		2%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
American Airlines		\$ 26,000	0
JetBlue Airlines		\$ 9,000	0
TV: NBC6 & Telemundo		\$ 40,000	0
Radio: WDNA & Classical South Florida		\$ 25,000	0
Department of Cultural Affairs Grants			
Festivals and Special Events	\$ 50,000		13%
			0
			0
			0
			Grant Amount % of Total Cash Revenues

Subtotal	\$ 375,000	\$ 100,000	6%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 400,000		
Total Revenues	\$ 500,000	Total In-Kind %	25%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: B-1

ORGANIZATION: Mela, Inc.

GRANT REQUEST: \$ 10,000.00

PROJECT TITLE: HIT Week Miami 2014

SUBCOMMITTEE

RECOMMENDATION: \$ 5,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - For-Profit

DATE(S) OF EVENT: 11-07-2014 through 11-09-2014

EVENT LOCATION: North Shore Bandshell, Grand Central; Segafredo Miami Beach,

PROJECT SYNOPSIS:

Grant funds are requested to support HIT Week Miami 2014, an annual event with a strong tourism component. This concert series presents the most innovative and popular new Italian music groups. HIT Week introduces US audiences to the diversity of talent in Italy today, and helps share the Italian lifestyle. It also develops links between Italian business and media with Miami-based partners. Scheduled for November 7 - 9, 2014, the project will be broadcast in December on Italian television.

HOTEL CONFIRMATION:

Best Western on the Bay	110 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		1250
Out of County		400
Out of State		150
Foreign	25	500
TOTAL	25	2300

MARKETING DETAILS: Hit Week Miami marketing strategy involves a multi-tiered campaign in Italy, nationally across the US, and locally in Miami-Dade. The goal is to attract both local audience members, as well as key media and music industry partners and international corporate leaders. Marketing takes place both with paid ads and with an enormous international publicity campaign.

In Italy: Key radio and TV partners in Italy for ads, preshow publicity interviews and preview features include DeeJay TV and Radio DeeJay (the #1 network for people aged 18-35 in Italy); Rai Radio (the Italian national network) and MTV Italy. XI (Italy's #1 magazine for young people) will feature continuing festival coverage from Miami, as will Vanity Fair Italy, and Rockol (Italy's #1 internet music portal). DeeJay is hosting an open contest to Italian musicians to participate in the Festival.

In US: National ads and coverage will be scheduled in Billboard and Variety to reach music industry personnel, LA Weekly, Campus Circle and Audiotone to reach specialized music fans, and KCRW, the Los Angeles-based radio network that has become the leading online radio station for alt-Latin and world music. Local marketing campaign will include ads in Miami New Times, and radio spots with WVUM FM, WDNA FM and WLRN FM.

Internet coverage of HIT Week Miami includes a user-friendly content-rich website, targeted ads on Facebook, and a strong social media campaign with Facebook, Twitter and Youtube.

The participating bands will also be an important source of online promotion, as they will be able to reach out to their international fan bases.

Locally, HIT Week Miami will work with the GMCVB to develop comprehensive tourism plans for media,

and with area chambers and visitors bureaus to act as an existing tourist satisfier program. Post cards will be distributed to tourism offices and to hotel concierges.

PREVIOUS TDC FUNDING: \$5,000 (12-13); \$7,000 (11-12)

OTHER GOVERNMENT FUNDING:

City of Miami Beach CAC Fresh Air Fund - \$2,000

PROJECT NARRATIVE:

HIT Week is an annual series of live music performances that provides an unparalleled showcase of contemporary Italian bands, to be held Friday, November 7 to Sunday, November 9 at Grand Central in Miami, the iconic North Shore Bandshell and Segafredo, both in Miami Beach. Headlining this year's festival is Caparezza, a leader of the contemporary Italian music industry. His sharp-witted and hard-driving songs and lyrics could be loosely classified as hip-hop, though his strong influence by Frank Zappa complicates any attempt to pin Caparezza to a genre. With unyielding energy and a larger than life stage persona, Caparezza pushes boundaries of what we stereotypically consider "Italian music."

Also taking the stage will be young pop sensation, Malika Ayane. Her heady and hauntingly beautiful music has made her a top draw in Italy and her music videos have been viewed by nearly fifteen million people on YouTube.

Rounding out the music series will be a performance by the as-yet undetermined winner of the HIT Week Music Contest. This televised, "American Idol"-style musical talent show is wildly popular in Italy. Its winners receive a recording contract as well as a spot on the HIT Week tour as it travels throughout North America.

Tickets to the 2014 HIT Week will be free to the public.

Special focus is made to develop links with university students with supplemental visits to FIU for workshops. Italian culture is both classic and cutting edge, yet many US music fans only know Italian music as opera and crooners. Here is a chance for US audiences to enjoy the best contemporary Italian music and culture. Tourism aspects include both business tourism involving the large number of corporate and media partners invited to the event as participants; and music-based tourism for Italian fans of the individual bands performing.

Marketing efforts are outlined earlier in this application, but include a solid partnership with the top media outlets for young people in Italy today. In the US, the festival will be previewed on radio and print magazines. Local media coverage will be scheduled. Internet marketing will also be strong, with a powerful website and social media presence. Confirmed media sponsors DeeJay TV and Radio DeeJay will record and broadcast coverage of the Festival in December.

The festival is working with a local hotel partner, the Best Western on the Bay in North Bay Village, and we have confirmed over one hundred room nights.

Funding from the TDC will enhance the tourism attractiveness of the project. With funding secured, a

wider reaching marketing campaign is possible and the festival's capacity to attract regional visitors enhanced. Moreover, funding from the TDC adds to the feasibility of presenting this wonderful and unique show free to the public. By eliminating the financial barrier to attendance, we expect this project to engage a wide audience and forge new and strengthen existing links between Italy and Miami-Dade.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 10,000	\$ 10,000	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 5,000	\$ 25,000	\$ 30,000	
Outside Other Fees/Services		\$ 3,000	\$ 3,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 2,000	\$ 3,000	\$ 5,000	\$ 2,000
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 2,000	\$ 2,000	
Travel: In County	\$ 3,000	\$ 5,000	\$ 8,000	\$ 2,000
Travel: Out of County			0	\$ 5,000
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 5,000	\$ 5,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 1,200	\$ 1,200	\$ 500
Mortgage/ Loan Payments			0	

Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 300	\$ 300	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 1,000	\$ 1,000	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 10,000	\$ 55,500	\$ 65,500	\$ 9,500
TOTAL EXPENSES	\$ 75,000			

PROJECT REVENUE BUDGET FY 2014-2015

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	\$ 30,000		46%
Rental Income			0
Corporate Support	\$ 20,000	\$ 9,500	31%
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			
CMB Fresh Air Fund	\$ 2,000		3%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 3,500		5%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 55,500	\$ 9,500	15%

Grant Amount	\$ 10,000		
Cash Revenues + Grant Amount	\$ 65,500		
Total Revenues	\$ 75,000	Total In-Kind %	15%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: B-2

ORGANIZATION: Miami Nice Jazz Festival, LLC.

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: Miami Nice Jazz Festival

SUBCOMMITTEE

RECOMMENDATION: \$ 7,500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - For-Profit

DATE(S) OF EVENT: 11-01-2014 through 11-23-2014

EVENT LOCATION: Olympia Theatre at Gusman Center, South Miami Dade Cultural Arts Center; Bardot, National Hotel

PROJECT SYNOPSIS:

Grant funds are requested to support the presentation of Miami Nice Jazz Festival, November 1 - 23, 2014. This series of world class jazz artists includes legendary and emerging jazz musicians, with styles that range from straight ahead to Latin fusion and beyond. The Festival takes place at venues throughout the county including the Gusman Center, South Miami Dade Cultural Arts Center, and various jazz venues in Miami and Miami Beach.

HOTEL CONFIRMATION:

Conrad Hotel	140 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	45	2900
Out of County	10	750
Out of State	35	400
Foreign	23	200
TOTAL	113	4250

MARKETING DETAILS: The main components of the marketing campaign launch in September, continuing through November, following an initial series of launch events in July.

One month prior to the event, the outdoor advertising goes into effect – this includes light poles banners throughout the City, and bus shelter signage, as well as a marquee outside Olympia Theater and SMDCAC. During this time, radio ads also will air on WDNA, WLRN 91.3 FM, and Classical South Florida radio stations. Print ads will come out in New Times, Miami Herald and Biscayne Times. Targeted jazz outlets will be used, such as JazzBluesFlorida.com and others. The involvement of partners will key to a successful grassroots and viral campaign. Some important partners include production partner The Rhythm Foundation, civic and cultural partners including the French Consulate in Miami, Miami Downtown Development Authority and the French American Chamber of Commerce. The festival will be coordinating the marketing campaign, to ensure that the Festival is listed in all area media, and to generate preview and post-event coverage in an extensive list of local and national media outlets. The marketing team at the Olympia Theatre and the SMDCAC, as well as the smaller jazz clubs, will also be key partners. A social media campaign will also use outlets like Facebook and Twitter.

Internationally, the Festival will be marketed as a tourism opportunity by working closely with a French travel agency. This is the same agency that markets the Nice Festival travel packages. The Festival will also be marketed during the Nice event in July, and with a selection of French and European jazz media such as TSF Jazz and Radio Nova. The Nice Jazz Festival in France has also included the Miami edition in many of its European jazz media partners.

PREVIOUS TDC FUNDING: \$10,050 (13-14); \$15,000 (12-13)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The Miami Nice Jazz Festival is an exciting project launched in 2012 as a sister project of the esteemed Nice Jazz Festival. Like our French sister city Nice, Miami is a city with a strong tourism infrastructure that celebrates both the natural beachfront beauty and a vibrant cultural life. The Nice Jazz Festival has been a cultural anchor since 1948, and has long been considered among the world's top-tier jazz events.

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

Primary events take place at the Olympia Theater, downtown Miami's 1500-capacity historic gem, the new 900-capacity South Miami-Dade Cultural Arts Center. Satellite events and post-event jam sessions occur in Bardot, the hip midtown Miami music venue, and various hotels on Miami Beach. About 6000 patrons are expected to attend events, with ticket prices ranging from free to \$75.

Schedule of Events:

November 1st : Opening night featuring Spam Allstars and Pianist Roberto Fonseca - Olympia Theater

November 1st: Etienne Charles at South Miami Dade Cultural Art Center

November 2, 5, 6: Jazz at National Hotel, Moreno's, and Bardot

November 7th: Miami's leading ladies of Jazz with Nicole Yarling, Kate Reid and Wendy Peterson conducted by the South Florida Jazz Orchestra - Olympia Theatre

November 8, 9, 12, 13, 14: Jazz at National Hotel, Moreno's, and Bardot.

November 15th :Jon Batiste and the Stay Human Band - Free concert - Catalina Hotel - Outdoor concert on Collins - Miami Beach

November 16, 19, 20: Jazz at National Hotel, Moreno's, and Bardot.

November 21st: Fred Wesley and the Hot New JB s at South Miami Dade Cultural Art Center

November 22nd: Hot Sardines at South Miami Dade Cultural Art Center

November 23rd: Jazz Brunch at National Hotel - Miami Beach

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

Partners are key to the success of this series. The French team of the Nice Jazz Festival are key in programming. The Festival forms the key event of French Weeks, an initiative of the French Consulate in Miami and French-American Chamber of Commerce, that celebrates French culture in South Florida. Production is done with the Rhythm Foundation, a non-profit cultural organization with over 27 years' experience presenting international music in Miami. The SMDCAC events incorporate the full participation of the venue staffs.

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

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 20,000	\$ 20,000	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 5,000	\$ 65,000	\$ 70,000	
Outside Other Fees/Services		\$ 5,000	\$ 5,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 5,000	\$ 25,000	\$ 30,000	\$ 5,000
Marketing: Postage/Distribution		\$ 1,000	\$ 1,000	
Marketing: Web Design/ Support/ Maintenance		\$ 5,000	\$ 5,000	
Travel: In County	\$ 5,000	\$ 10,000	\$ 15,000	\$ 10,000
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 8,000	\$ 8,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 30,000	\$ 30,000	
Mortgage/ Loan Payments			0	
Insurance			0	

Insurance / for Performance, Exhibition, Event, etc.		\$ 1,500	\$ 1,500	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 4,000	\$ 4,000	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 174,500	\$ 189,500	\$ 15,000
TOTAL EXPENSES	\$ 204,500			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 40,000		21%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 60,000		32%
Contracted Services: Special Exhibition Fees	\$ 45,000		24%
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 25,000	\$ 15,000	13%
Foundation Support			0
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0

			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 4,500		2%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 174,500	\$ 15,000	8%

Grant Amount	\$	15,000		
Cash Revenues + Grant Amount	\$	189,500		
Total Revenues	\$	204,500	Total In-Kind %	8%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: C-1

ORGANIZATION: Borscht Corp

GRANT REQUEST: \$ 25,000.00

PROJECT TITLE: Borscht Film Festival

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: 12-18-2014 through 12-21-2014

EVENT LOCATION: The Filmore Miami Beach, Miami Science Museum; Young Arts Campus, Little Haiti Cultural Center

PROJECT SYNOPSIS:

Grant funds are requested to support the 9th edition of the Borscht Film Festival, which produces and showcases the work of local filmmakers and artists telling stories that go beyond the typical portrayal of Miami. The festival also produces regional film-making workshops, concert series and site-specific screenings. The festival is scheduled to take place December 18th through the 21st at The Filmore Miami Beach and is free and open to the public.

HOTEL CONFIRMATION:

The Freehand Miami	120 room nights
Intercontinental Hotel	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	70	9,000
Out of County	0	1,500
Out of State	20	400
Foreign	10	100
TOTAL	100	11000

MARKETING DETAILS: Borscht Film Festival is well positioned to retain and grow their relationship with the original audiences that have grown in age, while marketing the festival to a newer younger audience as well. Besides creating community friendly programming, Borscht has established a marketing plan that aims to yield cumulative audience growth of 15 percent over a 3-year period. At least half of the new audience members should be expected from increased marketing, press and outreach efforts.

To accomplish these ambitious goals, BFF is modeling outreach in a similar fashion of O, Miami Poetry Festival. By exposing new Miami-Dade County residents and tourists to Borscht made Miami films, the festival broadens its partnerships and explores different areas of the city. This festival is already integrating these efforts in by creating a Bike Crawl that will have stops at local businesses playing Borscht short films in their spaces (restaurants, bars, retail shops, public parks, hotels, art galleries, etc.)

The festival has previously, and successfully, operated on a word of mouth basis. This has built an eager audience but is limited in terms of growth. Festivals moving forward will incorporate a detailed press plan including itemized press conferences announcing grant awardees, festival content and design, keeping the public informed and engaged.

Beyond traditional media, Borscht marketing efforts will include:

- o Reaching out to local theaters and cinemas with the goal of playing a Borscht short before films played

in Miami. This will spread the word to more casual movie-goers.

o Marketing and promotion of the Scarface Redux project will take place by announcing a paneled judgment of the best-uploaded clip, which will result in a free VIP pass for the festival. This will include hotel stays with the filmmakers, VIP entrance for events and access to filmmaker dinners and events. This initiative will provide incentive for increased traffic to the website in addition to interest in the festival.

o Borscht's first ever press release party to unveil graphic design, filmmakers, expected events and venues.

o Bike Crawl participants that screen Borscht shorts will expose their customers to Made in Miami work.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

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

Audience Access - \$2,500

PROJECT NARRATIVE:

Borscht Film Festival (BFF) is an attempt to redefine the perception of Miami through film- empowering locals to tell their stories & offering a global platform to share them. By sharing stories about the city both locally & globally, we increase civic pride, community engagement, & spur dialogue about the city's culture & identity.

The 9th BFF will take place Dec. 18th -21st, & will feature over 20 different screening events. BFF is always free & open to the public, however suggested donation amounts vary. For the Short Film Commissions Screening Night, the suggested donation is \$25, while smaller events are \$10. These donations help support future short film productions. Projected festivities include (but are not limited to)

- Short Film Commissions Screening (Dec. 20th): Borscht opens a request for proposals, encouraging filmmakers & artists to submit a story that engages Miami. Winning ideas receive funds and production support to make the projects come to light. The short films then go on to screen for our audience at large venues like The Adrienne Arsht. This year's main event will feature over 25 short films supported by Borscht.
- Regional Film Panels (Dec. 18-21st @ Miami Beach Cinematheque and O-Cinema): These workshops screen several short films & interactive activities related to the discussed regions. This year's planned workshops will feature work from Atlanta, Olympia, Haiti, Glasgow, & more!
- Borscht Nites (Dec. 18th @ Miami Science Museum): site specific screenings of work that empower locals to experience films made about their city in unique cultural venues.
- Bring Your Own Beamer(Dec. 19th @ Young Arts Campus): In collaboration with Young Arts, attendees bring a projector along with their own films, to project in the Bacardi Building's Jewel Box.

A primary goal of the BFF is to reflect the vibrancy of Miami Dade County to its inhabitants & to larger audiences around the country and world. Target audiences include residents of & visitors to Miami-Dade County who are interested in the city's culture & character, or it's local film & arts community.

Although a large portion of the audience is in its 20's, Borscht is evaluating current marketing strategies to broaden the festival's appeal to a more varied audience. This includes marketing partnerships with WPBT & Art Loft, and WLRN & The Miami Herald. Borscht has secured a partnership with Yelp to be featured in the Weekly Yelp (estimated weekly audience of 287,000.) Borscht has also received increased exposure by collaborating with different organizations such as O, Miami, Coral Morphologic, Young Arts & more!

Past funds awarded from a Cultural Affairs grant were applied towards Borscht's 7th festival. That year, Borscht films went on to screen at Sundance, SXSW & more. As the organization continues to grow, community support directly correlates with our level of success and global outreach. Tourist Development Council's support is essential!

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 5,000	\$ 69,000	\$ 74,000	
Personnel: Artistic	\$ 1,250	\$ 22,750	\$ 24,000	
Personnel: Technical/Production		\$ 15,000	\$ 15,000	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 13,000	\$ 2,000	\$ 15,000	
Marketing: Postage/Distribution		\$ 2,000	\$ 2,000	
Marketing: Web Design/ Support/ Maintenance	\$ 5,750	\$ 4,250	\$ 10,000	
Travel: In County		\$ 2,000	\$ 2,000	
Travel: Out of County		\$ 20,000	\$ 20,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental		\$ 22,800	\$ 22,800	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 19,000	\$ 19,000	\$ 10,000

Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 6,000	\$ 6,000	
Utilities		\$ 3,200	\$ 3,200	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 6,000	\$ 6,000	
Supplies/Materials		\$ 5,000	\$ 5,000	
Other Expenses				
Short Film Commissions, Feature Length Commissions, Interactive Film Commissions		\$ 90,000	\$ 90,000	\$ 40,000
Legal & Accounting		\$ 6,000	\$ 6,000	
Borscht Nites Event		\$ 1,000	\$ 1,000	
			0	
			0	
Subtotal	\$ 25,000	\$ 296,000	\$ 321,000	\$ 50,000
TOTAL EXPENSES	\$ 371,000			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 15,500		5%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other	\$ 100,000		31%
Rental Income			0
Corporate Support	\$ 20,000	\$ 40,000	6%
Foundation Support	\$ 101,000		31%
Private/ Individual Support	\$ 10,000	\$ 10,000	3%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds	\$ 10,000		3%
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	\$ 22,000	7%
Other Revenues		
		0
		0
		0
		0
Department of Cultural Affairs Grants		
MDC-CA Community Grant	\$ 15,000	5%
Audience Access Grant	\$ 2,500	1%
		0
		0

Grant Amount % of Total Cash

			Grant Amount % of Total Cash Revenues
Subtotal	\$ 296,000	\$ 50,000	8%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 321,000		
Total Revenues	\$ 371,000	Total In-Kind %	16%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: C-2

ORGANIZATION: Cuban American Phototheque Foundation, Inc.

GRANT REQUEST: \$ 5,000.00

PROJECT TITLE: Miami Photo Salon

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: 12-01-2014 through 12-30-2014

EVENT LOCATION: Wolfson Auditorium/ Kaplan Hall, Temple Israel of greater Miami, Cuban American Phototheque Foundation; ,

PROJECT SYNOPSIS:

Grant funds are requested to support the marketing efforts of the Miami Photo Salon, an International Photo Festival scheduled for December 1 -30, 2014, showcasing established and emerging photographers and providing local talent with intense international exposure. Latino artists will benefit most from the Festival since they are the current base of the Cuban American Phototheque Foundation's Permanent Collection, but we are seeking to include all minorities in Miami-Dade County. The Call for entries is international and sent to more the 165,000 artists worldwide.

HOTEL CONFIRMATION:

Hilton Miami Downtown	14 room blocks

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	46	1500
Out of County	20	1000
Out of State	2	1200
Foreign	2	1300
TOTAL	70	5000

MARKETING DETAILS: CAPF is a young, growing organization still working on developing critical marketing partnerships in the community as we prepare for the inauguration of our first large-scale event. As of this writing, CAPF has established partnerships with Art Districts Magazine and Art Circuits, and is currently negotiating partnerships with the Miami Herald, El Nuevo Herald, Miami New Times, Tropicult, Artburst, Miami Art Guide, and other local print outlets.

We are also approaching WDNA and WLRN for radio sponsorships and possible artist interviews, as well as Univision (Channel 23), Telemundo, and Mega TV with its assortment of Spanish-language radio and TV stations, to target Spanish-speaking audiences across South Florida.

The CAPF utilizes its website at <http://www.cubamphotoheque.org> to maintain a year-round online presence and visibility. The CAPF Facebook page also receives substantial traffic and hits, and we will be stepping up our social media presence by adding Twitter. We recently realized just how effective social media marketing is when our most recent opening on July 19 drew over 350 people, the majority of whom were responding to Facebook posts. Considering the fact that the Phototheque venue is outside of the more well-travelled art walks, this turnout was spectacular and exceeded our expectations. Additionally, we created a website for the event: <http://www.miamiphotosalonfestival.com/>

We are also thrilled to be partnering with www.callforentries.org, one of the most established, reputable and important art-related sites in the world, whose target audience is very similar to ours, to administer our photo competition and send out entry calls to their 165,000 affiliates.

Among our most concerted efforts in preparation for the Miami Photo Salon is the careful preparation of a

detailed Marketing Plan, which we have uploaded in support of this application. This plan focuses on television, radio, print and internet advertising, targeting locals, tourists and international photography aficionados. We will also be using posters, flyers, banner ads, and sending out press releases to all local community calendars as well as to international websites catering to art and photography patrons, and to international publications that cater to Art Basel patrons specifically. We will list our event in all Art Basel Wynwood Arts District promotional publications, and distribute flyers to local businesses both in the downtown and Bird Road Art District neighborhoods.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

Community Grants (CG) - \$7,500 (Pending)

PROJECT NARRATIVE:

Miami Photo Salon is an International Photography Festival taking place during Art Basel with plans to continue yearly. This event will be a salon-style venue for local and international photographers to exhibit work to large international audiences. Miami Photo Salon will take place in downtown Miami from December 2-7, 2014 in a 4,000 square-foot exhibition hall at the Kaplan Hall/ Wolfson Auditorium of Temple Israel, in the heart of the visiting international art fairs. There will also be an ancillary exhibit at the Phototheque in the Bird Road Art District from December 1 through December 30. Artist talks will take place at both locations. Admission to both exhibits will be \$10 and \$5 for students. Participating artists will pay a \$20 entry fee. Artists already in the Permanent Collection of the CAPF participate by invitation and their submission fees are waived.

The event will be publicized on our international website as well as community calendars all over Latin America, targeting visitors from those countries. The project also promotes diverse Latino communities within the US, and focuses primarily on immigrant artists working within the US and internationally. Many of these international artists have already established names and reputations in their home countries that will attract audiences from those countries. The project also provides local emerging artists with international exposure and the opportunity to have their work seen at a time when Miami is hosting the most important international art event in the world. This event will benefit our community by fomenting more interest in local photographers as well as local art shows, thus leveraging Miami's cultural reputation.

We are currently securing Media sponsors for this event so that we may build upon existing partnerships every year. Currently, our press sponsors are Art Districts Magazine and Art Circuits, and we are currently negotiating with the Miami Herald, El Nuevo Herald, Miami New Times, Tropicult, Artburst, Miami Art Guide, and others. We are also approaching WDNA and WLRN for radio sponsorships and Univision (Channel 23), Telemundo, and Mega TV for TV sponsorships, to target Spanish-speaking audiences locally and internationally. We will also use Facebook, Twitter and Instagram, as well as international web forums. Our partner in the Red Dot Art Fair, the Latin American Art Pavilion; FUNDarte, a major local presenter; and the publications announcing the event will blast their thousands of subscribers in both the US and beyond. Because our venue will be in the path of Art Basel Wynwood events, we will also list the event in maps, guides, and promotional materials directing visitors through the district.

For our inaugural event, we will fly in 4 artists and block 12 hotel room nights to accommodate them. TDC funding will be applied entirely to Marketing efforts for this large-scale event. We conservatively estimate approximately 5,000 spectators for this event.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration			0	\$ 3,500
Personnel: Artistic			0	\$ 1,500
Personnel: Technical/Production		\$ 0	0	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services		\$ 6,000	\$ 6,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 2,500	\$ 1,500	\$ 4,000	\$ 500
Marketing: Postage/Distribution	\$ 500	\$ 1,000	\$ 1,500	\$ 500
Marketing: Web Design/ Support/ Maintenance	\$ 2,000	\$ 2,000	\$ 4,000	\$ 1,000
Travel: In County		\$ 500	\$ 500	
Travel: Out of County		\$ 250	\$ 250	
Equipment Rental		\$ 0	0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 2,500	\$ 2,500	
Equipment Purchase		\$ 6,000	\$ 6,000	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental		\$ 1,115	\$ 1,115	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 5,000	\$ 5,000	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event,		\$ 500	\$ 500	

etc.		\$ 500	\$ 500	
Utilities		\$ 500	\$ 500	
Fundraising/ Development (Non-Personnel)		\$ 1,000	\$ 1,000	
Merchandise/ Concessions/ Gift Shops		\$ 1,000	\$ 1,000	
Supplies/Materials		\$ 1,500	\$ 1,500	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 5,000	\$ 30,365	\$ 35,365	\$ 7,000
TOTAL EXPENSES	\$ 42,365			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 20,000		57%
Memberships	\$ 200		1%
Tuitions/Enrollment Fees	\$ 1,400		4%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees	\$ 1,000		3%
Contracted Services: Other			0
Rental Income			0
Corporate Support		\$ 3,500	0
Foundation Support			0
Private/ Individual Support		\$ 3,500	0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
			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	\$ 265		1%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Community Grant	\$ 7,500		21%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 30,365	\$ 7,000	14%

Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 35,365		
Total Revenues	\$ 42,365	Total In-Kind %	20%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: C-3

ORGANIZATION: Little Haiti Housing Association, Inc.

GRANT REQUEST: \$ 5,000.00

PROJECT TITLE: Little Haiti Cultural Tours

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: 10-04-2014 through 12-13-2014

EVENT LOCATION: Little Haiti Cultural Center, ; ,

PROJECT SYNOPSIS:

Grant funds are requested to production costs associated with the Little Haiti Cultural Tours every Saturday from October 4 - December 13, 2014. Local and foreign tourists will experience the culturally rich and vibrant stories of immigrants that have brought the food, art, culture and music of their homeland to the center of the City of Miami. Tourist will be able explore the Little Haiti Cultural Center, Caribbean Marketplace, Libreri Mapou, Daleus Art Gallery and 3x3 Botanica,

HOTEL CONFIRMATION:

N/A	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	20	150
Out of County	10	100
Out of State	0	50
Foreign	0	10
TOTAL	30	310

MARKETING DETAILS: This plan includes:

- Email blasts (to our local, national, and international database),
- Social media (Facebook, Twitter, Instagram)
- Flyers/posters and community brochure with detailed tourist map (distributed throughout the community, businesses, schools, and organizations),
- Radio(WLRN, 1580 AM)
- Press Release
- Community Calendars
- TV (Island TV)
- Newspapers (le Floridien and Caribbean Times)
- Online Event Pages (Soul of Miami, History Miami, Haitian American Chamber of Commerce, Little Haiti Cultural Center)
- Cross promotions with neighboring Performing Arts Centers, Galleries, Theatres, Greater Miami Convention and Visitors Bureau and History Miami.

July 2014:

Develop and print marketing materials including tourist map of Little Haiti. Negotiations with all key partners, finalize grants, sponsorship/partnerships, update website. Market to possible sponsors

August 2014:

Send out press release— hard copy to Art, Community, and Business leaders locally, nationally, and internationally; electronic to our and partner's data bases, to be sent weekly during and second half of August, weekly for each event.

Marketing Synopsis: The partnership of local businesses in Little Haiti (Libreri Mapou, Leela's Restaurant, Daleus Art Gallery), the Little Haiti Cultural Center, Caribbean Marketplace, Haitian Cultural Arts Alliance and the Counsel General of the Republic of Haiti in Miami will capitalize on the local audiences that are familiar and support the initiatives of these non-profits that promote French, Haitian Creole and Haitian Culture around the world.

The attendees of these events will come from a collection of international countries. We expect a strong showing of local audiences as well as attendees from many the Caribbean including Haiti, Puerto Rico, Dominican Republic, Cuba, Martinique, Saint Martin, and Guadeloupe.

A substantial portion of CG funds will be used to market the program and reach a wider audience.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

Little Haiti Cultural walking tours is an educational and cultural experience providing local and foreign tourist an all encompassing view of the Haitian culture. Tourist will be able to visit the Caribbean Marketplace, the Little Haiti Cultural Center, Leela's Haitian Restaurant, and Liberi Mapou. These cultural heritage tours will take place in the heart of Little Haiti and the home of many tourist locations. There will be one walking tour every Saturday in October through mid December. The purpose of the tours is to: Encourage foreign and local tourist to visit Little Haiti, support local businesses and facilities therefore increasing economic development of the area, highlight and preserve the Haitian culture, art, music and history, engage young professionals, artists, and community members to showcase the Haitian culture. The price of the tours will be \$10 per person to cover the cost of the tour guide. This project is targeting the general public including local and foreign tourist. These tours will be appealing to everyone including young professionals and families within the Tri-county area. This exciting and new type of cultural exchange series will last for 9 months. Current staff will facilitate the tours. We anticipate collaborating with different artist to perform during the tours at the stage inside the Caribbean Marketplace. These artist/performers included the following:

- Delou – African Dance Company
- Rara Lakay –Haitian Musical band
- Mecca AKA Grimo – Haitian Poet
- Sejour – Haitian Comedian
- Edwidge Danticat- Haitian Writer
- Tradyson Lakay – Haitian Folklore Dance

HACDC will work with the following organization to facilitate this project:

- Little Haiti Cultural Center
- North East 2nd Ave Partnerships (NE2P)
- Big Night in Little Haiti
- Greater Miami Convention and Visitor's Bureau
- Counsel General of Haiti in Miami
- History Miami

This project has strong cultural and community component because it takes place in the distinctly unique and cultural enclave of the Little Haiti neighborhood. The tours will visit the following locations:

1. Caribbean Marketplace

260 NE 59th Ter

The Caribbean Marketplace (CMP) is a nationally recognized iconic structure designed by Charles Pawley that emulates the original open air marketplace in Haiti, "Mache (en) Fer" (Iron Market). The CMP is landmark that is used to showcase the true Haitian experience. Local and foreign tourists will find exotic arts, crafts, tropical food and delicacies native to Haiti and other Caribbean Islands.

2. Little Haiti Cultural Center

212 NE 59th Ter

The Little Haiti Cultural Center (LHCC) offers a unique opportunity for residents and visitors to gain exposure to the Afro-Caribbean culture including art, music and dance. LHCC has world class gallery exhibitions, dance performances and musical concerts.

3. Liberi Mapou

5919 NE 2nd Ave

A cultural and literary destination in heart of Little Haiti provides literature in French, English and Creole.

4. Daleus Art Gallery

The art gallery of world renowned painter Wilfred Daleus, whose collections have been showcased in many countries including France, Germany and Venezuela.

5. Leela's Restaurant

5650 NE 2nd Ave

Leela's is a family owned and operated restaurant that exemplifies the new standard for Haitian-American cuisine. Executive Chefs Mr. and Mrs. Lubin have 30 years of culinary experience absorbing a variety of styles and techniques while maintaining traditional Haitian cooking methods.

6. Neighborhood botanicas

Multiple retail locations which specialize in sales of Haitian voodoo products including herbs, essences and candles used for protection against evil spirits. Botanicas also feature traditional Haitian decorative and social artifacts.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 1,000	\$ 1,250	\$ 2,250	\$ 250
Personnel: Artistic	\$ 0		0	
Personnel: Technical/Production	\$ 0		0	
Outside Artistic Fees/Services	\$ 1,000	\$ 500	\$ 1,500	\$ 125
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 1,500	\$ 1,500	\$ 3,000	\$ 875
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance	\$ 500	\$ 375	\$ 875	\$ 125
Travel: In County	\$ 0		0	
Travel: Out of County	\$ 0		0	
Equipment Rental	\$ 0		0	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase	\$ 0		0	
Equipment Purchase / for Performance, Exhibition, Event, etc.	\$ 0		0	
Space Rental	\$ 0		0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 0		0	
Mortgage/ Loan Payments	\$ 0		0	
Insurance	\$ 0		0	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities	\$ 0		0	

Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials	\$ 1,000	\$ 3,750	\$ 4,750	\$ 250
Other Expenses				
Professional	\$ 0		0	
Misc/Various	\$ 0		0	
			0	
			0	
			0	
Subtotal	\$ 5,000	\$ 7,375	\$ 12,375	\$ 1,625
TOTAL EXPENSES	\$ 14,000			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 0		0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 0		0
Foundation Support	\$ 0		0
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0

Gov't Grants: Local			
MD County	\$ 0		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	\$ 7,375		60%
Other Revenues			
Program Income	\$ 0		0
Miscellaneous	\$ 0	\$ 1,625	0
			0
Housing & Development	\$ 0		0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 7,375	\$ 1,625	40%
Grant Amount	\$		

Grant Amount	5,000		
Cash Revenues + Grant Amount	\$ 12,375		
Total Revenues	\$ 14,000	Total In-Kind %	13%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: C-4

ORGANIZATION: Miami Beach Arts Trust, Inc.

GRANT REQUEST: \$ 5,000.00

PROJECT TITLE: MiamiArtZine.com

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: 10-01-2014 through 09-30-2015

EVENT LOCATION: MiamiArtZine.com, ; ,

PROJECT SYNOPSIS:

Funds are requested to support miamiartzine.com, a free online publication dedicated to promoting the arts and culture in Miami-Dade County. One of the primary purposes for MiamiArtZine is to provide tourists and potential tourists with a tool to understand what arts & culture activities are going on when they visit. Miamiartzine.com is a resource used by Miami-Dade County residents and visitors from the US and over 135 other countries.

HOTEL CONFIRMATION:

N/A

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	45	101200
Out of County		20000
Out of State		10000
Foreign		20000
TOTAL	45	151200

MARKETING DETAILS: While Miamiartzine.com is published only in English, it promotes and covers cultural events that are produced in Creole, French, Spanish, Portugese and other languages that are spoken in the Miami-Dade Community. Art is a universal language, and miamiartzine.com, a forum for Miami-Dade County, both reflects and promotes art in all its spoken and written languages for all of the County's people.

Miamiartine.com is promoted directly to the community through the distribution of flyers and palm cards at local events; through ad swaps with other arts organizations, venues, performance companies and galleries; and at fundraising events that are open to the public.

Each week 2 emails are sent to subscribers numbering over XXXX
Each Wednesday an email is sent offering an incentive ticket give-away and every Friday the "What's happening in the Magic City" goes out highlighting the upcoming weekends offerings.

Subscrivbers to the email blast come from over 70 of the 135 counties represented with visits and more sign up for the weekly newsletters on a regular basis.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

Community Grants (CG) - \$7,500 (Pending)

PROJECT NARRATIVE:

Miami Beach Arts Trust (MBAT) began publishing miamiartzine.com, a vibrant, free online magazine dedicated to fulfilling MBAT's mission of building public awareness, participation and financial support for the arts and culture of Miami-Dade County in October 2005.

We have become a resource for individuals seeking to experience all of the arts/cultural opportunities that our community has to offer; particularly the avant garde, experimental and indigenous cultural happenings that the mainstream press often overlooks. With comprehensive coverage of theater, dance, music, film, visual and literary arts, miamiartzine.com fills that gap that began to widen as the local press cut back on arts coverage while the community's cultural landscape has continued to expand.

Miamiartzine.com presents original articles, regular features, reviews, artist profiles, employment listings, an arts calendar, and photo galleries of arts and cultural events. The breadth of coverage is unparalleled in South Florida; but more importantly, miamiartzine.com covers the work of smaller venues, indigenous arts organizations, and local artists that are often overlooked by the commercial press. Produced by a single paid staff member: a part-time editor; and a cadre of dedicated volunteer writers and photographers miamiartzine.com is a labor of love. All administration of MBAT and miamiartzine.com is managed by it's volunteer Board of Directors.

There is no other resource that provides the visitor & potential visitor a comprehensive look at the cultural offerings avoable in Miami-Dade county.

Miamiartzine.com is a free online publication on the World Wide Web. It is available to anyone with access to a computer or smart-phone with an internet connection.

It is a free resource that offers an arts calendar, reviews, artist profiles, articles and photos to individuals who are interested in the arts and cultural offerings in Miami-Dade County. It is the one publication that includes information about lesser known venues, galleries, as well as the avant garde and experimental offerings in our community.

Miamiartzine.com is updated daily and is available to all, 365 days a year, 24 hours per day. There are no barriers to use other than the ability to access the website.

Anyone, anywhere in the world can log onto MiamiArtZine.com to find out what cutural activities are going on. This presents Miami_Dade as a culurally rich area that is attcactive to vistors who want that kind of experience.

Miamiartine.com is promoted directly to the community through the distribution of flyers and palm cards at local events; through ad swaps with other arts organizations, venues, performance companies and galleries; and at fundraising events that are open to the public.

Funding from the TDC will allow us to initiate outreach to tourists by enhancing our marketing strategy

with targeted promotions through social media resulting in a broader reach to potential visitors.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration			0	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 2,500	\$ 23,500	\$ 26,000	
Outside Other Fees/Services		\$ 5,000	\$ 5,000	\$ 10,000
Marketing ADV/ PV/ Printing/ Publication		\$ 1,000	\$ 1,000	
Marketing: Postage/Distribution		\$ 250	\$ 250	
Marketing: Web Design/ Support/ Maintenance	\$ 2,500	\$ 5,000	\$ 7,500	
Travel: In County		\$ 750	\$ 750	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.			0	

Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses				
Meeting Expense		\$ 800	\$ 800	
			0	
			0	
			0	
			0	
Subtotal	\$ 5,000	\$ 36,300	\$ 41,300	\$ 10,000
TOTAL EXPENSES	\$ 51,300			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships	\$ 1,000		2%
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	\$ 2,000		5%
Foundation Support			0
Private/ Individual Support	\$ 5,300	\$ 10,000	13%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds	\$ 5,500		13%
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
			0

		0
		0
Gov't Grants: Local		
		0
		0
		0
Gov't Grants: The Children's Trust (Direct Funding)		0
Merchandise/ Concessions/ Gift Shop Revenues		0
Investment Income (Endowment)		0
Interest and Dividends		0
Cash on Hand		0
Other Revenues		
Advertising sales	\$ 15,000	36%
		0
		0
		0
Department of Cultural Affairs Grants		
Community Grant	\$ 7,500	18%
		0
		0
		0
		Grant Amount % of Total Cash Revenues

Subtotal	\$ 36,300	\$ 10,000	12%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 41,300		
Total Revenues	\$ 51,300	Total In-Kind %	24%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: C-5

ORGANIZATION: Miami Dade College Foundation, Inc. - Museum of Art and Design **GRANT REQUEST:** \$ 25,000.00

SUBCOMMITTEE

PROJECT TITLE: Shen Wei - In Black, White and Gray **RECOMMENDATION:** \$ 15,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 12-05-2014 through 02-01-2015

EVENT LOCATION: MDC Museum of Art & Design - Freedom Tower at Miami Dade College, ; ,

PROJECT SYNOPSIS:

Grant funds are requested for the world premiere exhibition and performances by renowned Chinese artist, Shen Wei. The event will take place Dec. 3-7, 2014 at the Freedom Tower in downtown Miami, during Art Basel. The exhibition opens with a series of five performances and will be on display until Feb. 1, 2015. Wei was lead choreographer for the 2008 Beijing Olympics opening ceremony. Paintings will be presented with an interpretative dance commenting on the painting.

HOTEL CONFIRMATION:

Viceroy Hotel	16 room blocked
Miami Holiday Inn	6 rooms blocked

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	0	32263
Out of County	0	3000
Out of State	0	2000
Foreign	13	2000
TOTAL	13	39263

MARKETING DETAILS: 1.) The MDC Museum of Art + Design and MDC Live Arts both fully utilize traditional marketing strategies to reach diverse populations within the Miami community. Strategies include paid advertising in print and online applications in both Spanish and English, distribution of marketing materials in various centers and use of broad and inclusive contact lists for web-based promotions and social media. Additionally, these efforts are supported by the Spanish, English, and Haitian Creole language-capable Media Relations department at MDC which continually works to identify marketing opportunities, cultivate press contacts, and negotiate advertisement rates. The marketing plan for The Art of Shen Wei- In Black, White and Gray incorporates the above strategies with an international media campaign targeting such industry standard publications as Art In America and ArtForum, the go-to publications for an international audience of arts enthusiasts, collectors and professionals. We are currently pitching an advance piece in order to draw audience to Miami for Art Fair Week and Art Basel to experience the historic multidisciplinary event. Other national and international media efforts include The New York Times and National Public Radio. Additionally the show will be featured in guides and publications related to Art Fair Week. Local paid advertising outlets include The Miami Herald, WLRN, Art Basel Magazine, Miami Rail, INFRACULTURE, Miami New Times, Biscayne Times, Art Currents and Miami Art Guide. The Museum exhibition and programs are advertised on large banners on the exterior of the building which face Biscayne Boulevard reaching over 100,000 impressions each month. Additionally, closely tied to marketing efforts are sponsorship opportunities which are in development and include co-promotional methods in which sponsors incorporate the promotion of the project into their own marketing while their brand is promoted with The Art of Shen Wei- In Black, White and Gray. Sponsors being approached in addition to hotels include other high-end national and international companies that would benefit from the visibility and from being associated with an artist and show of the caliber of Shen Wei at Freedom Tower in Miami during Art Fair Week.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

Hannibal Cox, Jr. (HCJ) - \$10,000

PROJECT NARRATIVE:

The Museum of Art + Design (MOAD) at Miami Dade College (MDC), in partnership with MDC Live Arts will present The Art of Shen Wei - In Black, White, and Gray, the artist's first solo museum exhibition in the U.S. The exhibition combines Shen Wei's award-winning choreography with a groundbreaking new series of large-scale works to be unveiled during Art Basel Miami Beach 2014 at MDC's signature exhibition site, the Freedom Tower located in downtown Miami.

Opening with a series of five public performances, the exhibition runs from December 5-7, 2014. Ancillary events include lectures, receptions, and coordinated programs. The exhibition will remain on display at the museum through February 1, 2015. Exhibition and performances will be free and open to the public. An invitation-only exhibition preview, performance, and reception for select guests and Art Basel VIP cardholders is scheduled for December 4, 2014.

The Art of Shen Wei is being presented on Wei's second visit to Miami. This anticipated exhibition presents a dramatic shift in the artist's extensive repertoire, unveiling 11 new paintings that explore movement, physicality of paint and the objective landscape, while choreographing contemplative and interpretive performances based on these works. Wei, a choreographer, director, dancer, painter and designer, is internationally renowned for his cross-cultural, boldly visual movement-based spectacles.

It is expected to be well-attended due to Wei's vast popularity among global audiences. Also, the Freedom Tower is the ultimate site due to its high visibility and proximity to Bayside Marketplace, the Port of Miami, and other cultural attractions that draw an international body of tourists. Recognized as a popular local tourist destination, the Freedom Tower welcomes 35,000 tourists on an annual basis, including many guests visiting from cruise ships or visitors frequenting the Bayside marketplace.

An international media campaign is planned to market The Art of Shen Wei targeting publications such as Art In America and ArtForum, the go-to publications for an international audience of arts enthusiasts, collectors, and professionals. We are currently pitching an advance piece in order to draw audience to Miami for Art Fair Week and Art Basel to experience this multidisciplinary event.

The Museum of Art + Design (MOAD) is working in close collaboration with MDC Live Arts on this large-scale event to share the expense of staging an event of this scale. We anticipate the target audience for The Art of Shen Wei to include the international art fair audience, collectors of Shen Wei from around the world, and art enthusiasts throughout Miami-Dade County. Support from the Tourist Development Council will help offset the expense of bringing an exhibition of this magnitude to our county, and highlighting Miami's profile as a center for globally relevant art, culture, and discourse thereby securing our role as a cultural tourist destination.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 75,000	\$ 75,000	
Personnel: Artistic		\$ 0	0	
Personnel: Technical/Production		\$ 55,000	\$ 55,000	
Outside Artistic Fees/Services	\$ 5,000	\$ 80,000	\$ 85,000	
Outside Other Fees/Services		\$ 50,000	\$ 50,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 20,000	\$ 20,000	\$ 40,000	
Marketing: Postage/Distribution		\$ 0	0	
Marketing: Web Design/ Support/ Maintenance		\$ 0	0	
Travel: In County		\$ 0	0	
Travel: Out of County		\$ 0	0	
Equipment Rental		\$ 0	0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 0	0	
Equipment Purchase		\$ 0	0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 0	0	
Space Rental		\$ 0	0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 0	0	
Mortgage/ Loan Payments		\$ 0	0	

Insurance		\$ 0	0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 0	0	
Utilities		\$ 0	0	
Fundraising/ Development (Non-Personnel)		\$ 0	0	
Merchandise/ Concessions/ Gift Shops		\$ 0	0	
Supplies/Materials		\$ 0	0	
Other Expenses				
Hotel Viceroy			0	\$ 10,000
			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 280,000	\$ 305,000	\$ 10,000
TOTAL EXPENSES	\$ 315,000			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 0		0
Memberships	\$ 0		0
Tuitions/Enrollment Fees	\$ 0		0
Contracted Services: Outside Programs/ Performances	\$ 0		0
Contracted Services: Special Exhibition Fees	\$ 0		0
Contracted Services: Other	\$ 0		0
Rental Income	\$ 0		0
Corporate Support	\$ 50,000	\$ 10,000	16%
Foundation Support	\$ 25,000		8%
Private/ Individual Support	\$ 5,000		2%
Other Private Support: Auxiliary Activities	\$ 10,000		3%
Other Private Support: Special Event Proceeds	\$ 0		0
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
			0
			0

			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)	\$ 0		0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 0		0
Investment Income (Endowment)	\$ 0		0
Interest and Dividends	\$ 0		0
Cash on Hand	\$ 105,000		34%
Other Revenues			
MDC Live Arts Co-Production Funds	\$ 75,000		25%
			0
			0
			0
Department of Cultural Affairs Grants			
Hannibal Cox Jr. Cultural Grants (HCJ)	\$ 10,000		3%
			0
			0
			0
			Grant Amount % of Total Cash Revenues

Subtotal	\$ 280,000	\$ 10,000	8%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 305,000		
Total Revenues	\$ 315,000	Total In-Kind %	3%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: C-6

ORGANIZATION: The Peter London Global Dance Company

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: "Jazz Love Night at the Arsht"

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: 12-12-2014 through 12-14-2014

EVENT LOCATION: Carnival Studio at the Adrienne Arsht Performing Arts Center, ; ,

PROJECT SYNOPSIS:

Grant funds are requested to support "Jazz Love Night at the Arsht," three dance performances by the members of the Peter London Dance Global Dance Company that will be held on December 12 - 14, 2014, at the Carnival Studio, Arsht Center for the Performing Arts in Miami, and will present the world premiere of the work of five distinguished choreographers. The program showcases innovative interpretations of dances inspired by American jazz and Caribbean steel pan instrumental music.

HOTEL CONFIRMATION:

Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	8	500
Out of County		200
Out of State	2	150
Foreign		50
TOTAL	10	900

MARKETING DETAILS: The program will be promoted through printed media, radio, magazines, and social media.

An important component will be the use of the consulates from the countries of the Caribbean that have developed close ties with Director Peter London; among others, they include Jamaica, Trinidad & Tobago, and the British Virgin Islands.

The marketing plan for this project includes the following components:

- * Print/media interviews by the artistic director and by guest choreographers and dancers
- * Radio interviews with artistic director and guest choreographers
- * Print/media advertisements
- * E-blasts to all contacts in the organization's mailing list and through Constant Contact
- * Flyer distribution at city-wide cultural and non-cultural events prior to the performances
- * Networking to have the programs publicized by other arts organizations through the e-blast process and PSAs in local and regional media
- * Promotion of the event through cultivated contacts and social media via Facebook, Youtube and Twitter.
- * Facilitate ticket purchase by setting-up online ticket purchase option with EventBrite and Paypal.
- * Special ticket sale plan requiring all the members of the Board of Directors to sell a set number of tickets.
- * Engagement of a marketing agency to promote the project.
- * Support from the Little Haiti Cultural Center (where the company is based) that will provide free advertisement service through their communications outlet.
- * Support from The Knight Foundation through its communication /media services.
- * Use of existing partnerships with universities and colleges (i.e., University of Miami, FIU, Miami Dade

College) to promote the programs to their alumni outside the area

* Promote the program through regional events calendar (i.e., Greater Miami Convention and Visitors Bureau)

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

community Grants (CG) - \$3,500 (Pending)

PROJECT NARRATIVE:

The Peter London Global Dance Company Inc., was founded to provide local dancers and choreographers with opportunities to create original work, develop their professional skills and remain in the area or return to it. In December 2014, PLGDC will present "Jazz Love Night at the Arsht," a new project that showcases the world premiere of dances created by five distinguished choreographers with ties to the South Florida community. Of special interest in the program is the fusion of American jazz classics with steel pan music from the Caribbean in an integration of cultural characteristics from our multi-ethnic community; one of the most innovative components of the program will be the fusion of traditional jazz music with Caribbean music (i.e., Calypso rhythms) and instruments (i.e., a Steel Pan Combo).

The three performances will be presented during three consecutive nights (December 12th, 13th, and 14, 2014) at the Carnival Studio (Arsht Center for the Performing Arts) in Miami. Prices for the event will be \$35; a number of tickets have been set aside for the county's Culture Shock and Golden Tickets programs which provide low cost and/or free tickets to students and seniors. Ancillary events include workshops/demonstrations at the Little Haiti Community Center; these will be open to students from the area's dance schools and provide insights into the choreographic processes.

The five choreographers are: Armando Gonzalez (currently with Geneva Ballet, Switzerland); Justin Rapaport (from The Juilliard School in NYC), Gentry George (former Alvin Ailey Dance Company dancer who has his own dance company in New York); Lloyd Knight (soloist with the Martha Graham Dance Company), and company founder, Peter London.

The event will be promoted to dance enthusiasts throughout the United States and to consulates of the countries represented in Miami. Peter London, PLGDC's founder, has a sterling reputation as a dancer and choreographer, and his productions have received great acclaim in the field of contemporary dance. Marketing efforts will include print media, social media, television and radio advertisements and public service announcements in addition to extensive promotion to the Arsht Center and the Knight Foundation's email lists.

At this time, media and hotel sponsors have been identified and are being recruited to support "Jazz Love Night at the Arsht;" it is expected that contracts with hotels will be finalized by the middle of September 2014. Initial estimates indicate that hotel rooms may be blocked for at least 50 hotel nights while visiting choreographers come to town for rehearsals and for the final performances.

TDC funds will help to fund promotional materials and pay for publicity. The program will also be publicized through the Greater Miami Convention and Visitor Bureau promotional materials, in local and

regional cultural calendars, in hotels and in specialized publications starting in the month of September 2014.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 2,500	\$ 2,500	\$ 1,000
Personnel: Artistic		\$ 4,000	\$ 4,000	\$ 4,000
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 15,000	\$ 15,000	
Outside Other Fees/Services	\$ 1,500	\$ 4,500	\$ 6,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 9,000		\$ 9,000	
Marketing: Postage/Distribution	\$ 1,000		\$ 1,000	
Marketing: Web Design/ Support/ Maintenance	\$ 500		\$ 500	
Travel: In County	\$ 3,000		\$ 3,000	
Travel: Out of County		\$ 3,000	\$ 3,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	\$ 6,000
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event,			0	

etc.			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses				
Security, Cleanup		\$ 350	\$ 350	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 29,350	\$ 44,350	\$ 11,000
TOTAL EXPENSES	\$ 55,350			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 20,000		45%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 1,500	\$ 6,000	3%
Foundation Support	\$ 4,000		9%
Private/ Individual Support	\$ 350	\$ 5,000	1%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0

			0
			0
Gov't Grants: Local			
			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Community Grant	\$ 3,500		8%
			0
			0
			0
			Grant Amount % of Total Cash Revenues

Subtotal	\$ 29,350	\$ 11,000	34%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 44,350		
Total Revenues	\$ 55,350	Total In-Kind %	25%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: C-7

ORGANIZATION: Unity Coalition | Coalicion Unida, Inc

GRANT REQUEST: \$

15,000.00

PROJECT TITLE: UC|CU's Celebrate ORGULLO Festival, showcasing Hispanic LGBT Pride

SUBCOMMITTEE

RECOMMENDATION: \$

7,500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-04-2014 through 10-04-2014

EVENT LOCATION: North Shore Bandshell, NA; NA,

PROJECT SYNOPSIS:

Grant funds are requested to support the marketing and production efforts for the Unity Coalition|Coalicion Unida's Celebrate ORGULLO Festival, taking place on Saturday, Oct 4, 2014 at Collins and 73rd Street, Miami Beach, in order to develop travel and tourism in South Florida. Our market of Hispanic LGBT Culture, Heritage and Pride - in collaboration with various hotels, non- profits, and local governmental and private institutions will strongly promote local and out of town travel.

HOTEL CONFIRMATION:

Betsy Hotel	20 room nights
Carlton Hotel	10 room nights
Shelborne Hotel	20 room night blocked

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	85	3800
Out of County	60	1500
Out of State	25	500
Foreign	20	1500
TOTAL	190	7300

MARKETING DETAILS: We are proudly working with CityBash Group as our P.R. agency of record, along with a multi-layered advertising & social media campaign. This includes (but not limited to) 150+ TV PSA spots on Comcast (English & Spanish; multiple 1/4 page ads in the Miami Herald & El Nuevo Herald, as well as extensive advertising in AMBIENTE Magazine (English, Spanish & Portuguese), HotSpots (English), Genre Latino (Spanish), Mark's List (English), and various others.

Our Social Media promotions and marketing includes direct e-blasts, Facebook, Twitter, YouTube and more.

We host over 20 Sanctioned Event leading up to the actual festival - all of which involve print & electronic promotion, printed posters, flyers and a Festival Program Guide - distributed across South Florida prior to, and at the festival.

As part of our programming & promos, we have partnered with the Betsy Hotel Group, New World Symphony SoundScape park & the Miami Short film Festival - all which will be cross promoting Celebrate ORGULLO.

Finally, we will once again work with the Greater Miami Convention & Visitors Bureau to conduct an on-site attendees survey.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

MBVCA - \$10,000 (Pending)

PROJECT NARRATIVE:

Started in 2011, produced by Unity Coalition|Coalición Unida (UC|CU), the Celebrate ORGULLO Festival Showcases Hispanic Pride during Hispanic Heritage & LGBT Pride Month - The First Event of its kind in the US. UC|CU is the First & Only organization for the So. Fla. Latino|Hispanic|LGBT Community - advancing Equality & Justice, and providing community outreach since 2002.

- With attendance well over 6,500 for festival day and well over 25,000 for all ORGULLO events combined for 2013...our programming, advertising, community outreach, partnership with the City of Miami Beach, sanctioned events and entertainment lineup, we completely expect our numbers to continue to significantly increase, covering demographics in every category, age, orientation, ethnic and economic bracket.

- The event is free and open to the public and a portion of the proceeds from the sale of food and beverages will benefit our LGBT College Scholarship Fund and year round programming of the Unity Coalition|Coalicion Unida, Inc.

Celebrate ORGULLO SCHEDULE of EVENTS

ORGULLO Musica de JAZZ Hispanic LGBT Nights Series at the Betsy Hotel

Wed, Sept. 24- 8pm: BARBARA ALONSO Thur, Sept. 25- 8pm: RICK JAZZED

Wed, Oct 1- 8pm: ROLANDO POLO Thur, Oct 2- 8pm: NEW WORLD SYMPHONY samplings

ORGULLO Mixer: Art, Artists & Writers | LGBT Center | FREE

Wednesday, October 1, 2014 - 7pm

Meet writers ELLIOT TORRES (NYC), ALBERTO GARCIA PUJALS (Spain), MARIA MEJIA (Colombia) and

hear readings from their latest works, Q&A, along with artists ASHELY KOLODNER & more

SALSA DANCE CONTESTS

Compete for GRAND PRIZE on the ORGULLO MAIN STAGE on Sat., OCT. 4th for the DANCE FINALS -

TWIST - Thurs, Sept 11th - DANCE CONTEST

JAMBOREE - Wed, Sept 24th - DANCE CONTEST

HAVEN - Tues, Sept 23rd, 5-7pm | ORGULLO Happy Hour. Sept. 30th - DANCE CONTEST

BAILO - Wed, Sept 24th | DANCE CONTEST

WET BAR - Fri, Sept 26th | DANCE CONTEST

SoundScape Park | GayFace Art/Photography Projections | 17th Street & Washington Avenue | FREE

Wed, Sept 25, Wed Oct 1, Thur Oct 2-5, 2014

Celebrate ORGULLO FESTIVAL EVENTS (all on Saturday, October 4, 2014)

Sat, Oct 4, 2014 | Collins Avenue & 73rd Street, Miami Beach | FREE

- Writers ROOM Pavillion, presented by Betsy Hotel | 12 noon - 6pm | FREE

Meet writers ELLIOT TORRES, ALBERTO GARCIA PUJALS, MARIA MEJIA and hear readings from their latest works, Q&A, etc.

- SHORTS Under the STARS | Miami Short Film Festival | 7pm Cabana Stage | FREE

- Show your GayFace at ORGULLO Photographic Arts Project by ASHLEY KOLODNER | All day | FREE

- ARTISTS to appear on the ORGULLO STAGES on Oct 4th...

Chilean Pop Star & Actor GIOVANNI FALCHETTI; Latin singing sensation BARBARA ALONSO
Int'l. Singer & Reality Star JEI; Recording Artist & Dancer DC CRUZ; Latin Singer/Dancer RYCH NIEL
Pop Artist JAYQUAN; ElectroPop artist YUKIOH; Rock Artist FLOYD; DJ CITIZEN JANE (Miami), DJ
MAXIMUS 3000 (Miami), DJ ROMULLO AZARO (Brazil); PRIDE STEEL BAND

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration			0	\$ 14,500
Personnel: Artistic	\$ 2,000	\$ 7,000	\$ 9,000	
Personnel: Technical/Production	\$ 1,750	\$ 2,050	\$ 3,800	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 3,500	\$ 1,500	\$ 5,000	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	\$ 3,000
Travel: In County		\$ 1,000	\$ 1,000	
Travel: Out of County		\$ 6,000	\$ 6,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 6,550	\$ 17,950	\$ 24,500	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.	\$ 1,200	\$ 300	\$ 1,500	

Utilities			0	
Fundraising/ Development (Non-Personnel)		\$ 6,000	\$ 6,000	
Merchandise/ Concessions/ Gift Shops		\$ 3,500	\$ 3,500	
Supplies/Materials		\$ 4,000	\$ 4,000	
Other Expenses				
Sanitation		\$ 4,500	\$ 4,500	
Police		\$ 3,700	\$ 3,700	
Fire/Rescue		\$ 1,500	\$ 1,500	
Permits		\$ 4,000	\$ 4,000	
			0	
Subtotal	\$ 15,000	\$ 63,000	\$ 78,000	\$ 17,500
TOTAL EXPENSES	\$ 95,500			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships			0
Tuitions/Enrollment Fees	\$ 6,000		8%
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		\$ 17,500	0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds	\$ 16,000		21%
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	\$ 16,000		21%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Sponsorship Income - Celebrate ORGULLO Festival	\$ 15,000		19%
MB VCA Grant (Opens on Aug 1st)	\$ 10,000		13%
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$	\$ 47,500	100%

SUBTOTAL	63,000	\$ 17,500	19%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 78,000		
Total Revenues	\$ 95,500	Total In-Kind %	22%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: D-1

ORGANIZATION: The Dirt Box

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: SEED FOOD AND WINE FESTIVAL

SUBCOMMITTEE

RECOMMENDATION: \$ 5,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - For-Profit

DATE(S) OF EVENT: 10-15-2014 through 10-19-2014

EVENT LOCATION: Midtown Miami, O Cinema Wynwood; Miami Beach Botanical Gardens, GALE HOTEL

PROJECT SYNOPSIS:

Grant funds are requested to support the marketing, public relations and production costs of the Seed Food and Wine Festival on October 15-19, 2014 featuring dinners, film screening and children's programming, culminating in a large indoor/outdoor festival celebrating health and wellness at the 'Art Miami' tent in Midtown Miami. Engaging and educating patrons on the healthy benefits of conscious and sustainable living.

HOTEL CONFIRMATION:

Eden Roc Resort	110 room nights
Betsy Hotel	10 room nights
Hilton Omni	60 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	18	3320
Out of County	8	1020
Out of State	10	765
Foreign	0	15
TOTAL	36	5120

MARKETING DETAILS: We have designed and implemented a campaign with a reach of over 2 million gross impressions.

1. Print advertising in national, local and regional targeted publication, Origin Magazine, Thrive Magazine, Veg News, these contracts have already been executed and advertisements will begin to be published in mid-July. We have also secured an extensive marketing campaign with the New Times in Miami and Broward and Palm Beach, with print, social media, email and mobile marketing from July 15th to October 19th, as well as, Edible South Florida full page ads in their Summer and Fall issues.
2. We have hired JL PR to provide our public relations presence with monthly media alerts, social media promotions and placed editorial in key publications, televisions and radio media. Already confirmed press includes: Huffington Post, Ocean Drive, Six In The Mix, NBC News Miami, Miami Magazine, Boca Magazine, Miami Herald, One Green Planet, Veg News and Deco Drive.
3. A street team to strategically place 30,000 palm cards, 200 posters, 10,000 brochures, and 5,000 program books across Florida, at health and wellness festivals, restaurants, gyms, yoga studios, grocery stores, farmers markets and doctors offices.
4. A social media campaign with Facebook and Twitter advertising, promotions on Instagram and Pinterest will run from May to October reaching over 100,000 users.
5. Electronic mail announcements through email partnerships with several organizations and sponsors

including: Mindfulcity.com, orginmagazine.com, vegnews.com with a combined reach of 350,000 as well as email newsletter announcements through to our own database of 3,000.

6. Cyber based listings on miamiandthebeaches.com, Miami.com, HappyCow.com, MindfulCity.com and the Miami Chamber of Commerce.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

MBVCA - \$33,750

PROJECT NARRATIVE:

Seed Food and Wine Festival is the first plant-based conscious food and wine festival of its kind in the United States. The festival will reach thousands of conscientious consumers, vegans, vegetarians, locavores, foodies, animal lovers and those who want to find out more about living a healthy, conscious and sustainable life. An innovative festival in a premier location ensures long term success, drawing thousands of health conscious foodies from around the world.

The festival is taking place October 15-19, 2014. With (7) diverse events:

Wednesday |7pm to 10pm | Film Screening of new documentary FAT SICK & NEARLY DEAD 2 at O Cinema Wynwood \$30

Thursday|7pm to 10pm | VIP Cocktail Reception and 'green' carpet Miami Beach \$65

Friday |7pm to 10pm | Seated dinner and wine pairing event with James Beard nominated chefs, Rich Landau and Kate Jacoby - location TBA \$100

Saturday |10am to 7pm | all day large festival with tasting village, farmer's market, seminars by experts in plant based living, environmental sustainability, wine tastings, urban farming, yoga classes & chef demonstrations at the 'ART Miami' Tents in Midtown Miami \$35

Saturday |7pm to 10pm | Signature White Lotus dinner & wine pairing with James Beard nominated chef and author, Matthew Kenney at the Freedom Tower Downtown Miami \$125

Sunday| 11am to 2pm | Beachside Brunch at the Eden Roc Resort Miami Beach \$50

Sunday |2pm to 5pm| Sprouts kids day with workshops on healthy eating, growing your own garden, kids yoga & cupcake decorating at Miami Beach Botanical Gardens \$10

The festival will attract a regional & national audience by showcasing health and wellness in a fun, engaging and delicious way celebrating chefs, experts, authors, businesses and celebrities in & across Miami and the beaches.

We have an extensive marketing plan in affect with full page ads running in national, regional & local publications, a comprehensive website showcasing the festival, social media presence and promotions on Facebook, Twitter & Instagram. Our PR firm, JL PR, has secured editorial coverage with Six In The Mix NBC, Deco Drive, Miami Herald, Huffington Post, Miami Magazine, Veg News, Natural Awakenings,

Edible South Florida & Boca Magazine. Seed has a strong 30 person Advisory Council with a reach of over 200,000, & they are promoting the festival, as well as, a street team placing 30,000 palm cards, brochures & posters in restaurants, yoga studios, doctors offices and health and wellness festivals across the state.

SFWF has secured media sponsorship from Origin Magazine, Thrive Magazine, Veg News, Edible South Florida, Muses and Visionaries Magazine and New Times. We have also secured hotel agreements with the Eden Roc and Hotel 18 with a total of 170 room nights.

TDC funding will be an invaluable resource in bringing our event to a national and local audience, hosting events at premiere locations and support larger marketing including television advertising and billboard marketing.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 16,000	\$ 16,000	
Personnel: Artistic		\$ 0	0	
Personnel: Technical/Production		\$ 0	0	
Outside Artistic Fees/Services		\$ 2,000	\$ 2,000	
Outside Other Fees/Services		\$ 3,000	\$ 3,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 8,000	\$ 14,000	\$ 22,000	
Marketing: Postage/Distribution		\$ 2,500	\$ 2,500	
Marketing: Web Design/ Support/ Maintenance	\$ 1,000	\$ 2,000	\$ 3,000	
Travel: In County		\$ 1,500	\$ 1,500	
Travel: Out of County		\$ 4,000	\$ 4,000	
Equipment Rental	\$ 0	\$ 0	0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 3,000	\$ 34,000	\$ 37,000	
Equipment Purchase	\$ 0	\$ 1,500	\$ 1,500	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 3,000	\$ 24,000	\$ 27,000	
Mortgage/ Loan Payments			0	
Insurance		\$ 1,750	\$ 1,750	
Insurance / for Performance, Exhibition, Event, etc.			0	

Utilities		\$ 500	\$ 500	
Fundraising/ Development (Non-Personnel)		\$ 500	\$ 500	
Merchandise/ Concessions/ Gift Shops		\$ 3,000	\$ 3,000	
Supplies/Materials		\$ 5,000	\$ 5,000	
Other Expenses				
Shuttles		\$ 1,000	\$ 1,000	
Security		\$ 2,000	\$ 2,000	
Permits / Policie		\$ 2,000	\$ 2,000	
Waste Management		\$ 3,000	\$ 3,000	
			0	
Subtotal	\$ 15,000	\$ 123,250	\$ 138,250	0
TOTAL EXPENSES	\$ 138,250			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 39,500		29%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees	\$ 15,000		11%
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 20,000		14%
Foundation Support			0
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0

			0
Gov't Grants: Local			
VCA	\$ 33,750		24%
			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	\$ 15,000		11%
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues

Subtotal	\$ 123,250	0	11%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 138,250		
Total Revenues	\$ 138,250	Total In-Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: E-1

ORGANIZATION: Community AIDS Resource, Inc., d/b/a Care Resource

GRANT REQUEST: \$ 25,000.00

PROJECT TITLE: White Party Week

SUBCOMMITTEE
RECOMMENDATION: \$
25,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 11-26-2014 through 12-01-2014

EVENT LOCATION: PAMM | Pérez Art Museum Miami, 12th Street Beach - OCEAN DRIVE; Club SPACE, National Hotel

PROJECT SYNOPSIS:

Grant funds are requested to support Care Resource's "White Party Week" taking place from November 26 through December 1, 2014. This annual fundraising week includes Miami's best venues and locals, celebrated national sponsors, internationally renowned DJs and entertainers, celebrity appearances and some of the World's hottest parties. This year, attendees are invited to break step into a fantastic world of white tuxedos, tiaras, gowns and satin gloves over at the Perez Art Museum of Miami.

HOTEL CONFIRMATION:

The National Hotel	350 rooms blocked

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	39	2500
Out of County	10	3000
Out of State	0	3500
Foreign	1	1000
TOTAL	50	10000

MARKETING DETAILS: The 4 month advertising campaign for White Party Week™ includes print publications throughout the US, Canada, Europe, Asia and Australia and targets major LGBT cities such as Montreal, New York, Miami, Atlanta, Paris, London, San Francisco, Los Angeles, Dallas and Sydney.

In addition, White Party Week publicizes the event through an intensive weekly email campaign to over 25,000 unique emails plus cross promo partner events, reaching over 1 million households. To further promote White Party Week, periodic media releases are distributed to news outlets throughout South Florida, US, Canada, Europe and Latin America. In 2013, this strategic marketing campaign received over 15 million impressions. In addition to the emails and cross promotional sponsors, daily postings are shared on White Party Week's social media outlets including Facebook, which currently boasts 35,000 followers.

We will be putting 90 print ads in the following publications: Boi, Frontier/In LA, Fugues, Genre Latino Boy Magazine, Hotspots, Just Circuit, Next NY, Noize Mag, Out Magazine, Gloss, Wire, Ocean Drive, Aventura, Las Olas.

We will be putting online ads in Frontiermedia.com, Fugues.com, HOT SPOTS, Jumponmarkslist.com, Justcircuit.com, New Times, NEXT NY, Ocean Drive, AMBIENTE, Wire Magazine and through our e-mail blasts.

Our cross promoters include: Alegria Events, Ascension, Crown & Anchor, Dallas Purple, Hilton Wolman, Matinee Purple, The Saint, SCORE, Winter Party Festival and the Perez Art Museum of Miami

PREVIOUS TDC FUNDING: {\$15,000 (12-13) End of Cycle}; \$17,500 (11-12); \$20,000 (10-11); \$22,500 (09-10); \$25,000 (07-08); \$9,000 (06-07) End of Cycle; \$10,500 (05-06); \$12,000 (04-05); \$13,500 (03-04); \$15,000 (02-03)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The 30th Annual White Party Week™ is a series of prestigious cultural and musically driven events directed towards a GLBT audience that attracts 10k to 15k people from the U.S. and around the world. These events will take place November 26- Dec 1, 2014.

Care Resource markets these events, locals and accommodations via print, television and internet advertising/promotions,

The events are:

November 29 - the 30th Annual White Party will be held at the Perez Art Museum

November 30 - the Muscle Beach Party on 12 Street in Miami Beach

November 27th - White Journey party at Cameo Nightclub located at 1445 Washington Avenue on Miami Beach.

November 28 - White Dreams at Club Space located at 34 NE 11 Street

November 29th - Cirque Blanc –at Nikki Beach Club located at 1 Ocean Drive in Miami Beach.

November 29th - the White Splash Pool Party at the National Hotel at 1677 Collins Avenue in Miami Beach.

November 29 - White Starz at Score Nightclub located at 1437 Washington Avenue in Miami Beach.

November 30 - Noche Blanca at Mansion Nightclub located at 1235 Washington Avenue in Miami Beach.

December 1 - Swan Song at Twist Bar located at 1063 Washington Avenue in Miami Beach.

December 1 -White Horizons w at Mekka located at 950 NE 2nd Avenue in Miami.

Most events are ticketed with price ranges varying from \$7 to \$250.

The 4 month advertising campaign for White Party Week™ includes print publications throughout the US, Canada, Europe, Asia and Australia and targets cities such as Montreal, New York, Miami, Atlanta, Paris, London, San Francisco, Los Angeles, Dallas and Sydney. In addition, White Party Week publicizes the event through an intensive weekly email campaign to over 25,000 unique emails plus cross promo partner events, reaching over 1 million households.

As of this filing, our media sponsors currently include 20 sponsors including Atlantic Broadband Cable, Just Circuit Magazine, Marks List, South Florida Gay News and Wire Magazine. Cross Promotional Media sponsors include Alegria Events, Ambiente Magazine, Black and Blue Festival, Boi Magazine, The Crown and Anchor Independence, Hilton Wolman Events, Matinee New York, One Mighty Weekend, Pandora Events, Purple Party Dallas, Score Miami, Stereo Entertainment, The Saint at Large, Urge Miami and Winter Party Festival.

Care Resource has contracted with the National Hotel, located at 1677 Collins Avenue as the host hotel sponsor.

The principal artists hired include Sam Hyken and the Sam Hyken Orchestra, DJ David Knapp, DJ Micky Friedmann along with DJ Tristan Jaxx. The additional funding afforded our organization will allow for additional advertisement placement around the country and world, in targeted demographic populations.

No other non-profit organizations are involved in the production of White Party Week.

Implementation includes the development of a marketing matrix to ensure that ads are placed strategically in a myriad of publications every week leading up to November 26.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 0	\$ 0	0	
Personnel: Artistic	\$ 0	\$ 55,700	\$ 55,700	
Personnel: Technical/Production	\$ 0	\$ 35,700	\$ 35,700	
Outside Artistic Fees/Services	\$ 0		0	
Outside Other Fees/Services	\$ 0	\$ 13,900	\$ 13,900	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 61,580	\$ 86,580	
Marketing: Postage/Distribution	\$ 0	\$ 750	\$ 750	
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 100	\$ 100	
Travel: In County	\$ 0	\$ 10,150	\$ 10,150	
Travel: Out of County	\$ 0		0	
Equipment Rental	\$ 0	\$ 2,550	\$ 2,550	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 92,250	\$ 92,250	
Equipment Purchase	\$ 0		0	
Equipment Purchase / for Performance, Exhibition, Event, etc.	\$ 0		0	
Space Rental	\$ 0	\$ 27,500	\$ 27,500	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 0		0	
Mortgage/ Loan Payments	\$ 0		0	

Insurance	\$ 0		0	
Insurance / for Performance, Exhibition, Event, etc.	\$ 0	\$ 2,800	\$ 2,800	
Utilities	\$ 0	\$ 500	\$ 500	
Fundraising/ Development (Non-Personnel)	\$ 0	\$ 2,500	\$ 2,500	
Merchandise/ Concessions/ Gift Shops	\$ 0		0	
Supplies/Materials	\$ 0	\$ 43,260	\$ 43,260	
Other Expenses				
Alcoholic Beverages			0	
Food/Beverage		\$ 101,330	\$ 101,330	
Parking		\$ 1,090	\$ 1,090	
			0	
			0	
Subtotal	\$ 25,000	\$ 451,660	\$ 476,660	0
TOTAL EXPENSES	\$ 476,660			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 761,855		97%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support			0
Foundation Support			0
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0

			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			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	\$	761,855	0
			3%

Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 786,855		
Total Revenues	\$ 786,855	Total In-Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: E-2

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

GRANT REQUEST: \$
15,000.00

PROJECT TITLE: 43rd Annual Chamber South South Miami Art Festival

SUBCOMMITTEE
RECOMMENDATION: \$
10,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 11-01-2014 through 11-02-2014

EVENT LOCATION: Sunset Drive (SW 72nd Street) between US1 and Red Road (SW 57th Avenue), Shops at Sunset Place; ,

PROJECT SYNOPSIS:

Grant funds are requested to support the security and marketing expenses associated with South Miami Art Festival on November 1 and 2, 2014, on Sunset Drive (SW 72nd Street) between US-1 and Red Road (SW 57th Avenue) in the the City of South Miami. The support of the Miami-Dade Department of Cultural Affairs helps Chamber South produce a quality, family-friendly event that is free and open to the public.

HOTEL CONFIRMATION:

Pending	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	100	31300
Out of County	75	15000
Out of State	50	2000
Foreign	25	1000
TOTAL	250	49300

MARKETING DETAILS: Chamber South's aggressive marketing plan began in March 2014 with a call to artists in nationally recognized artist magazines and websites "Sunshine Artist" and "Where The Shows Are!!!" These efforts help us attract talent from all over the country. This year we are partnering with Shops at Sunset Place not only to expand the show but also to produce a quality Kids Zone within the mall's inner courtyard. This will help attract those looking for a complete cultural experience for the whole family. We are also partnering with WDNA and South Miami-Dade Cultural Arts Center to produce a line up of performances on our main stage. This addition will help attract an audience interested not only in the fine arts and crafts from the festival's artists, but also a quality musical experience.

We are working a webpage specifically for the art festival to promote all of these special features as well as the fact that the 43rd Annual Chamber South South Miami Art Festival is open to the public free of charge. Other marketing methods to include but are not limited to:

*Light Pole Banners: Will cover the areas of unincorporated Miami-Dade County, Village of Pinecrest, City of South Miami, and Village of Palmetto Bay.

*Street Banners: Across Sunset Drive in downtown South Miami

*Print & Online Ads, Feature Stories: Sunshine Artist, Where the Shows Are!!!, The Miami Herald ("Art Notes" in Tropical Life, Neighbors, Weekend), Indulge, El Nuevo Herald ("Artes y Letras" in Galeria, Vierre, De Fiesta y Estilo), Caliente, Miami's Community Newspapers, SOMI Magazine, Miami New Times, Sun Sentinel (South Florida Showtime, Lifestyle, Society Scene), El Sentinel, Univision, Metro Rail (South Miami Station, train cars, buses)

*Local Cultural & Business Organizations: University of Miami Lowe Art Museum, South Miami-Dade Cultural Arts Center, Adrienne Arsht Center, Arts and Business Council of Miami, ArtSouth, The Beacon Council, Greater Miami Convention and Visitors Bureau, Miami-Dade Coalition of Chambers, Coral

Gables Chamber of Commerce, Greater Homestead-Florida City Chamber of Commerce, Red Sunset Merchants Association, Pinecrest Business Association, Palmetto Bay Business Association, Greater Kendall Business Association, Visual Arts Programs (MDC, UM)

*Cyber-Based Listings: Zvents, Miami Herald, WLRN, Miami's Community Newspapers, In South Florida, Greater Miami Convention and Visitors Bureau, MiamiARTzine, Tripicult

*Radio: WDNA 88.9 FM, WLRN 91.3 FM, WZAB 880 AM, WKCP 89.7 FM

*Television: WLRN TV 17, WPBT PBS 2

*E-Announcements through E-mail / Social Media Partnerships: WDNA 88.9 FM, WLRN 91.3 FM, University of Miami Lowe Art Museum, South Miami-Dade Cultural Arts Center, Miami Today, Miami New Times, ZAPP, Sunshine Artist, Where the Shows Are!!!, Art Fair Sourcebook, Chamber South e-database of 2,500 email addresses via Constant Contact, Dedicated Facebook Page

*Direct mail announcements

*Press releases sent via PR Newswire

PREVIOUS TDC FUNDING: {\$5,000 (13-14) End of Cycle}; \$5,000 (12-13); \$5,000 (11-12); \$5,400 (10-11); \$6,000 (08-09); {\$4,000 (07-08) End of Cycle} \$4, 000 (06-07); \$4,000 (05-06); \$4,000 (04-05); \$4,000 (03-04)

OTHER GOVERNMENT FUNDING:

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

PROJECT NARRATIVE:

The 43rd Annual Chamber South South Miami Art Festival is a fine arts show produced solely by Chamber South featuring juried artists representing ceramics/clay; digital art; textiles; glass; jewelry/metalwork; 2D mixed media; 3D mixed media; painting-oil/acrylic; painting-watercolor; photography; printmaking/drawing; sculpture; and wood. Food vendors featuring a wide array of cuisine will be available in addition to live entertainment, including performances from Area Stage Company, Miami Children's Chorus, jazz artists coordinated with the help of WDNA and South Miami-Dade Cultural Arts Center, and more. We will have consistently programmed live entertainment for 8 hours on both days. We will partner with Shops at Sunset Place to have a Kids' Zone with interactive, educational, and entertaining stations as well as an emerging artists section for area students. Neighboring restaurants and shops support the show by offering special pricing and extended hours for the weekend.

This premiere festival attracts over 120 artists from around the world as well as over 50,000 visitors (police estimates). The visitors are tourists from around the world as well as locals from Miami-Dade and the surrounding counties. We have a total of 200 room nights combined at Hotel Indigo, Holiday Inn, Hampton Inn, Marriott, and Courtyard Marriott at a special rate for out-of-town artists and visitors. This year's festival will be on Saturday and Sunday, November 1st and 2nd, from 10:00 am to 6:00 pm, kicking off the festival season in Miami-Dade County. It will be held in the heart of South Miami on historic Sunset Drive (SW 72nd Street), between US-1 and Red Road (SW 57th Avenue), providing an outstanding multicultural experience in a family setting. The festival is open to the general public free of charge. Its proximity to public transit and ample parking make it easily accessible to all, including the nearby underserved communities.

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

Chamber South is reaching out to the Cultural Affairs Department of Miami-Dade County in hopes of receiving this grant to allow us to continue to provide this important community event. In receiving the TDC grant, Chamber South will produce a high quality event and effectively promote and attract both artists and guests to the 43rd Annual Chamber South South Miami Art Festival. Chamber South set the bar 43 years ago with a quality fine art show and is proud to be part of the art scene that brings so many visitors to Miami-Dade County.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 17,000	\$ 17,000	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 5,000	\$ 5,000	
Outside Other Fees/Services	\$ 5,000	\$ 14,500	\$ 19,500	\$ 10,000
Marketing ADV/ PV/ Printing/ Publication	\$ 10,000	\$ 17,500	\$ 27,500	\$ 8,500
Marketing: Postage/Distribution		\$ 2,500	\$ 2,500	
Marketing: Web Design/ Support/ Maintenance		\$ 4,500	\$ 4,500	\$ 4,000
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 17,500	\$ 17,500	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance			0	

Insurance / for Performance, Exhibition, Event, etc.		\$ 4,500	\$ 4,500	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 5,000	\$ 5,000	\$ 1,500
Supplies/Materials		\$ 500	\$ 500	
Other Expenses				
Licenses and Permits		\$ 2,500	\$ 2,500	
Awards and Amenities		\$ 1,500	\$ 1,500	
Artist Cash Prizes		\$ 11,000	\$ 11,000	
			0	
			0	
Subtotal	\$ 15,000	\$ 103,500	\$ 118,500	\$ 24,000
TOTAL EXPENSES	\$ 142,500			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships			0
Tuitions/Enrollment Fees	\$ 44,000		37%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 40,000	\$ 14,000	34%
Foundation Support			0
Private/ Individual Support		\$ 10,000	0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
			0
			0

			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 3,000		3%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 6,500		5%
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Community Grant	\$ 10,000		8%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 103,500	\$ 24,000	13%

Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 118,500		
Total Revenues	\$ 142,500	Total In-Kind %	20%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: E-3

ORGANIZATION: Miami Book Fair International, Inc.

GRANT REQUEST: \$ 25,000.00

PROJECT TITLE: Miami Book Fair International

SUBCOMMITTEE

RECOMMENDATION: \$ 25,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 11-16-2014 through 11-23-2014

EVENT LOCATION: Miami Dade College, ; ,

PROJECT SYNOPSIS:

Grant funds are requested to support the 31st edition of Miami Book Fair International, a literary festival that attracts several hundred authors and exhibitors, as well as hundreds of thousands of tourists to the Wolfson Campus of Miami Dade College and its surrounding streets. This year's Fair will be held November 16-23, 2014. Grant funds will offset marketing and publicity fees for the national marketing campaign, marketing to tourists, banners and contractual services for promotion.

HOTEL CONFIRMATION:

Hilton Miami Downtown	380 room nights
Marriott Miami Biscayne Bay	336 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	200	143090
Out of County	75	45715
Out of State	225	10865
Foreign	50	5330
TOTAL	550	205000

MARKETING DETAILS: For the past three decades, Miami Book Fair International has successfully implemented aggressive marketing strategies to effectively reach regional, national and international markets. In an effort to generate maximum attendance at our 30th anniversary event, we hired a locally-based marketing firm in 2013 to lead an aggressive marketing build up campaign. In 2014, we will again work with this firm to continue promotion through Facebook, Twitter, e-newsletter, website, eblasts, and our blog.

The Book Fair's website (www.miamibookfair.com) provides visitors with an up-to-date schedule of events, information about authors, and list of exhibitors. The official program of the Fair, the Fairgoer's Guide (in English and in Spanish), will again be available online, with limited hard copies available at the Fair and distributed throughout South Florida.

Our comprehensive website promotes the Fair to a vast international audience and attracts a new population of Fairgoers. Cross-links have been established with the Greater Miami Visitors and Convention Bureau's site as well as with national publishers and other organizations in the book industry. In addition, the site provides a travel section including airline and rental car partner discounts, and a detailed map with pin-points and addresses of local hotels providing special rates including our official host hotels, the Hilton Miami Downtown and Marriott Biscayne Bay.

Highlights of the 2014 Marketing Plan include:

- A comprehensive press kit consisting of several different information pieces and press releases in both English and Spanish, highlighting specific activities, will be distributed to more than 1,000 contacts locally, nationally and internationally.

- Multiple community mailings will be sent to a list with a targeted demographic of more than 20,000 individuals.
- Event promotion through more than 700 radio and television Public Service Announcements (PSAs).
- Placement of local and national ads in both English and Spanish; ads and calendar listings in select trade publications and specialty magazines, such as Publisher's Weekly, Washington Post Book World, and The New York Times Book Review.
- Increased online marketing through our media partners (which will reach international markets) and social networks such as Twitter and Facebook.
- Online ads in industry related sites and other cultural event happening sites such as Goodreads.com and SocialMiami.com.
- Hundreds of poster displays and some 300 banners will be placed on various Miami-Dade County streets and highways. In addition, plans call to wrap a Miami-Dade Metro bus with info about the Fair.
- Electronic billboards and cinema ads will run a month before the event throughout Miami Dade County.

Please refer to the 2014 Marketing Plan for complete detailed list of all promotional efforts.

PREVIOUS TDC FUNDING: \$20,000 (13-14); \$25,000 (12-13); \$25,000 (11-12); \$22,500 (10-11); \$25,000 (09-10); (\$22,500 (08-09)- End of Cycle); \$17,500 (07-08); \$20,000 (06-07); \$22,500 (05-06); \$25,000 (04-05)

OTHER GOVERNMENT FUNDING:

Miami-Dade County Public Schools - \$20,000
 Miami Downtown Development Authority (DDA) - \$20,000
 Knights Arts Challenge Grant - \$60,000

PROJECT NARRATIVE:

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

WHEN & WHERE: November 16-23, 2014; at the downtown campus of Miami Dade College (MDC). Admission to the Street Fair is \$8; those 13-18 and over 62 pay \$5; Children 12 and under are free. Evenings With...series is \$10 for all.

HOW WE WILL ATTRACT TOURISTS: The 2014 Fair will again treat book lovers to eight days of cultural and educational activities, including: Evenings With... series; IberoAmerican Authors program; Generation Genius Authors; Festival of Authors; the popular Street Fair November 21-23; Pavilion featuring Argentina; an expanded Children's Alley; The Kitchen, a gastro-literary component; and a Pop-Up Park, or green space featuring family friendly activities on a street adjacent to MDC's Wolfson Campus.

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

MARKETING EFFORTS: Key to the Fair's continued success is our aggressive marketing campaign. As described earlier in the section TDC Marketing Details, Book Fair focuses on regional, national and international media exposure.

MEDIA SPONSORS: Key local broadcast media sponsors include CBS 4, MY33, Univision 23, and Telefutera 69, WLRN 17, and WPBT2. We receive extensive national coverage through Comcast, C-SPAN and Book TV2. Radio partners include WQBA-AM, WAQI-AM, WAMR-FM, WRTO-FM, Classical South Florida 89.7 FM, WIOD Talk Radio, and Serious Jazz 88.9FM.

HOTEL SPONSORS: MBFI has contracted with the Hilton Miami Downtown (380 room nights) and the Hyatt Regency Miami (336 room nights).

WHO: The 2014 Fair will feature more than 300 authors and some 100 performers. Authors who have been invited include: Alexander McCall Smith, Nicholas Kristof, Tavis Smiley, Simon Schama, John Cleese, Kathryn Harriuson, Cornel West, Lisa See, Barbara Ehrenreich, Patricia Cornwell, Anne Rice, Lena Dunham, Richard Ford, among many others. In addition, the Fair maintains a strong commitment to

literary voices of the international community, and always welcomes writers from Africa, Latin America, Europe, and the Caribbean. New in 2014, the Fair will present The Swamp with diverse public programming designed to honor and celebrate the history and culture of Miami and Florida.

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

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 318,036	\$ 318,036	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 88,900	\$ 88,900	
Outside Other Fees/Services		\$ 494,200	\$ 494,200	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 232,000	\$ 257,000	\$ 350,000
Marketing: Postage/Distribution		\$ 500	\$ 500	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 10,000	\$ 10,000	
Travel: Out of County		\$ 94,400	\$ 94,400	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 139,896	\$ 139,896	
Equipment Purchase		\$ 6,500	\$ 6,500	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 11,200	\$ 11,200	\$ 50,000
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.			0	

Utilities		\$ 1,000	\$ 1,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 4,000	\$ 4,000	
Supplies/Materials		\$ 81,000	\$ 81,000	
Other Expenses				
Lodging		\$ 90,000	\$ 90,000	
Catering		\$ 35,000	\$ 35,000	
Accounting/Taxes//Bank Fees		\$ 22,000	\$ 22,000	
Software/Subscriptions/Postage/Freight		\$ 7,000	\$ 7,000	
Custodial, Media Services and Security		\$ 90,000	\$ 90,000	
Subtotal	\$ 25,000	\$ 1,725,632	\$ 1,750,632	\$ 400,000
TOTAL EXPENSES	\$ 2,150,632			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 150,000		9%
Memberships	\$ 100,000		6%
Tuitions/Enrollment Fees	\$ 0		0
Contracted Services: Outside Programs/ Performances	\$ 0		0
Contracted Services: Special Exhibition Fees	\$ 124,000		7%
Contracted Services: Other	\$ 45,000		3%
Rental Income	\$ 0		0
Corporate Support	\$ 200,000	\$ 300,000	11%
Foundation Support	\$ 120,000		7%
Private/ Individual Support	\$ 60,000		3%
Other Private Support: Auxiliary Activities	\$ 0		0
Other Private Support: Special Event Proceeds	\$ 0		0
Gov't Grants: Federal			
	\$ 0		0
	\$ 0		0
	\$ 0		0
Gov't Grants: State			
Dept. of Cultural Affairs - General Program Support	\$ 40,000		2%
			0

			0
Gov't Grants: Local			
Miami-Dade County Public Schools	\$ 20,000		1%
Miami Downtown Development Authority	\$ 20,000		1%
Knight Arts Challenge Grant	\$ 60,000		3%
Gov't Grants: The Children's Trust (Direct Funding)	\$ 10,000		1%
Merchandise/ Concessions/ Gift Shop Revenues	\$ 7,000		0
Investment Income (Endowment)	\$ 0		0
Interest and Dividends	\$ 4,000		0
Cash on Hand	\$ 0		0
Other Revenues			
Miami Dade College Support	\$ 660,632	\$ 100,000	38%
Fairgoer's Guide and Online Advertisement	\$ 3,000		0
Beverage Sales	\$ 2,000		0
			0
Department of Cultural Affairs Grants			
Festival and Special Events Grant	\$ 100,000		6%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 1,725,632	\$ 400,000	1%

Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 1,750,632		
Total Revenues	\$ 2,150,632	Total In-Kind %	23%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: E-4

ORGANIZATION: Miami City Ballet, Inc.

GRANT REQUEST: \$ 25,000.00

PROJECT TITLE: Romeo and Juliet

SUBCOMMITTEE

RECOMMENDATION: \$ 20,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-17-2014 through 10-19-2014

EVENT LOCATION: Adrienne Arsht Center, Miami City Ballet; ,

PROJECT SYNOPSIS:

Grant funds are requested to support the artistic salaries, marketing, and space rental costs associated with four performances of John Cranko's world-famous version of the greatest of all love stories -- Romeo and Juliet -- at the Adrienne Arsht Center, October 17-19, 2014. These performances will attract international and national tourists, as well as visitors from other counties in Florida.

HOTEL CONFIRMATION:

Pending	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	102	4920
Out of County	6	480
Out of State	1	420
Foreign	1	180
TOTAL	110	6000

MARKETING DETAILS: Romeo and Juliet is one of the most recognizable and best-selling ballets in MCB's repertory, with a natural appeal and familiarity to tourism audiences traveling to Miami at the beginning of the peak season in the fall. Following its sold-out premiere run in 2011, MCB is reviving Romeo and Juliet for the 2014-2015 Season launch.

Marketing will focus on increasing visibility and ticket sales in local and international markets (primarily Latin America) through out-of-home, print and electronic advertisements, e-mail campaigns, social media and public relations. Based on the popularity of this work, the company anticipates significant attention from local and national media interested in covering the performance. Efforts include:

- Online/e-mail: Email blasts, listings, feature stories, and reviews on the following sites: Aroundtown.com, Artburst.com, ArtCircuits, Elnuevoherald.com, Socialmiami.com, Travelzoo.com, Miamiartguide.com, Miami NewTimes.com, Herald.com, Miami Herald, and other sites serving the South Florida community.
- Social Media: actively promoting via its social networks including MCB Blog, Facebook, Twitter, Instagram, Pinterest, YouTube, and Vimeo.
- Out-of-Home: Outdoor and lobby signage at Adrienne Arsht Center.
- Direct Mail: brochures/postcards to our international mailing list and trade lists – more than 55,000 households.

- Print: Achei USA, Art Circuits, Bal Harbour Magazine, Community Newspapers (Aventura, Coral Gables, Miami Beach, Palmetto Bay, Sunny Isles and Pinecrest editions), The Miami Herald, El Nuevo Herald, Diario Las Americas, Miami New Times, AroundTown Magazine, Aventura Magazine, Miami Modern Luxury Magazine, Bal Harbour Magazine, Complot, Selecta, Venue Magazine, Cultured Magazine.

- Cross promotions with other Miami-Dade County cultural organizations: mailing list exchanges with Adrienne Arsht Center, Florida Grand Opera, Perez Art Museum, Classical South Florida, Miami Theater Center, New World Symphony, The Cleveland Orchestra Miami Residency, and others; brochure placement by Greater Miami Convention Center and Visitors Bureau, Miami Beach Visitor's Center, and local businesses, Miami-Dade County Department of Cultural Affairs, Miami Beach Cultural Affairs Department.

- Broadcast: WDNA, WKCP (Classical South Florida), and WLRN (NPR)

- Publicity: MCB's strategy reaches all segments of Miami-Dade County, as well as national and international audiences:

- 1) Program Previews: Miami Herald, El Nuevo Herald and Miami New Times routinely preview our performances. Glossy magazine previews include Ocean Drive, Miami, Selecta, and Vanidades. Local television outlets such as WPLG also preview our performances at least once annually.

- 2) Performance Reviews: Miami Herald, El Nuevo Herald, and Miami New Times review every program. Historically, The New York Times commits to one review per season. Barring changes in the function of their editor/editorial calendar we expect this to remain unchanged.

PREVIOUS TDC FUNDING: {\$9,000 (13-14) End of Cycle}; \$15,000 (12-13); \$15,000 (10-11); \$13,500 (09-10); \$15,000 (08-09)

OTHER GOVERNMENT FUNDING:

Major Cultural Institutions (MCI) - \$63,200

PROJECT NARRATIVE:

MCB's 2014-2015 season will open at the Adrienne Arsht Center October 17-19, 2014 with John Cranko's *Romeo and Juliet*, set to Sergei Prokofiev's prized score. The company premiere during the 25th anniversary season drew crowds and sold out theaters. We welcome back this popular and recognizable tale of love and tragedy that appeals to loyal balletomanes and newcomers alike. The universal language of dance is the perfect vehicle to engage and delight audiences from all over the world. Projected attendance is 6,000, with a ticket range of \$20-\$175. The theater is known for hosting tours of award winning productions; competitors this year include the Tony Award-winning play, *Peter and the Star Catcher*, Rodgers + Hammerstein's *Cinderella*, and nine-time Tony Award winner *The Book of Mormon*.

Marketing will capitalize on the popularity of *Romeo and Juliet* by securing feature stories in major publications to raise awareness outside of the county. The FY15 media plan includes a regular presence in trade publications such as *Dance Magazine* and *Pointe Magazine*; national publications like *The New York Times*, *The Wall Street Journal*, and *The Washington Post*; and other media outlets such as *The Associated Press*, *National Public Radio*, *Vogue Mexico Latinoamerica Magazine*, and local television and radio.

Cross-promotion with tourism/travel/hotel industries will help MCB reach key market segments that have high tourism potential for Miami. MCB is building partnerships with organizations that serve and promote Florida tourism, including Greater Miami Convention & Visitors Bureau, artscalendar.com, Florida Tourism Industry Marketing Corporation, TripAdvisor, Orbitz, American Airlines, and Avianca Airlines. MCB recently completed a photo shoot with *Departures*, the American Airlines magazine, to be published in October. Hotel partners may include W South Beach and The Raleigh South Beach. At this time, no rooms have yet been blocked for patrons attending performances; a total of 35 room nights have been booked at the Tradewinds for visiting artists.

TDC funds will support MCB's efforts to reach broader market segments through enhanced marketing and outreach, underlining Miami City Ballet's fundamental belief that everyone deserves great art. Mounting this large-scale production of *Romeo and Juliet* further reflects MCB's commitment to bringing dynamic acquisitions to tourists and local audiences, enhancing cultural knowledge and appreciation.

Timeline:

July-August: Marketing campaign for ticket sales begins with a special summer solicitation appeal to the current donor base.

July-September: MCB reaches out to local hotels and coordinates cross-promotion strategies.

September-October: Choreologist/répétiteur Jane Bourne will spend four weeks staging *Romeo and*

Juliet with MCB dancers, and one extra week for technical rehearsals and opening night.

October: Sword coach Christian Sordelet will spend four days training dancers on sword fights.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 23,775	\$ 23,775	
Personnel: Artistic	\$ 5,000	\$ 134,383	\$ 139,383	
Personnel: Technical/Production		\$ 18,989	\$ 18,989	
Outside Artistic Fees/Services		\$ 85,320	\$ 85,320	
Outside Other Fees/Services		\$ 77,400	\$ 77,400	
Marketing ADV/ PV/ Printing/ Publication	\$ 10,000	\$ 37,295	\$ 47,295	
Marketing: Postage/Distribution		\$ 0	0	
Marketing: Web Design/ Support/ Maintenance		\$ 2,955	\$ 2,955	
Travel: In County		\$ 1,636	\$ 1,636	
Travel: Out of County		\$ 0	0	
Equipment Rental		\$ 0	0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 34,473	\$ 34,473	
Equipment Purchase		\$ 0	0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 0	0	
Space Rental		\$ 0	0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 10,000	\$ 112,627	\$ 122,627	
Mortgage/ Loan Payments		\$ 0	0	

Insurance		\$ 0	0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 0	0	
Utilities		\$ 0	0	
Fundraising/ Development (Non-Personnel)		\$ 0	0	
Merchandise/ Concessions/ Gift Shops		\$ 0	0	
Supplies/Materials		\$ 7,093	\$ 7,093	
Other Expenses				
Physical Therapy - Supplies		\$ 386	\$ 386	
			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 536,332	\$ 561,332	0
TOTAL EXPENSES	\$ 561,332			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 400,000		71%
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
Foundation Support	\$ 0		0
Private/ Individual Support	\$ 73,132		13%
Other Private Support: Auxiliary Activities	\$ 0		0
Other Private Support: Special Event Proceeds	\$ 0		0
Gov't Grants: Federal			
	\$ 0		0
			0
			0
Gov't Grants: State			
	\$ 0		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			
Major Cultural Institutions (MCI)	\$ 63,200		11%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 536,332	0	4%

Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 561,332		
Total Revenues	\$ 561,332	Total In-Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: E-5

ORGANIZATION: Seraphic Fire, Inc.

GRANT REQUEST: \$ 25,000.00

PROJECT TITLE: Seraphic Fire's 13th Miami-Dade Fall Season

SUBCOMMITTEE

RECOMMENDATION: \$ 15,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-15-2014 through 12-21-2014

EVENT LOCATION: St. Philip's Episcopal Church, St. Sophia Greek Orthodox Church; All Souls Episcopal Church, UM Gusman Concert Hall

PROJECT SYNOPSIS:

Grant funds are requested to support Seraphic Fire's 13th Miami-Dade Fall Season: 10 concerts by Seraphic Fire (SF), beginning October 15 - December 21, 2014. Using targeted national marketing, SF will encourage cultural tourists from colder Northern climes to take vacations to South Florida which include both great weather and high-quality music performances. Additionally, SF's 13th Season will see an expansion of programming to the South Miami-Dade Cultural Arts Center.

HOTEL CONFIRMATION:

Westin Element (MIA)	280 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	4	11320
Out of County	3	3500
Out of State	45	8450
Foreign	0	250
TOTAL	52	23520

MARKETING DETAILS: Seraphic Fire (SF) will program classical music for chorus and orchestra which will be well known to the classical music consuming public and which has particular significance in the canon of Western music. Season 13's programs will be presented in a variety of accessible concert venues throughout Miami-Dade County: All Souls Episcopal Church on Miami Beach, St. Philip's Episcopal Church of Coral Gables, St. Sophia Greek Orthodox Cathedral in Miami, Gusman Concert Hall at the Frost School of Music on the University of Miami Campus, Trinity Cathedral in downtown Miami, and the South Miami-Dade Cultural Arts Center.

SF will concentrate its marketing efforts on the 32.5 million adults in the United States who participate in choral singing (source: Chorus America's "Choral Impact Study") by using targeted traditional marketing through genre-specific publications as well as "buzz" in online communities focusing on the particular interest of choral singing.

In its traditional marketing, SF plans to target those choral singers who would be most likely to attend these concerts. SF will target the choral community via multiple direct mail campaigns to the 1,300 members (choruses and individuals) of the Chorus America database. Additionally, SF will create event listings on ChoralNet.org and in the nationwide print publication "The American Organist." These combined efforts will expand SF's reach to over 100,000 choral enthusiasts. SF will continue advertising in Miami-Dade County on WLRN Radio, on SouthFloridaClassicalReview.com, and in the "Miami Herald." Bolstering these efforts will be extensive direct mail campaigns beginning one month prior to each program.

While traditional marketing efforts begin, Seraphic Fire will create online "buzz" surrounding its future

concerts. With non-traditional marketing through social media, SF will reach an additional 10,000 national choral singers. Through Facebook, YouTube (131,000 views), the organization's 7000+ member email list, Twitter, ChoralNet.org and ACDAonline.org, Seraphic Fire has established itself as a leader of social networking marketing.

PREVIOUS TDC FUNDING: \$5,250 (13-14); \$8,750 (12-13); \$10,000 (11-12); \$11,250 (10-11); \$12,500 (09-10)

OTHER GOVERNMENT FUNDING:

Miami Beach Cultural Affairs - \$2,640

City of Coral Gables - \$880

PROJECT NARRATIVE:

Seraphic Fire's (SF) 13th Season Miami-Dade Fall performances will present four programs (10 concerts) ranging from music by master composers of the Baroque period to a collection of works by both new and established American composers. SF will be joined by The Sebastians, a New York-based period orchestra who has received high praise from publications such as "The New York Times" and "Early Music Today".

Over their past 12 seasons, SF has become a fixture of Miami's cultural community, having received two 2012 GRAMMY nominations and high praise from area arts publications. The ensemble draws residents of Miami-Dade and out-of-town guests alike to enjoy one of Miami's best musical offerings.

The first concert will be held on 10/15 and the last will be held on 12/21. Concert venues include St. Sophia Greek Orthodox Church, St. Philip's Episcopal in Coral Gables and South Miami-Dade Cultural Arts Center, among others. Specific descriptions, locations and dates of SF's 13th Fall season may be found in the attachment section.

Ticket prices will range from as low as \$36 dollars for subscribers to \$65 dollars for the "Messiah" program. Tickets are available by phone, online, or at the door before a concert (availability permitting). SF is also continuing its U30 program, which offers free tickets to patrons under 30 for most concerts. Young patrons do not have to be Miami-Dade residents to receive this advantage.

SF plans to market its 13th Season Fall performances directly to the 30+ million chorus members in the U.S., a group 100% more likely to consume cultural tourism activities than the regular consumer. Through advertisements in major national publications for choral music plus direct mail and online marketing (detailed in Marketing section), SF will reach 100,000 choral enthusiasts. SF has media sponsorships from "The Miami Herald", WLRN, and SouthFloridaClassicalReview.com. SF will reserve a total of 280 room nights at the Westin Element.

As SF is Miami's only professional choir, there are no competitors to this project. Principal artists in this project are Seraphic Fire and The Sebastians. SF's artistic director is Patrick Dupré Quigley, The Sebastians' AD is Daniel Lee, and James K. Bass will be the guest conductor for December's performances of Handel's "Messiah". Target audiences include U.S. choral music performers and aficionados, as well as the general population of Miami-Dade County.

TDC Funding will provide the financial support to buy ads in genre-specific publications, targeting a large national population already interested in choral music. The ability to use paid advertising to compliment online buzz will allow SF to attract cultural tourists to Miami. After receiving confirmation of TDC funding,

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

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 45,073	\$ 45,073	
Personnel: Artistic		\$ 28,407	\$ 28,407	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 88,152	\$ 88,152	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 2,498	\$ 27,498	
Marketing: Postage/Distribution		\$ 1,056	\$ 1,056	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 1,520	\$ 1,520	\$ 4,547
Travel: Out of County		\$ 42,262	\$ 42,262	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 3,094	\$ 3,094	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental		\$ 9,535	\$ 9,535	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	

Insurance		\$ 1,003	\$ 1,003	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities		\$ 1,607	\$ 1,607	
Fundraising/ Development (Non-Personnel)		\$ 3,230	\$ 3,230	
Merchandise/ Concessions/ Gift Shops		\$ 3,908	\$ 3,908	
Supplies/Materials		\$ 3,972	\$ 3,972	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 235,317	\$ 260,317	\$ 4,547
TOTAL EXPENSES	\$ 264,864			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 106,615		41%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 3,518		1%
Foundation Support	\$ 17,240		7%
Private/ Individual Support	\$ 69,333	\$ 4,685	27%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
State of Florida	\$		0%

State of Florida	20,000	8%
		0
		0
Gov't Grants: Local		
Miami Beach Cultural Affairs	\$ 2,640	1%
City of Coral Gables	\$ 880	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		
Advancement Grant Program	\$ 14,953	6%
		0
		0
		0
		Grant Amount % of Total Cash Revenues

Subtotal	\$ 235,179	\$ 4,685	10%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 260,179		
Total Revenues	\$ 264,864	Total In-Kind %	2%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: E-6

ORGANIZATION: The Miami Children's Museum, Inc.

GRANT REQUEST: \$ 25,000.00

PROJECT TITLE: Dora & Diego - Let's Explore! Traveling Exhibit

SUBCOMMITTEE
RECOMMENDATION: \$ 20,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-05-2014 through 01-11-2015

EVENT LOCATION: The Miami Children's Museum, Inc., ; ,

PROJECT SYNOPSIS:

Grant funds are requested to support marketing and promotion of Dora & Diego - Let's Explore traveling exhibit, a fun and innovative bilingual educational exhibit visiting Miami Children's Museum from October 5, 2014- January 11, 2015. Visitors enter the magical worlds of the favorite friends and places from episodes of Nickelodeon's Dora the Explore and Go, Diego, Go! to engage in problem-solving and active play. Activities include theatrical performances and tours

HOTEL CONFIRMATION:

Epic Hotel	250 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	26	67500
Out of County	10	17500
Out of State	6	11500
Foreign	0	13500
TOTAL	42	110000

MARKETING DETAILS: MCM has a new Director of Marketing, Sales and Public Relations, Laura Asbjornsen, who is implementing significant changes to the Museum's marketing tactics in response to our visitors' ever-increasing reliance on online and social media. Within a number of weeks after joining the MCM staff, Mrs. Asbjornsen's strategies had already demonstrated success with increases in the target sales for summer camp admissions. Under this new guidance, MCM will focus its marketing efforts on online to include internet advertising and social media. Forty percent of Miami Children's Museum's (MCM) visitors are tourists, and as a result, a robust online presence enables the Museum to reach a much more diverse audience of out-of-town guests. Given the ability of social media and electronic advertising to track interests and habits of website visitors, MCM is targeting its audience more specifically. Recent consumer and visitor habits show that most visitors receive their information about an exhibit, show or event using online channels. Therefore, MCM will support its public relations and print marketing with a strong online promotional campaign for the Dora and Diego exhibit. Media partners will include NBC6, Miami Herald, the GMCVB, and PBS. The Museum is currently planning an exclusive media launch with these partners for the Dora and Diego exhibit and it is confident that this will garner the publicity required to make Dora & Diego – Let's Explore! an incredible success from the public relations perspective.

As an integral part of the marketing plan to promote the Dora & Diego traveling exhibit, MCM will create an online promotional plan to create excitement and anticipation prior to the opening. The contest will provide a special incentive of being one of the first to see the new exhibit and will tie in with back-to-school and the popularity of Dora's backpack. MCM's marketing team will create a promotional card that will be distributed to large retail centers within Miami-Dade County, residences in Miami Dade including: Aventura, Hialeah, Doral and Miami Beach. MCM recently started using extensive Google Ad

Campaigns. This has been met with much success, and will use this online marketing tool extensively to promote this popular exhibit expecting to reach well over 500,000 views. MCM is also collaborating with movie theaters to place advertising in strategic locations. These include counter advertising and danglers in the lobbies of major movie centers. Internally, MCM will use its e-blasts and social media sites to continue the promotion of the attraction leading up to and throughout the duration of the exhibit (August 2014-January 2015). Given the exponential outreach of social media and online marketing, MCM expects that the creation of extensive online content, discussion and promotion will attract attention and attendance, not only from the US, but from an international base as well.

PREVIOUS TDC FUNDING: \$12,000 (12-13); \$14,000 (11-12); \$16,000 (10-11); \$18,000 (09-10); \$20,000 (08-09)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

Funds are requested to support marketing and promotion of Nickelodeon Dora & Diego – Let's Explore! an innovative bilingual educational exhibit at Miami Children's Museum (MCM) on Watson Island in Miami from October 5, 2014 – January 11, 2015. Children will embark on an active adventure in the enchanting world of Dora the Explorer, her cousin animal-rescuing Diego, and their friends from Nick Jr.'s popular long-running television series. The beloved characters introduce problem-solving and incorporate Spanish-speaking skills for children of all backgrounds. The interactive hands-on exhibit lets children explore their favorite TV character's worlds. Programming will include arts activities; live performances by MCM's theatrical troupe; school-based educational tours; and programming for children with special needs. Events and programming will focus on educational and cultural topics relating to exploration and bilingualism, and will include activities such as a scavenger hunt and map making activities for children and families. Admittance to the exhibit is included with admission to MCM, which is \$18, Florida residents \$14, Miami residents \$9, children under 1 year are free. MCM is open every day of the week 10 am – 6 pm.

With the overall popularity and diverse appeal of lead characters Dora and Diego and their loveable sidekicks this internationally recognized children's exhibit is expected to generate considerable buzz and attract tourists to Miami with children eager to experience the world of Dora and Diego first-hand.

MCM will focus marketing efforts on internet advertising and social media. Forty percent of MCM's visitors are tourists, and a robust online presence enables a broad out-of-town reach. The ability of social media and electronic advertising to track interests and habits of website visitors, allows MCM to target its audience more readily. Recent consumer and visitor habits show that most visitors receive their information about an exhibit, show or event using online channels. Therefore, MCM will support its public relations and print marketing with a strong online promotional campaign for the Dora & Diego exhibit. Media partners will include NBC6, Miami Herald, GMCVB, and PBS. The Museum is currently planning an exclusive media launch for the Dora and Diego exhibit and it is confident that this will garner the publicity required to make Dora & Diego – Let's Explore! an incredible success from the public relations perspective. Media sponsors include NBC6 and WPBT for TV and WAMR and WFLC for radio. MCM has partnered with the EPIC Hotel to generate additional awareness of the exhibit and provide a valid ad for both MCM visitors and EPIC guests thus creating a new draw for tourism. MCM will have 250 room nights blocked with all expected to be used.

TDC funding will enhance tourism attractiveness by providing funds needed to sufficiently market and promote the exhibit. Goldfish Crackers and Nickelodeon are also included.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 17,500	\$ 17,500	
Personnel: Artistic		\$ 16,500	\$ 16,500	
Personnel: Technical/Production		\$ 35,000	\$ 35,000	
Outside Artistic Fees/Services		\$ 11,200	\$ 11,200	
Outside Other Fees/Services		\$ 0	0	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 64,710	\$ 89,710	
Marketing: Postage/Distribution		\$ 1,500	\$ 1,500	
Marketing: Web Design/ Support/ Maintenance		\$ 500	\$ 500	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 75,000	\$ 75,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 1,500	\$ 1,500	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	

Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 1,500	\$ 1,500	
Utilities		\$ 3,000	\$ 3,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 12,500	\$ 12,500	
Other Expenses				
Shipping of Exhibit to MCM		\$ 12,000	\$ 12,000	
Crate Storage		\$ 1,500	\$ 1,500	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 253,910	\$ 278,910	0
TOTAL EXPENSES	\$ 278,910			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 190,000		68%
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	\$ 50,000		18%
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	\$ 13,910		5%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
			0
			0
			0
Department of Cultural Affairs Grants			0
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 253,910	0	9%

Grant Amount	\$	25,000	
Cash Revenues + Grant Amount	\$	278,910	
Total Revenues	\$	278,910	Total In-Kind % 0

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: F-1

ORGANIZATION: Bayfront Park Management Trust Corporation

GRANT REQUEST: \$

15,000.00

PROJECT TITLE: Downtown Miami's 2014 New Year's Eve Celebration

SUBCOMMITTEE

RECOMMENDATION: \$

9,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Government - Municipal

DATE(S) OF EVENT: 12-31-2014 through 01-01-2015

EVENT LOCATION: Bayfront Park, ; ,

PROJECT SYNOPSIS:

Grant funds are requested to support Downtown Miami's 2014 New Year's Eve Celebration. The event is produced by the Bayfront Park Management Trust each year on December 31 at Bayfront Park in downtown Miami. The free, family-friendly event begins at 8 pm and includes music, food and merchandise vendors, roving entertainment, and culminates with the Big Orange ascending the Hotel Intercontinental and a fireworks display over Biscayne Bay.

HOTEL CONFIRMATION:

N/A	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	30	45000
Out of County		15000
Out of State		7000
Foreign		3000
TOTAL	30	70000

MARKETING DETAILS: The staff has conceived a multi-pronged marketing plan that reaches out to area residents through local media and to regional, national, and international tourists through the internet.

Staff search of internet reviews of the event have found that the combination of a safe, free, family-friendly event in the heart of a vibrant, international city evokes excitement among travel professionals and event reviewers.

Notable event coverage has included USA Today (one of the Top 10 Places in the World to Ring in the New Year); MSN.com (one of the Top 10 Places in the World to Ring in the New Year); Frommers.com; New York Daily News; Orbitz.com; El Nuevo dia Puerto Rico; and the Express Weekly-Hong Kong. Each year, the Trust spends approximately \$14,000 on the marketing of the event and receives significant contributions of in-kind media coverage and publicity. The 2013 event had a total local viewership of 5,905,379, which resulted in a \$649,081.00 publicity value. The event is covered annually in the Miami Herald, El Nuevo Herald, Miami New Times, the Sun Sentinel, and other publications and receives television coverage throughout the South Florida area. Radio spots have aired on all genres of stations. Attendees at the event include local politicians and dignitaries, further attracting media attention. The event has also been featured on worldwide, prominent traveler driven websites such as Skyteam.com (airline partners including Delta airlines), Travelocity, travel-guide.virgin-atlantic, Newyears.com, RealTravel.com, StarwoodHotels.com, AmericanAirlines.com. Promotion by these sites adds to the regional and international impact of the event. The Greater Miami Convention & Visitors Bureau promotes the event through event-driven e-mails and on their website. The Trust heavily promotes the event on their Facebook page and website.

PREVIOUS TDC FUNDING: \$10,000 (13-14); {\$5,000 (12-13) - End of cycle}; \$5,250 (11-12); \$6,000

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

OTHER GOVERNMENT FUNDING:

FEST - \$60,000

PROJECT NARRATIVE:

Each year the Bayfront Park Management Trust (in association with the City of Miami, The Greater Miami Host Committee & Bayside Marketplace) produces the largest New Year's Eve celebration in S. Florida – Downtown Miami's New Year's Eve Celebration. This annual, free, community celebration is held on December 31st. The event is in its 26th year & draws upwards of 70,000+ attendees. The event is held in 32-acre Bayfront Park & the adjacent Bayside Marketplace (an outdoor, festival style mall), located on Biscayne Bay, in the heart of downtown Miami.

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

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

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

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

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

Verbally confirmed media partners for 2014 include The Miami Herald/El Nuevo Herald, Clear Channel & Miami New Times. Hotel rooms are not used for this event.

Detailed production plans and promotion begin after October 1st, once the City of Miami has approved the Trust's FY 2014-15 budget. Currently, the Trust is in discussions with a major event producer regarding a possible partnership to bring live music to the 2014 Celebration.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 20,080	\$ 20,080	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 4,500	\$ 4,500	
Outside Artistic Fees/Services		\$ 750	\$ 750	
Outside Other Fees/Services		\$ 15,000	\$ 15,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 7,500	\$ 6,500	\$ 14,000	\$ 7,500
Marketing: Postage/Distribution		\$ 0	0	
Marketing: Web Design/ Support/ Maintenance		\$ 0	0	
Travel: In County		\$ 0	0	
Travel: Out of County		\$ 0	0	
Equipment Rental		\$ 0	0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 8,000	\$ 8,000	
Equipment Purchase		\$ 0	0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 0	0	
Space Rental		\$ 0	0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 50,000	\$ 50,000	
Mortgage/ Loan Payments		\$ 0	0	
Insurance		\$ 0	0	
Insurance / for Performance, Exhibition, Event,		\$ 0	0	

etc.		\$ U	U	
Utilities		\$ 200	\$ 200	
Fundraising/ Development (Non-Personnel)		\$ 0	0	
Merchandise/ Concessions/ Gift Shops		\$ 0	0	
Supplies/Materials		\$ 0	0	
Other Expenses				
Fireworks & Mr. Neon		\$ 10,000	\$ 10,000	\$ 20,000
City of Miami Police Services	\$ 7,500	\$ 22,500	\$ 30,000	
City of Miami Fire Services		\$ 9,000	\$ 9,000	
WSI - Waste Removal Services		\$ 0	0	\$ 5,071
Sponsor/VIP Catering Services		\$ 14,000	\$ 14,000	
Subtotal	\$ 15,000	\$ 160,530	\$ 175,530	\$ 32,571
TOTAL EXPENSES	\$ 208,101			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 0		0
Memberships	\$ 0		0
Tuitions/Enrollment Fees	\$ 0		0
Contracted Services: Outside Programs/ Performances	\$ 0		0
Contracted Services: Special Exhibition Fees	\$ 5,000		3%
Contracted Services: Other	\$ 17,500		10%
Rental Income	\$ 0		0
Corporate Support		\$ 7,500	0
Foundation Support	\$ 0		0
Private/ Individual Support	\$ 0		0
Other Private Support: Auxiliary Activities	\$ 0		0
Other Private Support: Special Event Proceeds	\$ 0		0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0

Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 78,030		44%
Other Revenues			
Bayside Marketplace, Fireworks contribution		\$ 5,000	0
Mr. Neon- Big Orange		\$ 15,000	0
WSI, Waste services		\$ 5,071	0
			0
Department of Cultural Affairs Grants			
FEST	\$ 60,000		34%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$	\$ 22,571	10%

Subtotal	160,530	\$ 32,571	9%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 175,530		
Total Revenues	\$ 208,101	Total In-Kind %	19%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: F-2

ORGANIZATION: City of Sunny Isles Beach

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: Sunny Isles Beach Jazz Fest 2014

SUBCOMMITTEE

RECOMMENDATION: \$ 15,000.00

PROJECT TYPE/CATEGORY: Government/Municipality

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Government - Municipal

DATE(S) OF EVENT: 11-14-2014 through 11-16-2014

EVENT LOCATION: Heritage Park, Acqualina Resort & Spa on the Beach; Trump International Beach Resort,

PROJECT SYNOPSIS:

Grant funds are requested to support the 7th annual Sunny Isles Beach Jazz Fest taking place on Saturday, November 15, 2014 at Heritage Park, located at 19200 Collins Avenue. This year's theme is "What a Wonderful World", and it will feature local artists Rochelle Lightfoot, Brenda Alford, Lenard Rutledge, and international artist Leon (Foster) Thomas, along with the Melton Mustafa Orchestra.

HOTEL CONFIRMATION:

Acqualina Resort and Spa	30 rooms
Marco Polo Beach Resort	15 rooms blocked
Doubletree Ocean Point	10 rooms blocked

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	15	600
Out of County	6	300
Out of State	0	50
Foreign	0	50
TOTAL	21	1000

MARKETING DETAILS: Marketing and promotional efforts for Jazz Fest will be coordinated by the City of Sunny Isles Beach, in partnership with the Sunny Isles Beach Marketing and Tourism Council. The target list for our public relations campaign includes local businesses, hotels, condominiums, as well as various local radio, television, print media, and social media outlets.

Similar to the previous year, we will coordinate with Acqualina Resort & Spa and Trump International Beach Resort, so that discounted hotel packages for the weekend of Jazz Fest can be offered. Typically, such packages would include admission to the events associated with Jazz Fest occurring at their respective locations. Other local hotels participate in our marketing effort by allowing our newspapers, flyers, and brochures to be displayed in their lobbies and mail rooms. This allows for additional residents and tourists to obtain information about this event.

We will also implement a marketing and promotional strategy with local businesses and residential areas. The condominiums and City's residential neighborhoods-Golden Shores, Atlantic Isles, and Golden Gate, also allow the display and distribution of our newspapers, flyers, and brochures. Delivering print material to the individual homes, condominiums, and hotels allows us to maximize our efforts and reach residents and tourists.

This year, the City launched their Facebook, Twitter, and Instagram accounts, so we will promote Jazz Fest via those avenues. In addition, we will encourage attendance through the City's website and eSIBi email blasts.

Our comprehensive advertising campaign via local radio, television, print media, and the Internet is as follows:

- Listings on the websites of City of Sunny Isles Beach, Sunny Isles Beach Tourism and Marketing Council and the Greater Miami Convention and Visitors Bureau
- Advertisements on the Sunny Isles Beach local cable access channel, Channel 77

- Spots on WDNA and WLRN
- Listing in the Fall edition of the Sunny Isles Beach Living magazine, available at various municipal locations
- Email blast from Aventura/Sunny Isles Beach Chamber to their members
- Email Jazz Fest press release to local TV Stations 10, 6, 4, 7, and the Miami Herald
- Advertisements in the Sunny Isles Beach community newspaper, Miami Herald, and Biscayne Times newspaper
- Advertisements on the Atlantic Broadband cable network
- Pole banners that will be displayed by October
- Postcards to be delivered to Sunny Isles Beach condominiums mail rooms
- Postings on the City of Sunny Isles Beach Facebook, Twitter, and Instagram accounts

The time frame for our campaign begins in July and runs through the weekend of Jazz Fest. In July, we build our target list and as we near the Jazz Fest weekend, efforts will continue and be finalized, so that a successful marketing campaign can be executed.

The efforts aforementioned should prove to be valuable in helping to create a promising event that will enhance the appeal of Sunny Isles Beach.

PREVIOUS TDC FUNDING: \$15,000 (13-14); {\$12,000 (12-13) - End of cycle}; \$10,500 (10-11); \$15,000 (09-10); \$15,000 (08-09); \$15,000 (07-08)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The City of Sunny Isles Beach, in partnership with the Sunny Isles Beach Tourism & Marketing Council, will be holding the 7th annual Sunny Isles Beach Jazz Fest from 11/14/14-11/16/14. The main event will be at Heritage Park on November 15, 2014, and will feature local artists Rochelle Lightfoot, Brenda Alford, Lenard Rutledge, and international artist Leon (Foster) Thomas, along with the Melton Mustafa Orchestra. This year's theme is "What a Wonderful World". The featured artists will perform the titled song by Louis Armstrong as the show's finale. Entrance to the main event is \$10.00 for Sunny Isles Beach residents and \$15.00 for non-residents. Guests may bring food to the event, but we will also have vendors on site with food and beverages for sale.

Similar to the previous year, Jazz Fest is synchronized with Miami Live Month. We anticipate for this to increase tourism to Sunny Isles Beach and Miami-Dade County. We expect to attract at least 1000 spectators, through our vast marketing efforts.

Jazz Fest entails the main event, a reception event, and a Sunday Brunch. As the opening event, we plan to offer a reception at Acqualina Resort & Spa on the Beach, with live jazz music. This will take place on Friday, 11/14. The final day of the event will include a Sunday brunch at the Trump International Beach Resort. Both of these events will be open to the public, and tickets can be purchased directly via the sponsoring hotels. At this time, ticket prices for the reception and brunch have not been finalized. Special offers and packages will be available to guests staying at these hotels, and we have blocked a total of 100 rooms at participating hotels.

In order to promote all events involved in this year's Jazz Fest, we plan to use various marketing outlets. Our main source of marketing includes commercials provided by Atlantic Broadband, advertisements on WDNA and WLRN radio stations, The Miami Herald, Community newspaper, and Around Town magazine. Lastly, we will promote via the City's website, eSIBi email blasts, City's facebook, twitter, and Instagram pages, and do various press releases.

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

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

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 4,000	\$ 4,000	
Personnel: Artistic		\$ 0	0	
Personnel: Technical/Production		\$ 500	\$ 500	
Outside Artistic Fees/Services	\$ 3,000	\$ 13,000	\$ 16,000	
Outside Other Fees/Services		\$ 4,500	\$ 4,500	
Marketing ADV/ PV/ Printing/ Publication	\$ 7,000	\$ 14,500	\$ 21,500	\$ 15,000
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 2,000	\$ 2,000	
Travel: In County		\$ 500	\$ 500	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 5,000	\$ 14,000	\$ 19,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.			0	

Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 1,500	\$ 1,500	
Supplies/Materials		\$ 500	\$ 500	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 55,000	\$ 70,000	\$ 15,000
TOTAL EXPENSES	\$ 85,000			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 10,000		14%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 15,000	\$ 15,000	21%
Foundation Support			0
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
			0
			0

		0
Gov't Grants: Local		
		0
		0
		0
Gov't Grants: The Children's Trust (Direct Funding)		0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 1,000	1%
Investment Income (Endowment)		0
Interest and Dividends		0
Cash on Hand	\$ 28,000	40%
Other Revenues		
Revenues from vendor fees charged	\$ 1,000	1%
		0
		0
		0
Department of Cultural Affairs Grants		
		0
		0
		0
		0
		Grant Amount % of Total Cash Revenues

Subtotal	\$ 55,000	\$ 15,000	21%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 70,000		
Total Revenues	\$ 85,000	Total In-Kind %	21%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: G-1

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

PROJECT TITLE: 2015 Inter-American Conference of Mayors and Local **RECOMMENDATION:**

Authorities

\$14,400.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY:

FUNDING YEAR:

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 06-09-2015 - 06-12-2015

EVENT LOCATION: Hilton Downtown Hotel

PROJECT SYNOPSIS:

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

HOTEL CONFIRMATION:

Hilton Downtown	360 room nights

TOURISM IMPACT PROJECTION:

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

* Provisional Application

Foreign		535
TOTAL	0	600

HOTEL ROOM NIGHTS PROJECTION:

	At time of application	At time of panel
# of hotel room nights blocked as of application submission:		
# of hotel room nights anticipated to be booked:	360	
Actual number of hotel room nights used last year:	513	

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

PREVIOUS TDC FUNDING:

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

OTHER GOVERNMENT FUNDING:

Miami Dade Seaport - \$77,063

PROJECT NARRATIVE:

The Institute for Public Management & Community Service (IPMCS) at Florida International University will again organize under the leadership, and on behalf of Miami-Dade and the Board of County Commissioners, a conference for the municipal leaders of the Hemisphere. The Conference will be the Twentieth Inter-American Conference of Mayors and Local Authorities, and will be held at the in downtown Miami, in June 2015. Again, as was the case with the prior eighteen conferences, it will be co-chaired by Miami-Dade County Mayor Carlos Gimenez and by Miami-Dade County Commissioner Javier D. Souto.

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

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

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

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

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

PROJECT EXPENSE BUDGET FY 2013-2014

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

PROJECT REVENUE BUDGET FY 2013-2014

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

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

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: G-2

ORGANIZATION: MDGLCC Foundation, Inc.

GRANT REQUEST: \$20000

PROJECT TITLE: LGBT Visitor Center

RECOMMENDATION: \$20,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Set-Aside

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2014 - 09-30-2015

EVENT LOCATION: LGBT Visitor Center

PROJECT SYNOPSIS:

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

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

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

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

Center advertising will be supplemented by the GMCVB.

HOTEL CONFIRMATION:

Beachcomber Hotel

Breakwater South Beach

Catalina Hotel

TOURISM IMPACT PROJECTION:

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

HOTEL ROOM NIGHTS PROJECTION:

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

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

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

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

PROJECT NARRATIVE:

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

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

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

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

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

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

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

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

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

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

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

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

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

PROJECT EXPENSE BUDGET FY 2014-2015

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

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

PROJECT REVENUE BUDGET FY 2014-2015

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

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: G-3

ORGANIZATION: Miami Beach Chamber of Commerce

GRANT REQUEST: \$ 20,000.00

PROJECT TITLE: Visit Miami Beach

SUBCOMMITTEE

RECOMMENDATION: \$.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Set-Aside

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2014 through 09-21-2015

EVENT LOCATION: Visit Miami Beach, ; ,

PROJECT SYNOPSIS:

Grant funds are requested to support administrative fees, marketing and printing materials for Visit Miami Beach between October 1, 2014 and September 30, 2015 at the Miami Beach Convention Center. Visit Miami Beach is open daily to serve tourists and conventioners with their needs including, but not limited to, hotel bookings, tours, shopping and dining suggestions, gift shop items and much more.

HOTEL CONFIRMATION:

N/A	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		
Out of County		25000
Out of State		50000
Foreign		60000
TOTAL	0	135000

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

PREVIOUS TDC FUNDING: \$20,000 (13-14); \$20,000 (12-13); \$20,000 (11-12); \$20,000 (10-11); \$20,000 (09-10); \$20,000 (08-09)

OTHER GOVERNMENT FUNDING:

MB Tourist Advancement - \$30,000

PROJECT NARRATIVE:

VMB has related to the Convention Center now three years. It is a conceirge and retail outlet. Over 100 Brochures of county wide attractions. over 35 daily tours. INcard program outlet for visitors with promotions and discounts.

Local media partners and community partners cross promote the welcome center.

PROJECT EXPENSE BUDGET FY 2014-2015

PROJECT REVENUE BUDGET FY 2014-2015

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: G-4

ORGANIZATION: Miami Beach Latin Chamber of Commerce, Inc. **GRANT REQUEST:** \$ 20,000.00

PROJECT TITLE: Tourist Hospitality Center

SUBCOMMITTEE
RECOMMENDATION: \$ 20,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2014 through 09-30-2015

EVENT LOCATION: Tourist Hospitality Center, ; ,

PROJECT SYNOPSIS:

Funds will be used to operate the Tourist Hospitality Center, a well established/organized tourist satisfiable program at Lincoln Road w/19 years of track record - serving all year round, 9 a.m. to 5:30 p.m., Monday to Friday, providing direct customer service to an avg. of 10,000 domestic and international visitors annually. Multilingual Concierge staff assists walk-in visitors, by phone and internet on everything there is to do and see in Miami, create itineraries assist with travel emergencies

HOTEL CONFIRMATION:

N/A	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		100
Out of County		900
Out of State		3,000
Foreign		6,000
TOTAL	0	10000

MARKETING DETAILS: Street Visibility: Our Visitor Center location is listed on the City's street marquee as visitors enter the 5th block entrance on Lincoln Road, complemented by a 4 x 2 ft. banner on the Center's pedestrian entrance inviting walk-ins to come in.

Website/Online Outreach:

www.miamibeach.org: the Chamber's own website with strong domain name has an interactive "Ask our Concierge" / "Visitor Discounts" / "Things to Do & See" / and more than 50 pages with useful tourism information to attract visitors and be competitive with hospitality services.

Google Pay-Per-Click Hotel Discounts Campaign: To attract more visitors to Miami during the off-season [summer/early fall], we will conduct marketing of discounted hotel room rates through Google pay-per-clicks campaign in Latin America, including the discounts and promotions of fellow Chamber Incard program and GMCVB promotions like Miami Spice [connecting links]. Marketing will be achieved building and managing monthly ad words/phrases of hotel discounts and other discounts in Spanish and Portuguese on Google ads in Latin America. It will boost reservations between June and September, a peak period for inbound Latin American travelers to Miami. The campaign drives online traffic to miamibeach.org landing pages in Spanish and Portuguese, engaging viewers to reservations' portals of participating hotels and others. This business stimulus approach is well received by hotels and restaurants to boost reservations and added customers at no cost through marketing of discounted rates and promotions. The investment of TDC funds to our program will helps us maximize our marketing efforts and add exposure to Miami hotels, to help generate incremental revenue to hotels and our increase our city's resort taxes. The discount campaign trough Google ad words features more than 50 hotel discounts to attract visitors not just to browse on our landing pages, but convert "lookers into

bookers" of hotel rooms in our destination. Also, we offer our services through ad listings with partners that have high SEO ranking, such as Visit Florida [over 2 million visits] and GMCVB among others. The combination of paid traffic and general browsers to our website results in effective marketing to our destination.

How is the Center promoted?

- 1) Internet page views of the Center services, location and offers through partners and paid ads: 2 million+
- 2) Pay-per-clicks on Google Latin America campaign: 3,500 expected between June-Sept. 2014
- 3) Impressions/Circulations
 - a) Welcome/Bienvenidos/Bemvindos: 1,200,000 prints
 - b) Le Soleil de la Floride: 300,000 guides
 - c) Visit Florida: 1,000 guides

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

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

PREVIOUS TDC FUNDING: \$20,000 (13-14); \$20,000 (12-13); \$20,000 (11-12); \$20,000 (10-11); \$20,000 (09-10); \$20,000 (08-09)

OTHER GOVERNMENT FUNDING:

MBVCA - \$22,500

City of Miami Beach - \$18,000

PROJECT NARRATIVE:

The Tourist Hospitality Center is a customer service program that is well organized and accredited as an official Visitor Center in the State of Florida. It has 19 yrs. of track record, funded by the City of Miami Beach, TDC and Dade County and Miami Beach Latin Chamber members. It opens Mondays through Fridays from 9 to 5:30 - all year round, at an attractive facility at Lincoln Road, corner of Drexel Avenue. It is a short walking distance to popular commercial corridors, districts, convention center, hotels and restaurants frequented by visitors.

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

The Center anticipates to address 10,000 visitors yearly via walk-ins and telephone, advising and assisting free of charge with action-packed itineraries; provide detailed vehicular directions; bookings and reservations of tours, excursions; information about cultural and ethnic attractions, special events and festivals, reservations assistance for car rentals, locating hotels and room rates, restaurant reservations, how to get around; bus routes, locate museums, galleries, historic districts, clubs, lounges, shopping, recreational attractions, where to buy "easy access" tickets, as well as performing/concert events and tickets. It also assists visitors and convention delegates to resolve travel emergencies and issues that may come up.

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

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

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

and special events.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 15,610	\$ 42,975	\$ 58,585	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services	\$ 1,850	\$ 600	\$ 2,450	
Marketing ADV/ PV/ Printing/ Publication		\$ 365	\$ 365	
Marketing: Postage/Distribution	\$ 650	\$ 190	\$ 840	
Marketing: Web Design/ Support/ Maintenance		\$ 6,000	\$ 6,000	
Travel: In County		\$ 1,800	\$ 1,800	
Travel: Out of County			0	
Equipment Rental	\$ 700	\$ 1,800	\$ 2,500	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental	\$ 1,190	\$ 8,810	\$ 10,000	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance		\$ 700	\$ 700	
Insurance / for Performance, Exhibition, Event, etc.			0	

Utilities		\$ 2,350	\$ 2,350	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 1,500	\$ 1,500	
Other Expenses				
Janitorial/Maintenance		\$ 1,300	\$ 1,300	
Contingencies/Miscellaneous		\$ 500	\$ 500	
Hospitality Events/Outreach		\$ 700	\$ 700	
Licenses		\$ 410	\$ 410	
			0	
Subtotal	\$ 20,000	\$ 70,000	\$ 90,000	0
TOTAL EXPENSES	\$ 90,000			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support			0
Foundation Support			0
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
			0
			0
			0

Gov't Grants: Local			
VCA	\$ 22,500		25%
City of Miami Beach	\$ 18,000		20%
			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			
Chamber support/reserves	\$ 29,500		33%
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$		33%

SUBTOTAL	70,000	0	22%
Grant Amount	\$ 20,000		
Cash Revenues + Grant Amount	\$ 90,000		
Total Revenues	\$ 90,000	Total In-Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: G-5

ORGANIZATION: Miami-Dade County Days, Inc.

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: Miami-Dade County Days in Tallahassee 2015

SUBCOMMITTEE
RECOMMENDATION: \$ 15,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Set-Aside

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-08-2015 through 04-09-2015

EVENT LOCATION: N/A - All Venues are in Tallahassee, FL, ; ,

PROJECT SYNOPSIS:

Grant funds are requested to support the 27th year of Miami-Dade County Days as the event is prepared to showcase Miami-Dade County during the annual Florida Legislative session on April 8th and 9th, 2015, in Tallahassee, Florida. The common goal is promoting the leaders of our community and educating the Florida Legislators from throughout the state about Miami-Dade County.

HOTEL CONFIRMATION:

N/A	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		500
Out of County		400
Out of State		100
Foreign		
TOTAL	0	1000

MARKETING DETAILS: Comcast will be running PSA's this fall showcasing Miami-Dade County Days. Community Newspapers will be printing a special commemorative edition honoring our 26th anniversary.

We are best represented by word of mouth from our past sponsors, participants and guests. Many individuals are added to our mailing list each year and their co-workers and/or friends to be added as well.

We send out flyers and letters regarding our annual Kick-Off Party as well as information on the upcoming Dade Days events in Tallahassee. Applications are mailed the first of the year with sponsorship information and for people to signup to join us.

Press releases are sent out monthly, beginning in 2015, to the Miami Herald and all major newspapers in the state showcasing Dade Days and our upcoming events. Traditionally, all major newspapers, as well as local press, covers the "Paella Fest", and often includes a photo of the Paella being served to the public.

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

PREVIOUS TDC FUNDING:

OTHER GOVERNMENT FUNDING:

Miami-Dade County (Intergovernmental) - \$20,000

Homestead Chamber of Commerce - \$5,000

PROJECT NARRATIVE:

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

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

Following "Paella Fest" our first seminar is at the Capitol with a welcome from our Dade Delegation members. That evening we have two networking events for our sponsors, participants and guests - TITLES TBA.

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

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

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

We hold our signature event, "Paella Fest" every year because of the TDC grant. The grant money from the Tourist Development Council for the past 26 years has been the foundation of Miami-Dade County Days in Tallahassee.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 22,050	\$ 22,050	
Personnel: Artistic		\$ 0	0	
Personnel: Technical/Production		\$ 0	0	
Outside Artistic Fees/Services		\$ 2,625	\$ 2,625	
Outside Other Fees/Services		\$ 15,950	\$ 15,950	
Marketing ADV/ PV/ Printing/ Publication		\$ 2,182	\$ 2,182	
Marketing: Postage/Distribution		\$ 561	\$ 561	
Marketing: Web Design/ Support/ Maintenance		\$ 0	0	
Travel: In County		\$ 945	\$ 945	
Travel: Out of County		\$ 54,972	\$ 54,972	
Equipment Rental		\$ 0	0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 4,375	\$ 4,375	
Equipment Purchase		\$ 0	0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 0	0	
Space Rental		\$ 0	0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 7,035	\$ 7,035	
Mortgage/ Loan Payments		\$ 0	0	
Insurance		\$ 0	0	
Insurance / for Performance, Exhibition, Event,		\$ 1,110	\$ 1,110	

etc.		\$ 1,418	\$ 1,418	
Utilities		\$ 1,356	\$ 1,356	
Fundraising/ Development (Non-Personnel)		\$ 0	0	
Merchandise/ Concessions/ Gift Shops		\$ 14,316	\$ 14,316	
Supplies/Materials		\$ 0	0	
Other Expenses				
Hotels		\$ 54,970	\$ 54,970	
Bijan's	\$ 15,000	\$ 0	\$ 15,000	
Food		\$ 15,225	\$ 15,225	
Awards		\$ 3,710	\$ 3,710	
			0	
Subtotal	\$ 15,000	\$ 201,690	\$ 216,690	0
TOTAL EXPENSES	\$ 216,690			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 121,340		56%
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	\$ 57,350		26%
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
MDX	\$ 2,500		1%
			0

			0
Gov't Grants: Local			
Miami-Dade County (Intergovernmental Affairs, Seaport, Airport)	\$ 20,000		9%
Homestead Chamber of Commerce	\$ 500		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			
			0
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 201,690	0	7%

Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 216,690		
Total Revenues	\$ 216,690	Total In- Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: G-6

ORGANIZATION: The Key Biscayne Chamber of Commerce, Inc.

GRANT REQUEST: \$

15,000.00

PROJECT TITLE: The Key Biscayne Chamber of Commerce and Visitor Center

SUBCOMMITTEE

RECOMMENDATION: \$

15,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Set-Aside

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 01-01-2015 through 12-31-2015

EVENT LOCATION: The Key Biscayne Chamber of Commerce and Visitor Center, ; ,

PROJECT SYNOPSIS:

Grant funds are requested to support the Visitors Center of the Key Biscayne Chamber of Commerce, located at 88 W. McIntyre Street, Suite 100, Key Biscayne, FL. The Visitors Center is an ongoing project as it is open 365 days a year, 24 hours a day. The Visitors Center has knowledgeable staff and offers international, national, and local guests an ADA compliant information center with over 150 brochures, multilingual visitors guides, maps, Miami-Dade transit information, and other publications.

HOTEL CONFIRMATION:

N/A	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	2	1000
Out of County		2000
Out of State		1000
Foreign		2000
TOTAL	2	6000

MARKETING DETAILS: Marketing the Visitors Center includes:

- *Using international signs for information "i" on Crandon Blvd., the only thoroughfare on the island, and using the electronic reader board at the Village's entrance.
- * GPS mapping of the Visitors Center via NAVTEQ which supplies the majority of the GPS car market (85%) along with Garmin, Magellan, MapQuest, Yahoo Maps, and so on.
- *Partnering with Miami Seaquarium, which with its 500,000 annual visitors gives additional exposure by placing a sign at the Seaquarium exit offering the Chamber's free map of the area. This encourages their guests to drive a bit further to play, shop, dine, and stay.
- *Continuing good relations with the State Park, Historic Virginia Key Beach Park and County Park, which direct tourists who want to know more about Miami to the Visitors Center.
- *Continuing good relations with the Greater Miami Convention and Visitors Bureau, which assists in many ways, such as supplying excellent multilingual publications and contact details of travel writers.
- * Continuing good relations with the Ritz-Carlton Key Biscayne, the only resort hotel on the island.
- *Distributing local print publications such as the Key Biscayne Map, Island Life, the Islander News, and a general brochure.
- *Maintaining the Visitors Center website, which currently has ? visits in the past 12 months; it is cross-linked with Facebook, Twitter, and YouTube for additional referencing, SEO, and media linkage.
- * Monitoring the Internet and writing articles for Trip Advisor.
- * Liaising with Channel 77, the local government broadcast station, and the Islander News, the local newspaper, which publicize the Visitors Center regularly.
- * Joining "Visit Florida" to maximize state sponsored exposure.

PREVIOUS TDC FUNDING: \$15,000 (13-14); {\$15,000 (12-13) - Set-aside}; \$9,000 (11-12); \$9,000 (10-

11); \$10,000 (07-08)

OTHER GOVERNMENT FUNDING:

Visit Florida - \$1,500

PROJECT NARRATIVE:

The proposed project is the Visitors Center of the Key Biscayne Chamber of Commerce. The Visitors Center is located in the Village Hall of Key Biscayne, 88 W. McIntyre Street, Suite 100. It offers international, national, and local tourists an ADA compliant facility with over 150 brochures, multilingual visitors guides, maps, transit information, newspapers, and magazines, all of which are complimentary. The Center is open 365 days a year, 24 hours a day and is air-conditioned and connected to the main Chamber office by a door, which is open when the Chamber is staffed. The Visitors Center is staffed Monday through Friday from 9 a.m. until 5 p.m. and is self-service outside of these hours. There are no fees or charges associated with the Visitors Center, all is given to the tourists for free and no commissions are received from referrals.

The Chamber has two full-time employees. One employee specializes in social media and website maintenance and the other assists on-site in office duties and in helping the tourists as she really enjoys meeting the international and local visitors. English and Spanish are spoken in the office and volunteers and local language schools assist when French, German, Italian, and Portuguese are needed. When tourists walk into the Visitors Center, they are the top priority and are attended to promptly and with courtesy, regardless of what is happening in the Chamber's office. The Mayor of Key Biscayne has continued to help tourists in the Center when they wandered in while he was in a meeting at the Chamber. The value of tourism is appreciated by all who have a stake in our South Florida economy. Visitors to Key Biscayne are on an island five miles from the mainland and she/he might not be able to drive to another area within the County without directions, maps, and advice. We have the ability to promote our County's tourist attractions that vacationers and residents might not otherwise notice. The Visitors Center will attract more tourists to Miami-Dade County by assisting tourists with friendly, knowledgeable service regarding the County's many attractions and hotels. The Center also attracts visitors through its Internet presence.

The Key Biscayne Visitors Center should be an attractive project for the use of Tourist Development Council (TDC) Funds because it is on the "front lines," attracting tourists and helping them have an enjoyable stay while they are here. Key Biscayne is an undeniable tourist magnet with hundreds of thousands of visitors drawn to the beaches, parks, and Sony Tennis Open. Even if tourists are staying elsewhere, a day-trip to Key Biscayne enriches the overall vacation experience.

TDC funding is very important to the staffing of the Center, website maintenance, and the upkeep of our ongoing social media marketing.

The Visitors Center is an ongoing project without a timeline as it is open 365 days a year, 24 hours a day.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration			0	
Personnel: Artistic		\$ 44,000	\$ 44,000	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 13,500	\$ 0	\$ 13,500	\$ 6,000
Marketing: Postage/Distribution		\$ 500	\$ 500	
Marketing: Web Design/ Support/ Maintenance	\$ 1,500	\$ 1,000	\$ 2,500	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	\$ 10,000
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance		\$ 2,000	\$ 2,000	
Insurance / for Performance, Exhibition, Event,			0	

etc.			0	
Utilities		\$ 3,200	\$ 3,200	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 500	\$ 500	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 51,200	\$ 66,200	\$ 16,000
TOTAL EXPENSES	\$ 82,200			

PROJECT REVENUE BUDGET FY 2014-2015

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		\$ 6,000	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			
Visit Florida	\$ 1,500		2%
			0

			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Key Biscayne Chamber of Commerce, Inc.	\$ 49,700		75%
Village of Key Biscayne Rent		\$ 10,000	0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 51,200	\$ 16,000	23%

Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 66,200		
Total Revenues	\$ 82,200	Total In-Kind %	24%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 1st Quarter (October 1 - December 31)

Agenda Item No.: G-7

ORGANIZATION: Tropical Everglades Visitor Association, Inc.

GRANT REQUEST: \$ 20,000.00

PROJECT TITLE: Tropical Everglades Visitor Center

SUBCOMMITTEE

RECOMMENDATION: \$ 20,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Set-Aside

FUNDING YEAR:

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 10-01-2014 through 09-30-2015

EVENT LOCATION: Tropical Everglades Visitor Center, ; ,

PROJECT SYNOPSIS:

Grant funds are requested to support the Tropical Everglades Visitor Center located in Florida City. This 26 year old Visitor Center has helped close to 2 million visitors and works to promote hotels, restaurants and attractions in southern Miami-Dade County. Last year, over 50,000 visitors used the services provided through our visitor center. Our visitor center is located at 160 S.E.1st Ave. in Florida City, Florida 33034. Hours of operation are Monday -Sunday 8:00 A.M. to 5:00 P.M..

HOTEL CONFIRMATION:

N/A	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		8,000
Out of County		18,000
Out of State		26,000
Foreign		28,000
TOTAL	0	80000

MARKETING DETAILS: The Tropical Everglades Visitor Center promotes tourism in southern Miami-Dade County through the production of 50,000 visitor guides each year. We work closely with our 2 national parks and work to promote agri-tourism in our area producing 100,000 Historic Redland Tropical Trail brochures each year. In the last year, we have produced a South Florida Visitor travel app for both the android and I phones. Our website averages over 100,000 hits per month. Other publications include toll information and rack cards distributed at the state welcome centers and along the Florida Turnpike. Other goals of our Association include continuing to push for better transportation and signage for southern Miami-Dade County. In the coming year, we will participate in a joint venture with the GMCVB and the City of Homestead to promote our destination at key domestic and international travel / trade shows.

PREVIOUS TDC FUNDING: \$20,000 (13-14); \$20,000 (12-13); \$20,000 (11-12); \$20,000 (10-11); \$20,000 (09-10)

OTHER GOVERNMENT FUNDING:

CBO Grant - \$11,200

PROJECT NARRATIVE:

This proposed project is for the continued support of the Tropical Everglades Visitor Center. The Visitor Center provides year round information on hotels, restaurants, attractions, national parks and agri-tourism venues. Our welcoming all-volunteer staff provides information, and in doing so, improves the chances that these visitors will continue to make future return trips to our area. The Visitor Center is located on US-1 in Florida City in an area that acts as the crossroad to 3 major state road arteries...to include SR 997, the Florida Turnpike and US Highway One between Miami and the Florida Keys...giving our location great exposure. An estimated 10 million vehicles travel by our Visitor Center each year. July 2014 marks 26 years that our center has been vital to the local economy. The Visitor Center is open 7 days a week (except for some holidays) year round with operating hours of 8 am to 5 pm everyday with Sunday hours changed to 10 am to 2 pm in the off-season. Close to 80,000 travelers stop by our center each year. Tens of thousands more receive information from us via our website and direct phone calls. Our Visitor Center helps to produce bedtax revenue year round by booking and promoting hotel nights, as well as, helping to keep visitors in the area for longer stays. Marketing includes the production of 150,000 guides each year; rack card advertising in the major welcome centers throughout the state; through our websites and downloadable apps. Operational support from this TDC grant enables our Visitor Center to better provide for and help create a positive experience for tourists in our area. Our Visitor Association works closely with many local organizations to include: The City of Homestead, Visit Florida, the GMCVB, and, the Homestead / Florida City Chamber of Commerce. Continued support helps us and the tourism economy in southern Miami-Dade County.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 5,000	\$ 33,200	\$ 38,200	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services		\$ 0	0	
Marketing ADV/ PV/ Printing/ Publication			0	
Marketing: Postage/Distribution	\$ 2,000	\$ 7,700	\$ 9,700	
Marketing: Web Design/ Support/ Maintenance		\$ 850	\$ 850	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental		\$ 900	\$ 900	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental	\$ 7,000	\$ 1,500	\$ 8,500	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance	\$ 2,200	\$ 10,600	\$ 12,800	
Insurance / for Performance, Exhibition, Event, etc.			0	

Utilities	\$ 3,800	\$ 6,873	\$ 10,673	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 23,500	\$ 23,500	
Supplies/Materials		\$ 4,200	\$ 4,200	
Other Expenses				
Sales Tax		\$ 2,000	\$ 2,000	
building repairs and Maintenance		\$ 4,800	\$ 4,800	
Volunteer Hours			0	\$ 11,550
			0	
			0	
Subtotal	\$ 20,000	\$ 96,123	\$ 116,123	\$ 11,550
TOTAL EXPENSES	\$ 127,673			

Grant Amount	\$ 20,000		
Cash Revenues + Grant Amount	\$ 116,123		
Total Revenues	\$ 127,673	Total In-Kind %	10%



miami children's museum
play • learn • imagine • create

3B PONZI SCHEMER'S SENTENCE REDUCED BY HALF

6-9-13 TELEVISION, MOVIES, COMIC

LOCAL & STATE

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MIAMI CHILDREN'S MUSEUM

A CARTOON WORLD COMES TO LIFE



CARL JUSTE/MIAMI HERALD STAFF

Ricardo Fernandez, left, and wife, Tracey, right, join in the fun as their daughter, Solei Fernandez, 4, enters the world of Nickelodeon's "Dora the Explorer" at the Miami Children's Museum, 980 MacArthur Causeway on Watson Island, on Sunday. The museum's new exhibit, called "Dora and Diego — Let's Explore!" opened on Sunday and runs through Jan. 11.



miami children's museum
play • learn • imagine • create

Dora & Diego Let's Explore: Opening Press

Dora & Diego Let's Explore Exhibit was covered by:

Television

WSVN, NBC5, Telemundo, WTVJ, Miami Beach Channel and WPBT

Print

The Miami Herald (Metro cover feature), SFL Magazine, Miami New Times, Where Magazine, Family Magazine, Welcome Magazine and Hometown Magazine Doral/Aventura/Hialeah

Online

Facebook, Google Ad words, Just Ask Boo and Munchkinfun

Marketing

Tshirt, Promotional Kids Items and Rack cards/Flyers/Media kits

Other

Arsht Center, Broward Center, Regal and AMC Movie Theaters

