



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

## **Board of County Commissioners**

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

January 5, 2015  
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  
JANUARY 5, 2015**

The Tourist Development Council (TDC) convened in the 6<sup>th</sup> floor Conference Room at the Stephen P. Clark Government Center, 111 Northwest First Street, Miami, Florida, at 2:00 p.m. on January 5, 2015. The members present were Mr. Stuart Blumberg, Mr. William Perry III, Ms. Olga Ramudo, Mr. Hemant Patel, Mr. Gene Prescott, Commissioner Keon Hardemon and Commissioner Mickey Steinberg; and (Chairman Esteban Bovo, Jr, was late and arrived at 2:14 p.m. and Ms. Danielle Torres was absent).

The following staff members were also present: Mr. Michael Spring, Director, Department of Cultural Affairs; Mrs. Nikenna D. Benjamin, Grants Program Administrator; Mrs. Liliana Hernandez, Projects Officer; and Deputy Clerk Tawana Parker.

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

Vice-Chairman Stuart Blumberg called the meeting to order at 2:08 p.m.

**I. Additions, Deletions, Withdrawals**

There were no additions, deletions, or withdrawals from today's (01/05) 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 and he clarified for the record that a conflict of interest does not exist for elected officials if the respective City Commissions took action on an applicant or organization allocating funds.

**III. Items for Approval**

**A. Minutes of the October 8, 2014 Meeting**

It was moved by Mr. Hemant Patel that the minutes of the October 8, 2014 Tourist Development Council (TDC) meeting be approved. This motion was seconded by Ms. Olga Ramudo and upon

being put to a vote, passed 7-0. (Commissioner Esteban Bovo Jr. and Ms. Danielle Torres were absent).

**B. FY 2015 Sunset Review**

Mr. Spring advised that the Board of County Commissioners requires that all County Boards have a bi-annual Sunset Review, submitting a report, which outlines the activities and a recommendation for the continuation of the Board.

It was moved by Commissioner Keon Hardemon that the Sunset Review be approved with a recommendation for the continuation of the TDC for two years. This motion was seconded by Mr. Hemant Patel and upon being put to a vote passed 7-0. (Commissioner Esteban Bovo Jr. and Ms. Danielle Torres were absent).

**IV. Reports and Discussion Items**

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

Mr. Spring advised this was the second funding period of the fiscal year and advised this period covers events held from January – March 2015. He noted the TDC currently has a budget of a little less than \$1, 250, 000 and stated the funds are a combination of the Tourist Development tax revenue, hotels and motel food and beverage surtax revenues as well as the long term agreement with the Greater Miami Convention and Visitor’s Bureau, which provides the TDC with an additional \$25,000 a year. Mr. Spring announced thirty-three (33) applications were received for the second funding quarter requesting a total of \$641,500.00 in funding. He stated twenty-nine (29) applicants were non-profit and four (4) for-profit. He advised six (6) applicants were new or first time projects, twenty-five (25) were Continuing projects and two were eligible under the Ongoing projects category. Mr. Spring noted the TDC subcommittee met and none of the recommendations exceed \$25,000, but a total of \$401,600.00 has been recommended and leaves a little more than \$62,000.00 for the remainder of the year.

**V. Citizen’s Presentations**

Mr. Spring explained the procedures regarding today’s (01/05) citizen’s presentations, and he requested the representatives of those organizations make a brief statement on new information. He noted that representatives who had not registered would have the opportunity to make a short presentation following the order listed in the agenda.

**VI. Grant Applications and Recommendations – Second Funding Period**

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

<b>VI. A-2. City of Miami Gardens Jazz in the Gardens Music Festival</b>	<b>Final Recommendation \$25,000</b>
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Ms. Denese Williams appeared before the Council representing the foregoing applicant and thanked the TDC for their ongoing support of this event. She advised this was the 10<sup>th</sup> Anniversary Jazz in the Gardens and invited everyone to attend the event.

**VI. A-3. Classical South Florida, Inc. Final Recommendation**  
**Listen to the Dance \$7,500**

Ms. Deborah Moroff thanked the Council for their support and noted this was a partnership with the Miami City Ballet in an effort feature the local performing arts organizations on the air. She stated this would enable the local organizations to be heard around the world.

**VI. A-5. Fairchild Tropical Botanic Garden, Inc. Final Recommendation**  
**Gardens Music Festival \$18,000**

Mr. Kirk Forbes appeared before the Council and noted the festival runs from January 9<sup>th</sup> – 18<sup>th</sup>, 2015. He asked the TDC to consider granting the full requested amount of \$25,000.

**VI. A-6. Florida International University Board of Trustees for the benefit School of Hospitality Management SoBch Wine 2015 Fun & Fit as a Family Final Recommendation**  
**\$15,750**

Ms. Julia Cancino representing the foregoing applicant appeared before the Council and thanked the TDC for their support.

**VI. A-15. National Foundation for Advancement in the Arts Inc. – YoungArts Week Final Recommendation**  
**\$12,000**

Ms. Gail Epstein advised the arts festival brings in vast amount of kids, teachers and parents from all over the country for a week of master classes, performances and exhibitions. She noted the events would be held at their campus as well as the New World Center. Ms. Epstein stated this was a phenomenal opportunity for the next generation of artist to work with mentors, professionals and to network with each other.

**VI. A-17. Performing Arts Center Trust, Inc. dba Adrienne Arsht Center for the Performing Arts Of Miami-Dade County Final Recommendation**  
**\$13,500**

Ms. Jodi Farrell appeared before the Council representing the foregoing applicant, and stated this was the 8<sup>th</sup> season of Flamenco Festival. She noted they have been marketing locally as well as internationally and expect the festival to be sold out.

**VI. A-18. Rotary Foundation of South Miami, Inc. South Miami Rotary Art Festival Final Recommendation**  
**\$5,000**

Ms. Wendy Lapidus appeared before the Council and noted this was the 32<sup>nd</sup> year and she requested an additional \$1,000.00 in funding. Ms. Lapidus stated she reviewed the number of artist that have an extended stay in town for this festival, which equals more hotel room nights being booked.

<b>VI.</b>	<b>A-19. The Deering Estate Foundation, Inc. 11th Annual Deering Seafood Festival on the Bay Film Festival</b>	<b>Final Recommendation \$8,000</b>
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Ms. Mary Pettit, representing the foregoing applicant appeared before the Council and thanked the TDC for their support of the Deering Seafood Festival. She advised they have been ranked #5 by Who's Best magazine, for restaurant and food events. Ms. Pettit asked the council to increase the funding to \$10,000.00, which was the normal amount issued in the past.

It was moved by Ms. Olga Ramudo that the FY 2014-2015 TDC second funding period award recommendations by the TDC Subcommittee for the applications in VI-A Section of Special Events/Promotions (Non-Profit) – Continuing including those who did not make a presentation at today's (01/05) TDC meeting be approved as follows:

<b>Agenda Item No</b>	<b>Organization Name</b>	<b>Final Recommendation</b>
<b>VI.</b>	<b>A-1. Center for Advancement of Jesish Education, Inc. 18th Annual Miami Jewish Film Festival</b>	<b>\$6,750</b>
<b>VI.</b>	<b>A-2. City of Miami Gardens Jazz in the Gardens Music Festival</b>	<b>\$25,000</b>
<b>VI.</b>	<b>A-3. Classical South Florida, Inc. Listen to the Dance</b>	<b>\$7,500</b>
<b>VI.</b>	<b>A-4. Coconut Grove Arts &amp; Historical Association, Inc. 52nd Annual Coconut Grove Arts Festival</b>	<b>\$25,000</b>
<b>VI.</b>	<b>A-5. Fairchild Tropical Botanic Garden, Inc. GardenMusic Festival</b>	<b>\$18,000</b>
<b>VI.</b>	<b>A-6. Florida International University Board of Trustees for the benefit School of Hospitality Management SoBch Wine – 2015 Fun &amp; Fit as a Family</b>	<b>\$15,750</b>
<b>VI.</b>	<b>A-7. Historical Association of Southern Florida, Inc. The Complete Audubon: The Birds of America - Exhibition and Panel Discussion</b>	<b>\$6,000</b>
<b>VI.</b>	<b>A-8. Homestead Rodeo Association, Inc. 66<sup>th</sup> Annual Homestead Championship Rodeo</b>	<b>\$10,500</b>
<b>VI.</b>	<b>A-9. Jorge M. Perez Art Museum of Miami-Dade County, Inc. Tapies: From Within – Exhibition and Public Programs</b>	<b>\$18,000</b>

VI.	A-10.	<b>Kiwanis Club of Little Havana. Calle Ocho Festival</b>	<b>\$25,000</b>
VI.	A-11.	<b>Miami Dade Community College Foundation, Inc. 2015 Miami International Film Festival</b>	<b>\$18,000</b>
VI.	A-12.	<b>Miami Design Preservation League, Inc. Art Deco Weekend 2015</b>	<b>\$15,000</b>
VI.	A-13.	<b>Miami Light Project, Inc. Global Cuba Fest</b>	<b>\$12,000</b>
VI.	A-14.	<b>Michael Joseph Brink Foundation, Inc. Fiscal Agent for TheatreSouth Atlanta, Inc.</b>	<b>\$6,750</b>
VI.	A-15.	<b>National Foundation for Advancement in the Arts, Inc. YoungArts Week</b>	<b>\$12,000</b>
VI.	A-16.	<b>Orchestra Miami, Inc. Orchestra Miami celebrates Miami Beach's 100th Anniversary</b>	<b>\$9,000</b>
VI.	A-17.	<b>Performing Arts Center Trust, Inc. dba Adrienne Arsht Center for the Performing Arts of Miami –Dade County Flamenco Festival 2015</b>	<b>\$13,500</b>
VI.	A-18.	<b>Rotary Foundation of South Miami Inc. South Miami Rotary Art Festival</b>	<b>\$5,000</b>
VI.	A-19.	<b>The Deering Estate Foundation, Inc. 11<sup>th</sup> Annual Deering Seafood Festival on the Bay</b>	<b>\$8,000</b>
VI.	A-20.	<b>The Unconservatory, Inc. Gala For Two Pianos 2015</b>	<b>\$4,000</b>
VI.	A-21.	<b>The Women's International Film &amp; Arts Festival, Inc. 10<sup>th</sup> Annual Women's International Film &amp; Arts Festival</b>	<b>\$6,300</b>

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

**B. Television (Non-Profit) – Continuing**

It was moved by Commissioner Esteban Bovo Jr. that the FY 2014-2015 TDC second funding period award recommendations by the TDC Subcommittee for the applications in VI-B Section of Television (Non-Profit) – Continuing including those who did not make a presentation in today's (01/05) meeting be approved as follows:

<b>Agenda Item No</b>	<b>Organization Name</b>	<b>Final Recommendation</b>
<b>VI. B-1.</b>	<b>Community Television Foundation of South Florida WPBT 2 - Art Loft</b>	<b>\$14,000</b>

This motion was seconded by Ms. Olga Ramudo and upon being put to a vote, the vote passed 8-0. (Ms. Danielle Torres was absent)

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

It was moved by Commissioner Esteban Bovo Jr. that the FY 2014-2015 TDC second period award recommendations by the TDC Subcommittee for the application in VI-C Section of Sports (Non-Profit)–Continuing including those who did not make a presentation in today’s (01/05) meeting be approved as follows:

<b>Agenda Item No</b>	<b>Organization Name</b>	<b>Final Recommendation</b>
<b>VI. C-1.</b>	<b>Junior Orange Bowl Committee, Inc. Junior Orange Bowl International Tennis, Golf, Chess, National Basketball, Sports Ability Games and Ice Hockey</b>	<b>\$10,800</b>

Mr. Blumberg advised there was a conflict of interest concerning the foregoing application with Mr. William Perry III and Mr. Gene Prescott and they would abstain from voting on this item.

This motion was seconded by Mr. Hemant Patel and upon being put to a vote, the vote passed 6-0. (Mr. Gene Prescott and Mr. William Perry III abstained from voting and Ms. Danielle Torres was absent)

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

<b>VI. D-1</b>	<b>Film Life, Inc. Plunge Culture and Creativity Conference</b>	<b>Final Recommendation Deferred</b>
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Ms. Melanie Sharee appeared before the Council representing the foregoing applicant and advised they were the former producers of the Black film festival which was held in Miami for ten years and advised this new conference was a spin off from the festival, indicating this was a multicultural gathering of professionals offering inspiring talks, culture classes, networking sessions, and showcases of innovative products and ideas. She noted the highlighted directors were Pharell’s creative director for the song “Happy”; HBO’s “Game of Thrones” director; the head of the USA Track and Field, who also owns the first Nascar racing team for minorities in America; and Gina Prince-Bythewood, one of the few black directors in Hollywood, CA. She thanked the TDC for their support.

In response to Commissioner Hardemon’s question if the companywide boycott was still in effect for the State of Florida. Ms. Sharee stated there was not a companywide boycott, but noted there were some sponsors who had concerns after the Trayvon Martin case. She advised

that was not the primary reason for changing locations, but due to the growing audience and the need to open it up on a larger scale and since the Tri-State area has over 3 million African Americans; New York became the new chosen location.

Mr. Talbert advised the Greater Miami Conventions and Visitors Bureau was a heavy supporter of this first-time event and felt that it had a great long term life span in Miami-Dade County.

Commissioner Steinberg announced the Miami Beach Visitors and Convention Authority supported the applicant and the American Black Film Festival in the past and noted it was one of the best events held during the summer.

Commissioner Hardemon stated concerns were brought to his attention and he wanted to speak with the individual who could properly address his questions and concerns. He requested that the application be deferred to the next TDC meeting to afford him the opportunity to discuss those issues.

It was moved by Commissioner Esteban Bovo Jr. that the FY 2014-2015 TDC second funding period award recommendation by the TDC Subcommittee for the foregoing applicant in VI-D Section of Special Events/Promotions (For- Profit) –be deferred with a special notation that Commissioner Hardemon be allowed to meet solely with the participants and principals of the organization and obtain a report to submit to the Council Members prior to the next scheduled meeting. This motion was seconded by Commissioner Micky Steinberg and upon being put to a vote, the vote passed 8-0. (Ms. Danielle Torres was absent)

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

<b>VI. E-1. Chopin Foundation of the United States Ninth National Chopin Piano Competition</b>	<b>Final Recommendation \$10,000</b>
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Mrs. Barbara Muze representing the foregoing applicant stated this was the ninth piano competition, and the event occurs once every five years. She noted they were working with the Miami-Dade County Auditorium and the first round of the competition would be streamed lived via the internet. Ms. Muze advised the opening gala would take place on February 20<sup>th</sup>, 2015 and the first prize award was \$75,000.00; which was the highest of any piano awards. Ms. Muze also thanked the TDC for their support.

It was moved by Commissioner Esteban Bovo Jr. that the FY 2014-2015 TDC second funding period award recommendations by the TDC Subcommittee for the applicants in VI-E Section of Special Events/Promotions (Non- Profit) –First-Time including those who did not make a presentation at today’s (01/05) meeting be approved as follows:

<b>Agenda Item No</b>	<b>Organization Name</b>	<b>Final Recommendation</b>
<b>VI. E-1.</b>	<b>Chopin Foundation of the United States Ninth National Chopin Piano Competition</b>	<b>\$10,000</b>
<b>VI. E-2.</b>	<b>Miami Broward One Carnival Host Committee, Inc. Miami Broward Carnival</b>	<b>\$15,000</b>

This motion was seconded by Ms. Olga Ramudo and upon being put to a vote, the vote passed 8-0. (Ms. Danielle Torres was absent)

**F. Television (For-Profit) –First-Time**

<b>VI.</b>	<b>F-2.</b>	<b>Miss Universe L.P., LLP 2014 Miss Universe Pageant</b>	<b>Final Recommendation \$15,000</b>
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Mr. Blumberg advised he voted against this recommendation in sub-committee and would also do the same at today’s (01/05) meeting. He indicated without having proper knowledge of all the details of what the City of Doral was depositing into this pageant, as well as the fact that the majority of the funds would benefit the Donald Trump organization, he would not support this event. Mr. Blumberg stated he was appalled that this applicant was seeking funds from the TDC and noted it sends a poor message to the community.

It was moved by Ms. Olga Ramudo that the FY 2014-2015 TDC second funding period award Recommendations by the TDC Subcommittee for the foregoing applicant in VI-F Section of Television (For-Profit) –First-Time who did not make a presentation in today’s (01/05) meeting be approved as follows:

<b>Agenda Item No</b>	<b>Organization Name</b>	<b>Final Recommendation</b>	
<b>VI.</b>	<b>F-2.</b>	<b>Miss Universe L.P., LLP 2014 Miss Universe Pageant</b>	<b>\$15,000</b>

This motion was seconded by Mr. Gene Prescott and upon being put to a vote, the vote passed 6-2. (Mr. William Perry III and Mr. Stuart Blumberg voted NO and Ms. Danielle Torres was absent)

It was moved by Ms. Olga Ramudo that the FY 2014-2015 TDC second funding period award recommendations by the TDC Subcommittee for the remaining applicant in VI-F Section of Television (For-Profit) –First-Time who did not make a presentation at today’s (01/05) meeting be approved as follows:

<b>Agenda Item No</b>	<b>Organization Name</b>	<b>Final Recommendation</b>	
<b>VI.</b>	<b>F-1.</b>	<b>Lock and Key Productions, Inc. Pitbull’s New Year’s Revolution</b>	<b>\$25,000</b>

This motion was seconded by Commissioner Esteban Bovo Jr. and upon being put to a vote, the vote passed 8-0. (Ms. Danielle Torres was absent)

**G. Sports (For-Profit) – First-Time**

<b>VI.</b>	<b>G-1.</b>	<b>Miami Beach Bowl, LLC Miami Beach Bowl</b>	<b>Final Recommendation \$15,000</b>
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Mr. Stuart Blumberg advised there was not a recommendation from the subcommittee for this item and expressed concerns regarding whether Miami-Dade County would receive any funding from this event.

Mr. Talbert stated this was a new event, a joint project between two governments, which was being televised on ESPN and brings exposure to the city. He noted this was a big event taken place in the County and it was supported by the Greater Miami Convention and Visitors Bureau. Mr. Talbert also noted there was an eight year contract for the Miami Beach Bowl game to be held in the City of Miami.

Mr. Blumberg asked if any of the revenue shared has been allocated to the City of Miami Beach or the City of Miami. Commissioner Steinberg advised this matter came before the Miami Beach Commission and they voted to give the Miami Beach Bowl funding. She indicated that it was great exposure for everyone involved.

Commissioner Hardemon also mentioned the bowl game increased exposure, raised the bed tax dollars and also brought revenue to the community. He stated that he would make a motion to move this item.

Discussion ensued among the Council Members in reference to the agreement made between the Miami Marlins and Miami-Dade County and the harmful effect it left on the residents. The issue was raised that the Miami Beach Bowl should not be penalized if they had no relationship with the Miami Marlins, and should be afforded the same opportunity as the other applicants requesting funding from the TDC.

Mr. Blumberg expressed concern for future special events held at the Marlins stadium that would not generate revenue for the city of Miami or Miami-Dade County. He noted the role of the TDC was to fund the cultural groups and organizations in the community.

It was moved by Commissioner Keon Hardemon that the FY 2014-2015 TDC second funding period award recommendation by the TDC Subcommittee for the foregoing applicant in VI-G Section of Sports (For-Profit) – First-Time be approved as follows:

<b>Agenda Item No</b>	<b>Organization Name</b>	<b>Final Recommendation</b>
<b>VI. G-1.</b>	<b>Miami Beach Bowl, LLC. Miami Beach Bowl</b>	<b>\$15,000</b>

This motion was seconded by Mr. Gene Prescott and upon being put to a vote, the vote passed 6-2. (Mr. Stuart Blumberg and Commissioner Esteban Bovo Jr. voted NO and Ms. Danielle Torres was absent)

#### **H. Special Events/Promotions (Non-Profit) - Ongoing**

<b>VI. H-2.</b>	<b>The Miami Bach Society, Inc. Tropical Baroque Music Festival XVI</b>	<b>Final Recommendation \$12,000</b>
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Ms. Margie Lopez representing the foregoing applicant thanked the Council for their support and advised that the festival would be moving forward. She noted the festival would be held in Miami Beach and Coral Gables.

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 Commissioner Esteban Bovo Jr. that the FY 2014-2015 TDC second funding period award recommendations by the Subcommittee for the foregoing applicant in VI-H Section of Special Events/Promotions (Non-Profit) - Ongoing be approved as follows:

<b>VI.</b>	<b>H-2.</b>	<b>The Miami Bach Society, Inc. Tropical Baroque Music Festival XVI</b>	<b>Final Recommendation \$12,000</b>
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This motion was seconded by Mr. Hemant Patel and upon being put to a vote, the vote passed 7-0. (Mr. Gene Prescott abstained from voting and Ms. Danielle Torres was absent)

It was moved by Commissioner Esteban Bovo Jr. that the FY 2014-2015 TDC second funding period award recommendation by the Subcommittee for the remaining applicant in VI-H Section of Special Events/Promotions (Non-Profit) - Ongoing—who did not make a presentation at today’s (01/05) meeting be approved as follows:

<b>Agenda Item No</b>	<b>Organization Name</b>	<b>Final Recommendation</b>	
<b>VI.</b>	<b>H-1.</b>	<b>The Dance Now! Ensemble, Inc. Miami Beach at 100</b>	<b>\$5,000</b>

This motion was seconded by Mr. Stuart Blumberg and upon being put to a vote, the vote passed 8-0. (Ms. Danielle Torres was absent)

**I. Government/Municipal (Non-Profit) - Continuing**

It was moved by Commissioner Esteban Bovo Jr. that the FY 2014-2015 TDC second funding period award recommendations by the Subcommittee for the applicant in VI-I Section of Government/Municipal (Non-Profit) – Continuing – who did not make a presentation in today’s (01/05) meeting be approved as follows:

<b>Agenda Item No</b>	<b>Organization Name</b>	<b>Final Recommendation</b>	
<b>VI.</b>	<b>I-1.</b>	<b>Village of Pinecrest – Pinecrest Gardens 12<sup>th</sup> Annual Pinecrest Gardens Fine Arts Festival</b>	<b>\$6,000</b>

This motion was seconded by Mr. Stuart Blumberg and upon being put to a vote, the vote passed 8-0. (Ms. Danielle Torres was absent)

**J. Government/Municipal (Non-Profit) – First-Time**

<b>VI.</b>	<b>J-5.</b>	<b>Miami-Dade Office of Community Advocacy January 5, 2015</b>	<b>Final Recommendation Page 10 of 11</b>
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Clerk’s Summary and Official Minutes  
Tourist Development Council

**Black Affairs Advisory Board  
Black History Month 2015 "South Dade Gospelfest"**

**\$5,000**

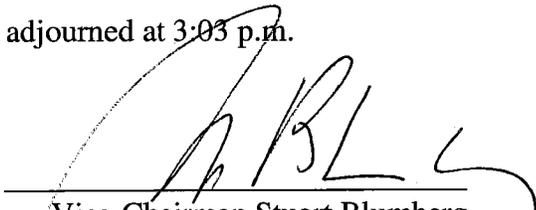
Ms. Retha Boone noted this was their 5th year for Gospelfest, and their first time applying for the TDC grant. She thanked the TDC for the full funding recommendation amount. Ms. Boone advised there was a change in the line-up for the event, she noted Pastor William McDowell would not be able to attend and would be replaced by Ms. Leandria Johnson.

It was moved by Mr. Stuart Blumberg that the FY 2014-2015 TDC second funding period award recommendations by the Subcommittee for the applicant in VI-J Section of Government/Municipal (Non-Profit) – First-Time – who did not make a presentation in today's (01/05) meeting be approved as follows:

<b>Agenda Item No</b>	<b>Organization Name</b>	<b>Final Recommendation</b>
<b>VI. J-5.</b>	<b>Miami-Dade Office of Community Advocacy- Black Affairs Advisory Board Black History Month 2015 "South Dade Gospelfest"</b>	<b>\$5,000</b>

This motion was seconded by Mr. William Perry III and upon being put to a vote, the vote passed 8-0. (Ms. Danielle Torres was absent)

Hearing no further questions or comments, the TDC meeting adjourned at 3:03 p.m.

  
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Vice-Chairman Stuart Blumberg  
Tourist Development Council



# TOURIST DEVELOPMENT COUNCIL

January 05, 2015

Prepared by: Tawana Parker

## EXHIBITS LIST

NO.	DATE	ITEM #	DESCRIPTION
1	01/05/2015	-	Memorandum to the TDC Members Re: Scheduled Meeting
2	01/05/2015	-	Agenda
3	01/05/2015	-	Roll Call
4	01/05/2015	-	Memorandum Re: Sunset Review of County Boards for 2015- Tourist Development Council
5	01/05/2015	-	Memorandum Re: Budget Recommendations for FY 2014-2015 Second Funding Period
6	01/05/2015		Application Summary Worksheet
7	01/05/2015		Applications for Second Funding Period
8	01/05/2015	A-17	Performing Arts Center Trust, Inc. dba Adrienne Arsht Center for the Performing Arts of Miami-Dade County –Flamenco Festival 2015
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**Panel Meeting**  
**Monday, January 5, 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 October 8, 2014 Meeting
- B. FY 2015 Sunset Review

**IV. Reports and Discussion Items**

- A. Updated Budget / Financial Position and Funding Recommendations for FY 2014-15 Second Funding Period

**V. Citizens' Presentations**

**VI. Grant Applications and Recommendations - Second Funding Period**

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

	<b>Request</b>	<b>Subcommittee Recommendation</b>
1. Center for Advancement of Jewish Education, Inc. <i>18th Annual Miami Jewish Film Festival</i>	15,000	6,750
2. City of Miami Gardens <i>Jazz in the Gardens Music Festival</i>	25,000	25,000
3. Classical South Florida, Inc. <i>Listen to the Dance</i>	7,500	7,500
4. Coconut Grove Arts & Historical Association, Inc. <i>52nd Annual Coconut Grove Arts Festival</i>	25,000	25,000
5. Fairchild Tropical Botanic Garden, Inc. <i>GardenMusic Festival</i>	25,000	18,000
6. Florida International University Board of Trustees for the benefit School of Hospitality Management SoBch Wine <i>2015 Fun &amp; Fit as a Family</i>	25,000	15,750
7. Historical Association of Southern Florida, Inc. <i>The Complete Audubon: The Birds of America - Exhibition and Panel Discussion</i>	25,000	6,000
8. Homestead Rodeo Association, Inc. <i>66th Annual Homestead Championship Rodeo</i>	15,000	10,500
9. Jorge M. Perez Art Museum of Miami-Dade County, Inc. <i>Tapias: From Within - Exhibition and Public Programs</i>	25,000	18,000

	Request	Subcommittee Recommendation
10. <b>Kiwanis Club of Little Havana</b> <i>Calle Ocho Festival</i>	25,000	25,000
11. <b>Miami Dade Community College Foundation, Inc.</b> <i>2015 Miami International Film Festival</i>	25,000	18,000
12. <b>Miami Design Preservation League, Inc.</b> <i>Art Deco Weekend 2015</i>	25,000	15,000
13. <b>Miami Light Project, Inc.</b> <i>Global Cuba Fest</i>	15,000	12,000
14. <b>Michael Joseph Brink Foundation, Inc., Fiscal Agent for</b> <b>TheatreSouth Atlanta, Inc.</b> <i>I Have A Dream</i>	15,000	6,750
15. <b>National Foundation for Advancement in the Arts Inc.</b> <i>YoungArts Week</i>	25,000	12,000
16. <b>Orchestra Miami, Inc.</b> <i>Orchestra Miami celebrates Miami Beach's 100th Anniversary</i>	15,000	9,000
17. <b>Performing Arts Center Trust, Inc. dba Adrienne Arsht</b> <b>Center for the Performing Arts of Miami-Dade County</b> <i>Flamenco Festival 2015</i>	25,000	13,500
✓ 18. <b>Rotary Foundation of South Miami, Inc.</b> <i>South Miami Rotary Art Festival</i>	10,000	5,000
19. <b>The Deering Estate Foundation, Inc.</b> <i>11th Annual Deering Seafood Festival on the Bay</i>	15,000	8,000
20. <b>The Unconservatory, Inc.</b> <i>Gala For Two Pianos 2015</i>	5,000	4,000
21. <b>The Women's International Film &amp; Arts Festival, Inc.</b> <i>10th Annual Women's International Film &amp; Arts Festival</i>	25,000	6,300
<b>B. Television (Non-Profit) – Continuing</b>		
1. <b>Community Television Foundation of South Florida WPBT2</b> <i>Art Loft</i>	14,000	14,000
<b>C. Sports (Non-Profit) – Continuing</b>		
1. <b>Junior Orange Bowl Committee, Inc.</b> <i>Junior Orange Bowl International Tennis, Golf, Chess, National Basketball, Sports Ability Games, and Ice Hockey</i>	15,000	10,800
<b>D. Special Events/Promotions (For-Profit) – Continuing</b>		
1. <b>Film Life, Inc.</b> <i>Plunge Culture and Creativity Conference</i>	25,000	16,750
<b>E. Special Events/Promotions (Non-Profit) – First-Time</b>		
1. <b>Chopin Foundation of the United States</b> <i>Ninth National Chopin Piano Competition</i>	25,000	10,000
2. <b>Miami Broward One Carnival Host Committee, Inc.</b> <i>Miami Broward Carnival</i>	25,000	15,000

	Request	Subcommittee Recommendation
<b>F. Television (For-Profit) – First-Time</b>		
1. Lock and Key Productions, Inc. <i>Pitbull's New Year's Revolution</i>	25,000	25,000
2. Miss Universe L.P., LLP <i>2014 Miss Universe Pageant</i>	25,000	15,000
<b>G. Sports (For-Profit) – First-Time</b>		
1. Miami Beach Bowl, LLC <i>Miami Beach Bowl</i>	25,000	Moved w/o Subcommittee recommendation
<b>H. Special Events/Promotions (Non-Profit) - Ongoing</b>		
1. The Dance Now! Ensemble, Inc. <i>Miami Beach at 100</i>	5,000	5,000
2. The Miami Bach Society, Inc. <i>Tropical Baroque Music Festival XVI</i>	25,000	12,000
<b>I. Government/Municipal (Non-Profit) - Continuing</b>		
1. Village of Pinecrest - Pinecrest Gardens <i>12th Annual Pinecrest Gardens Fine Arts Festival</i>	15,000	6,000
<b>J. Government/Municipal (Non-Profit) – First-Time</b>		
5. Miami-Dade Office of Community Advocacy-Black Affairs Advisory Board <i>Black History Month 2015 "South Dade Gospelfest"</i>	5,000	5,000

**Adjournment**



Panel Meeting  
Monday, January 5, 2014 2 PM  
Stephen P. Clark Center  
111 NW First Street  
6th Floor, Front Conference Room  
Miami, Florida

## Citizens' Presentations

### VI. Grant Applications and Recommendations - Second Funding Period

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

	Request	Subcommittee Recommendation
2. City of Miami Gardens <i>Ula Zucker / Denese Williams</i>	25,000	20,000
14. Michael Joseph Brink Foundation, Inc., Fiscal Agent for TheatreSouth Atlanta, Inc. <i>Herman Lavern Jones</i>	15,000	6,750
17. Performing Arts Center Trust, Inc. dba Adrienne Arsht Center for the Performing Arts of Miami-Dade County <i>Jodi Farrell</i>	25,000	13,500
19. The Deering Estate Foundation, Inc. <i>Mary Pettit</i>	15,000	8,000
<b>E. Special Events/Promotions (Non-Profit) – First-Time</b>		
1. Chopin Foundation of the United States <i>Barbara Muze</i>	25,000	10,000
<b>J. Government/Municipal (Non-Profit) – First-Time</b>		
5. Miami-Dade Office of Community Advocacy-Black Affairs Advisory Board <i>Retha S. Boone and Melissa Rolle Scott</i>	5,000	5,000

## TOURIST DEVELOPMENT COUNCIL

Roll Call Sheet for 11/05/15

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

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

Hili Hernandez

# Memorandum



**Date:**

**To:** Honorable Chairman Jean Monestime  
and Members, Board of County Commissioners

**From:** Carlos A. Gimenez  
Mayor

**Subject:** Sunset Review of County Boards for 2015 – Tourist Development Council

---

In accordance with the provisions of Section 2-11.40 of the Code of Miami-Dade County, I am transmitting the 2015 Sunset Review of County Boards Report for the Tourist Development Council. The Tourist Development Council will approve the attached report at its next panel meeting and will be recommending the continuation of its board.

A handwritten signature in black ink, appearing to read "Michael Spring", written over a horizontal line.

Michael Spring  
Senior Advisor, Office of the Mayor

**Date:**

**To:** Carlos A. Gimenez  
Mayor

**From:** Commissioner Esteban L. Bovo, Jr.  
Chairperson, Tourist Development Council

**Subject:** Sunset Review of County Boards for 2015 – Tourist Development Council

---

Pursuant to Section 2-11.40 of the Code of Miami-Dade County, I am submitting the 2015 Sunset Review of County Boards Report for the Tourist Development Council (TDC) for transmittal to the Board of County Commissioners (BCC). The TDC will review the attached report at its next scheduled panel meeting.

It is recommended that the BCC approve the continuation of the Tourist Development Council.

**BACKGROUND**

On April 4, 1978, the Board of County Commissioners adopted Ordinance No. 78-28 establishing the Tourist Development Council. The mission of the TDC is to develop and promote Miami-Dade County's appeal as a tourist destination, primarily by supporting tourism-related activities and programs. To accomplish this mission, the TDC invests its resources in tourist-oriented, cultural and special events such as visual and performing arts, including theater, concerts, operas, dance, festivals, art exhibitions and recitals; sports events; broadcast and electronic media origination projects.

Since its inception, the TDC has invested its annual appropriations in support of programs and projects, which promote Miami-Dade County tourism. These investments have contributed significantly to Miami-Dade's attractiveness as a distinctive tourist destination, one which possesses an active, year-round calendar of interesting and unique activities, with world class venues and cultural institutions, and a caliber of programmatic offerings characterized by artistic excellence and popular appeal. The importance of supporting and promoting these assets and their positive impact on Miami-Dade's image as a premiere tourist destination is demonstrated by the steady annual growth in Miami-Dade's tourism figures and the international reputation the County has earned as a culturally rich, dynamic and exciting place to visit.

It is recommended that the Board approve the continuation of the Tourist Development Council because Miami-Dade County is the direct beneficiary of the invaluable and incalculable contributions made by Council members in the form of their time, expertise and voluntary contributions made in support of advancing Miami-Dade County's tourist development, investments, and policies.

---

Esteban L. Bovo, Jr.  
Board Chairperson

**SUNSET REVIEW QUESTIONNAIRE  
MIAMI-DADE COUNTY BOARDS  
2015**

**I. GENERAL INFORMATION**

1. Name of Board reporting:

Miami-Dade County Tourist Development Council (TDC)

2. Indicate number of board members, terms of office, and number of vacancies:

Number of Board Members: 9

Term of Office: Council members serve for staggered terms of two or four years

Number of Vacancies: 0

The Tourist Development Council is a nine (9) member volunteer board. The membership of the Tourist Development Council is established pursuant to Florida State Statute Section 125.0104 which provides that the chair of the governing board of the of the County or any other member of the governing board as designated by the chair shall serve on the Council; two members of the Council must be elected municipal officials, at least one of whom must be from the most populous municipality in the county; and six members of the Council must be persons who are involved in the tourist industry and who have a verifiably demonstrated interest in the tourist development of Miami-Dade County, of which members, not less than three nor more than four shall be owners or operators of motels, hotels, recreational vehicle parks, or other tourist accommodations in the county and subject to the tax. The Statute further defines that the governing board of the County shall have the option of designating the chair of the council or allowing the council to elect a chair.

3. Identify number of meetings and members' attendance (Attach records reflecting activity from **January 1, 2013** through **December 31, 2014**):

Number of Meetings: 8

Number of Meetings with a Quorum: 8

Attendance Records: See Attachment

4. What is the source of your funding?

The following revenue sources support the Tourist Development Council's grants program: 2% Tourist Development Room Tax Revenue, which reflect additional annual revenues from the Greater Miami Convention and Visitors Bureau pursuant to a multi-year arrangement with them and 2% Hotel/Motel Food and Beverage Surtax Revenues; and annual revenues.

5. Date of Board Creation: April 4, 1978

6. Attach a copy of the ordinance creating the Board (Please include all subsequent amendments).  
See Attachment

7. Include the Board's Mission Statement or state its purpose:

The Tourist Development Council provides support to promote Miami-Dade County's appeal as a tourist destination by sponsoring tourist-oriented sports events, cultural and special events (visual and performing arts, including theater, concerts, recitals, opera, dance, art exhibitions, festivals and other tourist related activities) and television origination projects.

8. Attach the Board's standard operating procedures, if any.

N/A

9. Attach a copy of the Board's By-Laws, if any.

N/A

10. Attach a copy of the Board minutes approving the Sunset Review Questionnaire, including a vote of the membership.  
See Attachment

II.

**EVALUATION CRITERIA**

1. Is the Board serving the purpose for which it was created? (Please provide detailed information)  
Yes. The Tourist Development Council meets quarterly to review applications from significant cultural and/or special events, including sports activities and television/film origination projects that promote tourism in Miami-Dade County. Annually, the program funds more than 120 major tourism-generating events.
2. Is the Board serving current community needs? (Please provide detailed information)  
Yes. The TDC operates with the full participation of elected officials and hotel and tourism leaders from the private sector and other municipalities including representatives from the Biltmore Hotel, King Motel, Hampton Inn & Suites - Miami South/ Homestead, Courtyard by Marriott - Miami Homestead, Greater Miami Convention and Visitors Bureau, and the City of Miami Beach and City of Miami Commissions. The application process is fully interactive involving staff at all levels of the application development and subsequent review process. Recipients of TDC funding for the previous two completed fiscal years are attached hereto for reference.
3. What are the Board's major accomplishments?  
a. Last 24 months  
See Attached "TDC Activity Summary Worksheet"  
b. Since established:  
Since its inception, the TDC has invested its annual appropriations in support of programs and projects which promote Miami-Dade County tourism by sponsoring tourist-oriented sports, cultural and special events such as visual and performing arts including theater, concerts, recitals, opera, dance, art exhibitions, and festivals. These investments have contributed significantly to Miami-Dade's attractiveness as a distinctive tourist destination, one which possesses an active, year-round calendar of interesting and unique activities, with world class venues and cultural institutions, and a caliber of programmatic offerings characterized by artistic excellence and popular appeal. The importance of supporting and promoting these assets and their positive impact on Miami-Dade's image as a premiere tourist destination is demonstrated by the steady annual growth in Miami-Dade's tourism figures and the international reputation the County has earned as a culturally rich, dynamic and exciting place to visit.
4. Is there any other board, either public or private, which would better serve the function of this board?  
No  
\_\_\_\_\_  
\_\_\_\_\_
5. Should the ordinance creating the Board be amended to better enable the Board to serve the purpose for which it was created? (If "Yes", attach proposed changes)  
No  
\_\_\_\_\_  
\_\_\_\_\_
6. Should the Board's membership requirements be modified?  
No  
\_\_\_\_\_  
\_\_\_\_\_

**SUNSET REVIEW QUESTIONNAIRE**  
**MIAMI-DADE COUNTY BOARDS**  
**2015**

7. What is the operating cost of the Board, both direct and indirect? (Report on FY 2013 and FY 2014)

The TDC board serves in a fully voluntary capacity; there is no specific county budget for the board itself. The Department of Cultural Affairs staff serves the TDC in developing and implementing County cultural tourism and special events policy. The County is the direct beneficiary of the invaluable, incalculable contributions made by Council members in the form of their time, expertise and voluntary contributions made in support of advancing Miami-Dade County's tourist development, investments and policies.

8. Describe the Board's performance measures developed to determine its own effectiveness in achieving its stated goals.

The TDC evaluates all requests for support presented to it on the basis of the impact of the event in promoting Miami-Dade County as a visitor destination, including the amount of anticipated media coverage, nationally and internationally, the effectiveness of the proposed marketing strategy, and the financial viability of the event's presenter(s). Each grant contract entered into by the TDC stipulates concrete reporting requirements, eligible uses of TDC/County funds, and clear objectives for promoting and marketing Miami-Dade County as an attractive destination to visit. The submission of reports and paid invoices required to substantiate grant payments thus provides tangible evidence as to the promotion and advertising being accomplished on behalf of the County, the broad reach of programs locally, nationally, and internationally, and the impact of funded activities on the local tourism industry.

**ATTACHMENT I**

**TOURIST DEVELOPMENT COUNCIL  
ATTENDANCE REPORT 2012-2013**

<b>TDC BOARD MEMBERS</b>	<b>Oct. 31, 2012 1<sup>st</sup> Qtr.</b>	<b>Feb. 7, 2013 2<sup>nd</sup> Qtr.</b>	<b>Apr. 11, 2013 3<sup>rd</sup> Qtr.</b>	<b>July 9, 2013 4<sup>th</sup> Qtr.</b>
Chairman Dennis C. Moss	P	P		
Chairman Esteban L. Bovo, Jr.			P	P
Mayor Matti H. Bower	A	A	P	A
Stuart L. Blumberg	P	P	P	P
George Cozonis	P	P	P	
Gene Prescott	P	P	P	P
William Perry, III	P	P	P	P
Olga Ramundo	P	P	A	P
Miguel Waldo				
Commissioner Michelle Spence-Jones	A	A	A	A

\* - No Quorum

Key: A = Absent

P = Present

**TOURIST DEVELOPMENT COUNCIL  
ATTENDANCE REPORT 2013-2014**

<b>TDC BOARD MEMBERS</b>	<b>Sept. 23, 2013 1<sup>st</sup> Qtr.</b>	<b>Feb. 6, 2014 2<sup>nd</sup> Qtr.</b>	<b>Mar. 6, 2013 3<sup>rd</sup> Qtr.</b>	<b>May 22, 2014 4<sup>th</sup> Qtr.</b>
Chairman Esteban L. Bovo, Jr.	P	P	P	A
Mayor Matti H. Bower	A			
Stuart L. Blumberg	A	P	P	P
Hemant Patel	P	P	P	P
Gene Prescott	P	P	P	A
William Perry, III	P	P	P	P
Olga Ramundo	P	P	A	P
Commissioner Michelle Spence-Jones	A			
Danielle Torres	P	P	P	P
Keon Hardemon		A	P	A

**TOURIST DEVELOPMENT COUNCIL  
ATTENDANCE REPORT 2014-2015**

<b>TDC BOARD MEMBERS</b>	<b>Oct 8, 2014 1<sup>st</sup> Qtr.</b>	<b>TBD 2<sup>nd</sup> Qtr.</b>	<b>TBD 3<sup>rd</sup> Qt.</b>	<b>TBD 4<sup>th</sup> Qtr.</b>
Chairman Esteban L. Bovo, Jr.	P			
Commissioner Micky Steinberg	P			
Stuart L. Blumberg	P			
Hemant Patel	P			
Gene Prescott	P			
William Perry, III	P			
Olga Ramundo	P			
Commissioner Keon Hardemon	P			
Danielle Torres	P			

ATTACHMENT II

ORDINANCE NO. 78-28

ORDINANCE DECLARING INTENTION OF THE COUNTY TO CONSIDER ENACTMENT OF AN ORDINANCE LEVYING AND IMPOSING TOURIST DEVELOPMENT TAX AS AUTHORIZED BY FLORIDA LAW; ESTABLISHING METROPOLITAN DADA COUNTY TOURIST DEVELOPMENT COUNCIL; SETTING FORTH PURPOSES OF COUNCIL; PROVIDING FOR APPOINTMENT OF MEMBERS BY RESOLUTION; ESTABLISHING QUALIFICATIONS FOR MEMBERSHIP; ESTABLISHING TERMS OF MEMBERS; PROVIDING FOR REMOVAL OF MEMBERS; PROVIDING FOR ORGANIZATION OF COUNCIL; PROVIDING FOR NO COMPENSATION; PROVIDING A FINDING OF PUBLIC PURPOSE; PROVIDING FOR SEVERABILITY; PROVIDING FOR INCLUSION IN THE CODE; AND PROVIDING AN EFFECTIVE DATE

WHEREAS, the Florida Legislature in their 1977 session enacted Chapter 77-209, Laws of Florida, known as the "Local Option Tourist Development Act" (hereinafter sometimes referred to as the "Enabling Act"); and

WHEREAS, the Local Option Tourist Development Act provides for the levying of a local option tourist development tax by any county if such tax is imposed through an ordinance of the governing body of the county (hereinafter sometimes known as "the Levying Ordinance") and said Levying Ordinance is approved by the electorates through a referendum election; and

WHEREAS, the Enabling Act provides that at least 60 days prior to the enactment of the Levying Ordinance, the County Commission shall establish and appoint the members of a tourist development council to be known as the "Dada County Tourist Development Council" and shall indicate the intention of the county to consider the enactment of an ordinance levying and imposing the tourist development tax; and

WHEREAS, the Board of County Commissioners of Dada County has determined that it is in the best interests of the residents and taxpayers of Dada County to establish a Dada County Tourist

ATTACHMENT II

Development Council and to indicate the County's intention to consider the enactment of the Levying Ordinance; and

WHEREAS, the Commission desires further input from interested citizens prior to appointing the membership of the Council and has determined that it is in the best interest of the people of Dade County to name the members of the Council by resolution.

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF COUNTY COMMISSIONERS OF DADE COUNTY, FLORIDA:

Section 1. Statement of Intent. -- It is the intent of the Dade County Board of County Commissioners to consider the enactment of an ordinance levying and imposing a tourist development tax as authorized by Chapter 77-209, Laws of Florida, known as the "Local Option Tourist Development Act". The ordinance is intended to be effective throughout Dade County except for the municipal areas of Bal Harbour, Miami Beach, and Surfside.

Section 2. Dade County Tourist Development Council. -- There is hereby created and established in Dade County, Florida, a (9) nine member advisory board to be known as the Metropolitan Dade County Tourist Development Council (hereinafter referred to as the "Council") for the purposes and with the powers conferred by the Enabling Act. As part of its purpose and power, the Council shall prepare and submit a plan for tourist development to the Board of County Commissioners for its consideration.

Section 3. Appointment of Members; Qualifications for Membership; Terms of Membership. -- The Board of County Commissioners shall, by Resolution, appoint the members of the Council. The Mayor of Dade County shall be the chairman of the Council. Two members of the Council shall be elected municipal officials. Three members of the Council shall be owners or operators of hotels, hotels or other tourist accommodations in the county and subject to the tax. Three members of the Council shall be persons who are involved in the tourist industry and who have demonstrated

an interest in tourist development, but who are not owners or operators of motels, hotels, or other tourist accommodations in the county and subject to the tax. All members of the Council shall be electors of the County. Members shall serve staggered terms of four years as determined in the appointing resolution.

Section 4. Removal of Members. -- Any member of the Council who ceases to be a qualified elector of Dea County shall immediately forfeit his or her office. Should a vacancy result from such forfeiture, or should any member of this Council fail to attend (3) consecutive meetings of the Council without due cause, the chairperson of the Council shall certify the same to the County Commission which shall fill the vacancy created thereby by appointment. Any member of the Council may be removed from office without cause by a majority of the entire membership of the County Commission.

Section 5. Organization of the Council. -- The chairperson of the Council shall be the Mayor of Dea County. The members of the Council, by majority vote, shall select any other officers as may be deemed necessary or desirable. Any other such officer shall serve at the will of the Council. A majority vote of the entire membership of the Council shall be necessary to take any action. A majority of the members of the Council shall constitute a quorum necessary to hold a meeting or take any action. The chairperson may call meetings of the Council, and meetings may be called by written notice signed by five (5) members of the Council, and the Council at any meeting may fix and call a meeting for a future date. Minutes shall be kept of all meetings of the Council. All meetings shall be public. The County Manager shall provide adequate and competent clerical and administrative personnel as may be reasonably required by the Council for the proper

performance as may be reasonably required by the Council for the proper performance of its duties and functions, subject to budget limitations as fixed by the County Commission.

Section 6. Providing for No Compensation. -- Members of the Metropolitan Dade County Tourist Development Council shall serve without compensation, salary or remuneration of any nature, but the County Commission may provide in the annual county budget sufficient funds for the reasonable and necessary expenses incurred by the Council in performance of its duties and functions.

Section 7. Public Purpose. -- This ordinance being for a public purpose and for the welfare of the citizens of Dade County, Florida, shall be liberally construed to effect the purpose hereof.

Section 8. Severability. -- If any section, subsection, sentence, clause or provision of this ordinance is held invalid, the remainder of this ordinance shall not be affected by such invalidity.

Section 9. Inclusion of Code. -- It is the intention of the Board of County Commissioners, and it is hereby ordained that the provisions of this ordinance shall become and be made a part of the Code of Metropolitan Dade County, Florida. The sections of this ordinance may be renumbered or relettered to accomplish such intention, and the word "ordinance" may be changed to "section", "article", or other appropriate word.

Section 10. Effective date. -- This ordinance shall become effective ten (10) days after the date of its enactment.

PASSED AND ADOPTED:

Prepared by:

Approved by County Attorney as  
to form and legal sufficiency.

CAC

SLS

MEMORANDUM

To: Armando Vidal, P.E.  
County Manager

FROM: Stephen A. Stieglitz  
Assistant County Attorney

RE: Appointment of chair of the  
Tourist Development Council

DATE: November 12, 1996

---

A question has arisen as to whether the Mayor of Dade County has legal authority to appoint the chair of the Tourist Development Council. The framework of the Tourist Development Council is established by Florida Statute §125.0104 which provides in Section 4(a) that:

The chair of the governing board of the County or any other member of the governing board as designated by the chair shall serve on the council.

In the present case, the "governing board" is the Dade County Commission. Under the current structure of Dade County government, the mayor does not sit as a member of the County Commission and is therefore not the "chair of the governing board" as contemplated by the statute.

With regard to the selection of the chairperson of the Tourist Development Council, the statute provides:

The governing board of the County shall have the option of designating the chair of the council or allowing the council to elect a chair.

The statute therefore allows the County Commission, by majority vote, to appoint the chairperson of the TDC from among its nine members or to allow the TDC to elect its own chairperson.

Section 2-250 and 2-251 of the Dade County Code provide that "the Mayor of Dade County" shall be the chairperson of the Tourist development Council. These ordinances were enacted in 1978 at which time the mayor of Dade County was a member of the County Commission [governing board] and therefore eligible to sit on the Tourist Development Council. The mayor was then the "chair of the governing board of the County..." Since the mayor under the present system is not a member of the governing board, the provisions of Sections 2-250 and 2-251 of the Dade County Code are in conflict with the statute referred to above and are

therefore of no continuing legal effect insofar as they provide that the mayor shall be the chairperson of the Tourist Development Council.

/el

**ATTACHMENT III**

**CLERK'S SUMMARY OF AGENDA ACTION  
AND OFFICIAL MINUTES  
TOURIST DEVELOPMENT COUNCIL  
TBD**

***PENDING***

**TDC Activity Worksheet  
FY2012-2013**

<b>Organization Name</b>	<b>Title</b>	<b>Award</b>
Actors Playhouse Productions, Inc.	25th Anniversary Mainstage Season	15,000
ALYANS ATIZAY AYISYEN, INC.	Discover Haiti: Urban Zen by Donna Karan	8,000
Aqua Foundation for Women, Inc.	Aqua Girl	5,000
Art Directors Club	92nd Annual Awards Festival of Art and Craft in Advertising and Design	10,000
Bayfront Park Management Trust	Downtown Miami's 2012 New Year Eve Celebration	5,000
Center for Advancement of Jewish Education, Inc.	16th Annual Miami Jewish Film Festival	5,000
City of Miami Gardens	Jazz in the Gardens	25,000
City of Sunny Isles Beach	Sunny Isles Beach Jazz Fest 2012	12,000
City Theatre, Inc.	18th Annual SUMMER SHORTS FESTIVAL	5,000
Classical South Florida, Inc.	A Grand Evening for Opera	15,000
Coconut Grove Arts & Historical Association, Inc.	50th Annual Coconut Grove Arts Festival	25,000
Coconut Grove Chamber of Commerce, Inc.	Great Taste of the Grove Food and Wine Festival	5,000
Community AIDS Resource, Inc., dba Care Resource	White Party Week 2012	15,000
Community Arts And Culture, Inc.	15TH Annual Afro Roots World Music Festival	5,000
Community Television Foundation of South Florida WPBT2	PBT Arts	17,500
Coral Gables Cinemateque, Inc.	International Lens	6,000
Council of International Fashion Designers, Inc.	Miami Fashion Week	17,000
Delou Africa, Inc.	The African Diaspora Dance & Drum Festival of Florida	3,500
Downtown Development Authority of the City of Miami	Art Days	15,000
Dr. Martin Luther King, Jr., Parade and Festivities Committee, Inc.	Dr. Martin Luther King, Jr. Parade and Festivities Committee	15,000
Edge Zones, Inc.	Miami Performance Festival International	6,000
EXPONICA INTERNATIONAL, INC.	2012 Exponica International	20,000
Film Life, Inc.	American Black Film Festival	25,000
Florida International University Board of Trustees for the benefit of School of Hospitality Management SoBch	Fun & Fit as a Family	10,500
Florida International University Board of Trustees, for the benefit of Women Basketball	FIU Thanksgiving Tournament and FIU Sun & Fun Classic	4,000
Friends of the Bass Museum, Inc.	Hot Nights, Cool Jazz!	5,000
Friends of the Miami-Dade Public Library, Inc.	International Art of Storytelling	15,000
Fundarte, Inc.	FundArte's Out in the Tropics 2013	5,000

GABLESTAGE, INC.	2012-2013 Season	10,500
Greater Miami Billfish Tournament, Inc.	Yamaha Contender Miami Billfish Tournament	6,000
Greater South Dade/South Miami/Kendall Chamber of Commerce d/b/a Chamber South	41st Annual South Miami Arts Festival	5,000
Haitian American Historical Society, Inc.	Toussaint L'ouverture and the Louisiana Purchase	5,000
Historical Association of Southern Florida, Inc.	20th Annual Miami International Map Fair	8,000
Homestead Rodeo Association, Inc.	64th Annual Homestead Championship Rodeo and Frontier Days	13,500
IFCM Corp. d/b/a Indie Film Club Miami	FILMGATE	5,000
Inffinito Art & Cultural Foundation, Inc.	17th Brazilian Film Festival of Miami	15,000
Italian Film Festival, Inc.	2012 Italian Film Festival	6,750
Jewish Museum of Florida	Project Mah Jongg - Marketing for Exhibit and Programs	5,000
Key Biscayne Community Foundation, Inc.	The 54th Annual Key Biscayne 4th of July Parade	5,000
LIGHTBOX PUBLISHING, INC	My Art Guide Miami 2012	10,000
M. Athalie Range Cultural Arts Foundation, Inc.	A Musical Celebration of Life	20,000
MDGLCC Foundation, Inc.	LGBT Visitor Center	20,000
Mela, Inc.	HIT Week Miami 2012	5,000
Miami Beach Chamber of Commerce	Miami Beach Chamber of Commerce Visit Miami Beach	20,000
Miami Beach Latin Chamber of Commerce, Inc.	Tourist Hospitality Center	20,000
Miami Book Fair International, Inc.	Miami Book Fair International	25,000
Miami City Ballet, Inc.	Liam Scarlett World Premiere	15,000
Miami Design Preservation League, Inc.	Art Deco Weekend	20,000
Miami Gay & Lesbian Film Festival, Inc.	15th Annual Miami Gay & Lesbian Film Festival	17,500
Miami Hispanic Ballet Corp.	XVIII International Ballet Festival of Miami	17,000
Miami International Film Festival	Miami International Film Festival	12,000
Miami Nice Jazz Festival, Inc.	Miami Nice Jazz Festival 2012	15,000
Miami Northwest Express Track Club, Inc.	38th Annual Northwest Track and Field Classic	10,000
Miami River Fund, Inc.	Miami Riverday	10,000
MIAMI SHORT FILM FESTIVAL, INC.	The 11th Edition of Miami short Film Festival	10,000
Miami-Dade County Days, Inc.	Miami-Dade County Days 2013 - Paella Fest	15,000
Michael-Ann Russell Jewish Community Center, Inc.	Festival Yachad - Israeli Folk Dance Festival	5,000
Museum of Contemporary Art, Inc.	Bill Viola: Liber Insularum	20,000
National Foundation for Advancement in the Arts, Inc.	YoungArts Week 2013	13,500

National Gay and Lesbian Task Force	Winter Party Festival	7,000
New Theatre, Inc.	Road-Through Heaven	7,000
New World Symphony, Inc.	Making the Right Choices: A John Cage Centennial Celebration	8,750
Ocean Promotions & Events, LLC	Grovetoberfest	10,000
Olympia Center, Inc.	2012 Recent Cinema from Spain	10,000
Olympia Center, Inc. d/b/a Gusman Center for the Performing Arts	¡Ritmo Miami! Concert Series	9,000
Parks Foundation of Miami-Dade Inc.	Ribfest 2012	15,000
Patrons of Exceptional Artists, Inc.	Miami International Piano Festival	3,000
Performing Arts Center Trust, Inc. dba Adrienne Arsht Center for the Performing Arts of Miami-Dade County	Flamenco Festival Miami 2013	6,000
Pinecrest Premier Soccer, Inc.	Mega Cup Miami Soccer Tournament	12,500
Rotary Foundation of South Miami, Inc.	South Miami Arts Festival	5,000
Seraphic Fire, Inc.	Seraphic Fire's 11th Season-- Fall Performances	8,750
South Florida Art Center, Inc. d/b/a ArtCenter South Florida	A Fresh Perspective: New York-Miami	5,000
South Florida Autism Charter Schools, Inc.	PhilanthroFest 2013	9,000
South Florida Bluegrass Association, Inc.	35th Annual 3 Day Everglades Bluegrass Festival	10,000
Tantra, Inc.	Music Voyager: MIAMI	15,000
Teatro Avante, Inc.	XXVIII International Hispanic Theatre Festival of Miami	10,000
Teatro en Miami Corp.	TEMFest 2012	9,000
The Dance Now! Ensemble, Inc.	Fall for Dance NOW!	5,000
THE DAVE AND MARY ALPER JEWISH COMMUNITY CENTER. INC.	Dave and Mary Alper JCC First Quarter Visual Arts First Quarter	15,000
The Deering Estate Foundation, Inc.	9th Annual Deering Seafood Festival on the Bay	10,000
The Key Biscayne Chamber of Commerce, Inc.	Key Biscayne Chamber of Commerce and Visitors Center	15,000
The Miami Bach Society, Inc.	Tropical Baroque Music Festival XIV	12,000
The Miami Children's Museum, Inc.	Dino Island Exhibit	12,000
The Miami Foundation, Inc. a/f/a PhilanthroFest Internat	PhilanthroFest 2013	12,500
The Musical Arts Association of Miami, Inc.	The Cleveland Orchestra Miami 2012-13 Season	8,000
The National Auxillary Association, Inc.	Camp Kanya Band and Auxiliary Camp	3,500
The Rhythm Foundation, Inc.	Trans Atlantic Festival 2013	5,000
The Sunshine Jazz Organization, Inc.	Music in the Park	5,000
The Unconservatory, Inc.	Gala for Two Pianos 2013	4,000
Tigertail Productions, Inc.	Tigertail International & Special Events	7,500

Tropical Everglades Visitor Association, Inc.	Tropical Everglades Visitor Center	20,000
United States Judo, Inc.	2013 IJF World Cadet Championships	17,500
University of Miami, Frost School of Music	Festival Miami 2012	20,000
University of Wynwood, Inc.	O, Miami Poetry Festival	15,000
Viernes Culturales/Cultural Fridays, Inc.	Viernes Culturales/Cultural Fridays	15,000
Village of Pinecrest - Pinecrest Gardens	10th Annual Pinecrest Gardens Fine Arts Festival	7,500
Visitor Industry Human Resource Development Council. Inc. d/b/a/ Black Hospitality Initiative of	Culture Heritage Tourism Program	15,000
Womens International Film & Arts Festival, Inc.	The 8th Annual Women's International Film & Arts Festival	8,100
World Baseball Foundation	2013 World Travel Ball Championships	15,000

## TDC Activity Worksheet

### FY2013-2014

Actors' Playhouse Productions, Inc.	The Miracle 2013-2014 Mainstage Season	20,000
American Society of Travel Agents	ASTA Global Convention	15,000
Alyans Atizay Ayisyen, Inc.	Haiti By Design	7,000
Aqua Foundation for Women, Inc.	Aqua Girl 2014	7,500
Area Performance Gallery Inc. DBA Area Stage Company	"Carnaval"	12,000
Arts Ballet Theatre of Florida, Inc	Great Opera Moments	10,000
Barry University, Inc.	Miami Grands!	5,000
Bayfront Park Management Trust	Downtown Miami's 2013 New Year's Eve Celebration	10,000
Center for Advancement of Jewish Education, Inc.	17th Annual Miami Jewish Film Festival	7,500
City of Miami Gardens	Jazz in the Gardens	25,000
City of Sunny Isles Beach	Sunny Isles Beach Jazz Fest 2013	15,000
City Theatre, Inc.	19th Annual Summer Shorts Festival	10,000
Classical South Florida, Inc.	Afternoons of Great Opera	13,500
Coconut Grove Arts & Historical Association, Inc.	51st Annual Coconut Grove Arts Festival	25,000
Community Arts And Culture Inc.	16th Annual Afro Roots World Music Festival	5,000
Community Arts and Culture, Inc. a/f/a Moksha Family Arts Collective	2013 Moksha Art Fair	4,000
Community Television Foundation of South Florida, Inc.	Art Loft	15,750
Coral Gables Cinemateque, Inc.	Global Screen	5,250
Coral Gables Congregational Church (United Church of Christ), Inc.	2014 Summer Concert Series & Young Musicians' Summer Master Classes	10,000
Coral Gables Congregational Church, (United Church of Christ), Inc.	2013 Summer Concert Series & Young Musicians' Summer	5,000
Council of International Fashion Designers, Inc.	Miami Fashion Week	10,500
Creation Art Center Corporation	Creation Art Center Cultural Programs	5,000
Cuban Classical Ballet of Miami, Inc.	Gala of the Stars and Closing Gala	9,000
Delou Africa, Inc.	The 5th Annual African Dance & Drum Festival of Florida	5,000
Downtown Development Authority of the City of Miami	Art Days	13,500
Dr. Martin Luther King, Jr., Parade and Festivities Committee, Inc.	Dr. Martin Luther King, Jr. Parade and Festivities Committee	10,000

Edge Zones, Inc.	Miami Performance International Festival '14	5,250
Exponica International, Inc.	Exponica Internationa - La Feria de Las Americas	20,000
Fairchild Tropical Botanic Garden, Inc.	Fairchild's GardenMusic Festival	20,000
Finger Lakes GrassRoots Festival Organization, Inc.	Virginia Key GrassRoots Festival of Music, Art, & Dance	15,000
Florida Grand Opera, Inc.	Mourning Becomes Electra	15,000
Florida International University Board of Trustees for the benefit of The Patricia & Phillip Frost Art Museum	Phillipe Dodard's Exhibition at the Patricia & Phillip Frost Ar	15,000
Florida International University Board of Trustees for the benefit School of Hospitality Management SoBch Wine	7th Annual Fun & Fit as a Family	17,500
Florida International University Board of Trustees, for the benefit of Women Basketball	FIU Thanksgiving Tournament and FIU Sun & Fun Classic	4,000
Florida International University Board of Trustees, for the benefit of Jewish Museum of Florida	Marketing for 2013-14 Exhibit Season	10,000
Florida International University, Board of Trustees for the benefit of the Institute for Public Management and Community Service	2014 Inter-American Conference of Mayors and Local Autho	14,400
Friends of the Bass Museum, Inc.	Hot Nights, Cool Jazz!	7,500
Friends of the Miami-Dade Public Library, Inc.	International Art of Storytelling	13,500
Fundarte, Inc.	Out in the Tropics 2014	5,000
GABLESTAGE, INC.	2013-2014 Season	9,000
Greater Miami Billfish Tournament, Inc.	Yamaha Contender Miami Billfish Tournament	15,000
Greater Miami Festivals and Events Association	GMFEA Conference & Exhibition	5,000
Greater South Dade/South Miami/Kendall Chamber of Commerce d/b/a Chamber South	42nd Annual South Miami Art Festival	5,000
Ground Up and Rising, Inc.	2014 Summer Season	3,500
Haitian American Historical Society, Inc.	The Haitian and Caribbean International Book Fair July 2014.	5,000
Haitian Heritage Museum Corp.	Toussaint Louverture Exhibition	6,000
Historical Association of Southern Florida, Inc.	21st Annual Miami International Map Fair 2014	7,000
Homestead Rodeo Association, Inc.	65th Annual Homestead Championship Rodeo and Rodeo I	15,000
IFCM Corp.	FILMGATE	5,000
Inffinito Art & Cultural Foundation, Inc.	18th Brazilian Film Festival of Miami	17,500
Irreversible An International Art Project, Inc.	GIANTS IN THE CITY, Childhood Arts Education Initiative.	5,000
Italian Film Festival, Inc.	2013 Italian Film Festival	6,000
Junior Orange Bowl Committee, Inc.	Junior Orange Bowl International Tennis, International Golf, International Chess, Sports Ability Games, National Basketball, and Ice-Hockey	6,000

Junior Orange Bowl Committee, Inc.	Junior Orange Bowl International Tennis, International Golf, International Chess, Sports Ability Games, National Basketball, and Ice-Hockey	12,000
Key Biscayne Community Foundation, Inc.	The 55th Annual Key Biscayne 4th of July Parade	5,000
Kiwanis Club of Little Havana	Carnaval Miami and Calle Ocho Festival	25,000
McCauley Fund To Cure Paralysis, Inc. (dba - Rise Up Gallery)	Wynwood Tour Guide	7,000
MDGLCC Foundation, Inc.	LGBT Visitor Center	20,000
Miami Art Museum of Dade County Association, Inc.	Caribbean: Crossroads of the World Exhibition and Programming	20,000
Miami Beach Chamber of Commerce	Miami Beach Visitor Center	20,000
Miami Beach Latin Chamber of Commerce, Inc.	Tourist Hospitality Center	20,000
Miami Book Fair International, Inc.	Miami Book Fair International	20,000
Miami Center for Architecture & Design, Inc.	Downtown Visitor Center at Miami Center for Architecture & Design	15,000
Miami Chamber Music Society	Mainly Mozart Festival XXI	10,000
Miami City Ballet, Inc.	West Side Story Suite	9,000
Miami Dade Community College Foundation, Inc.	Miami International Film Festival 2014	20,000
Miami Design Preservation League, Inc.	Art Deco Weekend 2014	17,500
Miami Hispanic Ballet, Corp.	XIX International Ballet Festival of Miami/2014	10,500
Miami International Jazz Fest Inc.	The Miami International Jazz Festival (MIJF)	15,000
Miami Light Project, Inc.	Global Cuba Fest	13,500
Miami Momentum Dance Company, Inc.	Miami Dance Festival 2014	8,000
Miami Nice Jazz Festival, Inc.	Miami Nice Jazz Festival	10,050
Miami Northwest Express Track Club, Inc.	39th Annual Northwest Track and Field Classic	15,000
Miami Piano Circle	10 Grands at the Opera!	6,000
Miami River Fund, Inc.	Free 18th Annual Miami Riverday	9,000
MIAMI SHORT FILM FESTIVAL, INC.	The 12th Edition of the Miami short Film Festival	9,000
Miami-Dade County Days, Inc.	Miami-Dade County Days in Tallahassee 2014 - Paella Fest	15,000
Miami-Dade County Military Affairs Board	Golden Veteran Parade and Concert	25,000
Michael-Ann Russell Jewish Community Center, Inc.	Festival Yachad - Israeli Folk Dance Festival	5,000
Museum of Contemporary Art, Inc.	Tracey Emin: Angel Without You	18,000
National Gay and Lesbian Task Force	Winter Party Festival	10,000
National Marine Manufacturers Association	Miami International Boat Show & Strictly Sail	10,000
New World Symphony, Inc.	New World Symphony's WALLCAST™ Concerts, April-May 2014	7,500

Ocean Promotions & Events, LLC	Grovetoberfest	6,700
Olympia Center, Inc.	2013 Recent Cinema From Spain	9,000
Orchestra Miami, Inc.	Beethoven on the Beach: Part III "Clash of the Titans"	10,000
Parks Foundation of Miami-Dade Inc.	Ribfest 2013	13,500
Patrons of Exceptional Artists, Inc.	Miami International Piano Festival	5,000
Performing Arts Center Trust, Inc. dba Adrienne Arsht Center for the Performing Arts of Miami-Dade County	Flamenco Festival Miami 2014	20,000
PhilanthroFest International Inc.	Philanthrofest 2014	11,250
Pinecrest Premier Soccer Inc.	Mega Cup Miami Soccer Tournament	10,000
Reading Queer	Reading Queer Literary Festival	3,500
Rotary Foundation of South Miami, Inc.	South Miami Rotary Art Festival	6,000
Seraphic Fire, Inc.	Seraphic Fire's 12th Miami-Dade Fall Season	5,250
South Florida Art Center, Inc. d/b/a ArtCenter/ South Florida	Laura Vinci: Contemporary Art from Brazil in Miami	5,000
South Florida Autism Charter Schools, Inc.	7th Annual Miami International Agriculture, Horse & Cattle Show	7,000
Teatro Avante, Inc.	XXIX International Hispanic Theatre Festival	17,500
Teatro en Miami Corp.	TEMfest 2013 (Teatro en Miami Festival)	8,000
The Coral Gables Museum, Corp.	Official City of Coral Gables Visitors Center	5,000
The Dance Now! Ensemble, Inc.	Fall For Dance NOW!	5,000
The Dave and Mary Alper Jewish Community Center, Inc.	2013-14 Cultural Arts Season Quarter I	13,500
The Deering Estate Foundation, Inc.	10th Annual Deering Seafood Festival on the Bay	9,000
The Kampong of the National Tropical Botanic Garden	Natural Intersections and "The Secret Garden Festival"	15,000
The Key Biscayne Chamber of Commerce	Key Biscayne Chamber of Commerce	15,000
The Miami Bach Society, Inc.	Tropical Baroque Music Festival XV	10,000
The National Auxiliary Association, Inc	The Dream Girl Twirling Extravaganza!	3,500
The Rhythm Foundation, Inc.	TransAtlantic Festival 2014	10,000
The Sunshine Jazz Organization, Inc.	Music in the Park	5,000
The Unconservatory, Inc.	Gala For Two Pianos 2014	4,000
Theatre South Atlanta, Inc.	I HAVE A DREAM: a musical on the life and times of Dr. Martin Luther King, Jr.	7,500
Tigertail Productions, Inc.	Tigertail International & Special Events	15,000
Tropical Everglades Visitor Association, Inc.	Tropical Everglades Visitor Center	20,000
University of Miami, Frost School of Music	Festival Miami 2013	18,000

University of Wynwood, Inc.	O, Miami Poetry Festival	12,000
Village of Pinecrest - Pinecrest Gardens	11th Annual Pinecrest Gardens Fine Arts Festival	6,750
Women's International Film & Arts Festival, Inc.	9th Annual Women's International Film & Arts Festival	7,200

## TDC Activity Worksheet FY2014-2015

Actors' Playhouse Productions, Inc.	2014-2015 Mainstage Season of Seasons	20,000
Bayfront Park Management Trust Corporation	Downtown Miami's 2014 New Year's Eve Celebration	15,000
Borscht Corp	Borscht Film Festival	10,000
City of Sunny Isles Beach	Sunny Isles Beach Jazz Fest 2014	15,000
Community AIDS Resource, Inc., d/b/a Care Resource	White Party Week	25,000
Cuban American Phototheque Foundation, Inc.	Miami Photo Salon	5,000
Edge Zones, Inc.	The 8th Edition of Zones Contemporary Art Fair - "Radical Collecting in the Art Plantations of Modernity"	7,000
EXPONICA INTERNATIONAL, INC.	Exponica Internationa - La Feria de Las Americas	16,000
Florida International University, Board of Trustees for the benefit of the Institute for Public Management and Community Service	2015 Inter-American Conference of Mayors and Local Authorities	14,400
GIANTS IN THE CITY, Inc.	GIANTS IN THE CITY Monumental Inflatable outdoor Exhibition	5,000
Greater South Dade/South Miami/Kendall Chamber of Commerce d/b/a Chamber South	43rd Annual Chamber South South Miami Art Festival	10,000
Italian Film Festival, Inc.	2014 Cinema Italy (formerly Italian Film Festival)	5,250
MDGLCC Foundation, Inc.	LGBT Visitor Center	20,000
Little Haiti Housing Association, Inc. DBA Haitian American CDC	Little Haiti Cultural Tours	5,000
Mela, Inc.	HIT Week Miami 2014	5,000
Miami Beach Arts Trust, Inc.	MiamiArtZine.com	5,000
Miami Beach Chamber of Commerce	Visit Miami Beach	20,000
Miami Beach Latin Chamber of Commerce, Inc.	Tourist Hospitality Center	20,000
Miami Book Fair International, Inc.	Miami Book Fair International	25,000
Miami City Ballet, Inc.	Romeo and Juliet	20,000
Miami Dade College Foundation, Inc. - Museum of Art and Design	Shen Wei - In Black, White and Gray	15,000
Miami Nice Jazz Festival, LLC.	Miami Nice Jazz Festival	7,500
MIAMI SHORT FILM FESTIVAL, INC.	The 13th Edition of the Miami short Film Festival	8,000
Miami-Dade County Days, Inc.	Miami-Dade County Days in Tallahassee 2015	15,000
National Tropical Botanical Garden	"Under the Kampong Moon- Enchanted Evenings of Indonesian Music, Drama and Dance"	13,500
Seraphic Fire, Inc.	Seraphic Fire's 13th Miami-Dade Fall Season	15,000
Teatro en Miami Corp.	TEMFest 2014 (Teatro en Miami Festival)	7,000
THE DAVE AND MARY ALPER JEWISH COMMUNITY CENTER, INC.	2014-2015 Alper JCC Cultural Arts Season Quarter 1	12,000
The Dirt Box	SEED FOOD AND WINE FESTIVAL	7,500

The Key Biscayne Chamber of Commerce, Inc.	The Key Biscayne Chamber of Commerce and Visitor Center	15,000
The Miami Children's Museum, Inc.	Dora & Diego - Let's Explore! Traveling Exhibit	20,000
The Peter London Global Dance Company Inc.	"Jazz Love Night at the Arsht"	10,000
Tropical Everglades Visitor Association, Inc.	Tropical Everglades Visitor Center	20,000
Unity Coalition   Coalicion Unida, Inc	UC CU's Celebrate ORGULLO Festival, showcasing Hispanic LGBT Pride	7,500
University of Miami, Frost School of Music	Festival Miami 2014	16,000



## MEMORANDUM

**Date:** January 5, 2014

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

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

**Subject:** Budget Recommendations for FY 2014-2015 Second Funding Period

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### 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.

### 2<sup>nd</sup> Funding Period Overview

There are thirty-three (33) applications requesting a total of \$641,500 for the second funding period. Of these 33 applications, twenty-nine (29) are from non-profit organizations requesting a total of \$541,500; and four (4) applications are from for-profit organizations requesting \$100,000.

Six (6) of these 33 organizations represent New and/or First-time projects to the Tourist Development Council; twenty-five (25) are Continuing projects; and two (2) 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 \$401,600 has been recommended for 32 organizations by the TDC Subcommittee for this second funding period. One (1) organization was moved without a recommendation by the TDC Subcommittee for discussion. The remaining balance for the program as appropriated at the beginning of the year is \$321,000. The current balance in the Reserve Fund is \$62,927. Reserve funds are available to address unforeseen or needed adjustments and/or unanticipated major project requests.

<u>Funding Period/Category</u>	<u>Budgeted + Allocations</u>	<u>Set-Aside +</u>	<u>Shoulder Season Fund / Reserve</u>	<u>Actual Recommended = /Expended # of grants</u>	<u>Remaining Balance</u>
First Funding Period	\$ 315,850	\$ 124,400	\$ 16,400	\$ 456,650 <sup>35</sup>	\$
Second Funding Period	364,527		37,073	\$ 401,600 <sup>33</sup>	
Third Funding Period	180,500				180,500
Fourth Funding Period	140,500				140,500
Reserve	116,400				62,927
Set-Aside Grants	124,400				
<b>TOTAL</b>	<b>\$1,242,177</b>	<b>\$ 124,400</b>	<b>\$ 53,437</b>	<b>\$ 858,250 <sup>68</sup></b>	<b>\$ 383,927</b>

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

### Supplements

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

**FISCAL YEAR 2014-2015  
TOURIST DEVELOPMENT COUNCIL  
Second Funding Period**

**BUDGET UPDATE CHART**

	Special Events / Promotions	Sports Events	Television	Government	Total
Total TDC Funding Available in FY 2014-2015					<b>\$1,242,177</b>
Total TDC First Funding Period Allocations					<b>\$456,650</b>
Continuing <i>(Reduction Formula)</i> Projects - Funding Formula Amounts (# of requests)	\$ 283,800 <b>(22)</b>	\$ 10,800 <b>(1)</b>	\$ 14,000 <b>(1)</b>	\$ 6,000 <b>(1)</b>	\$ 314,600 <b>(25)</b>
Ongoing Projects <i>(Beginning New Cycle)</i> - Recommended Amounts (# of requests)	\$ 17,000 <b>(2)</b>	N/A	N/A	N/A	\$ 17,000 <b>(2)</b>
New and/or First- time Projects - Recommended Amounts (# of requests)	\$ 25,000 <b>(2)</b>	\$ 0 <b>(1)</b>	\$ 40,000 <b>(2)</b>	\$ 5,000 <b>(1)</b>	\$ 70,000 <b>(6)</b>
<b>Total Recommended for Second Funding Period (# of requests)</b>	<b>\$ 325,800 (26)</b>	<b>\$ 10,800 (2)</b>	<b>\$ 54,000 (3)</b>	<b>\$ 11,000 (2)</b>	<b>\$ 401,600 (33)</b>
<b>Balance Remaining (3<sup>rd</sup> + 4<sup>th</sup> + Reserve Fund)</b>					<b>\$ 383,927</b>

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

FY 2014-2015 Tourist Development Council  
 Application Summary Worksheet  
 Panel Meeting -- January 5, 2015 2pm  
 Second Funding Period

Special Events/Promotions

Nonprofit Organizations (Continuing - Formula Reduction)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Historical Funding	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. A-1	Center for Advancement of Jewish Education, Inc.	6,750	6,750	18th Annual Miami Jewish Film Festival	01/15/15 to 01/29/15	15,000	Continuing / 2nd	7,500	7,500	0.9	8,250	R	
VI. A-2	City of Miami Gardens	25,000	20,000	Jazz in the Gardens Music Festival	03/20/15 to 03/22/15	25,000	Continuing / 3rd	25,000	25,000	0.8	0	R	
VI. A-3	Classical South Florida, Inc.	7,500	7,500	Listen to the Dance	01/09/15 to 03/26/15	7,500	Continuing / 3rd	13,500	15,000	0.8	0	R	
VI. A-4	Coconut Grove Arts & Historical Association, Inc.	25,000	20,000	52nd Annual Coconut Grove Arts Festival	02/14/15 to 02/16/15	25,000	Continuing / 3rd	25,000	25,000	0.8	0	R	
VI. A-5	Fairchild Tropical Botanic Garden, Inc.	16,000	16,000	GardenMusic Festival	01/09/15 to 01-18-15	25,000	Continuing / 2nd	20,000	20,000	0.9	7,000	R	
VI. A-6	Florida International University Board of Trustees for the benefit School of Hospitality Management Sobdt Wine	15,750	15,750	2015 Fun & Fit as a Family	02/21/15 to 02/22/15	25,000	Continuing / 2nd	17,500	17,500	0.9	9,250	R	
VI. A-7	Historical Association of Southern Florida, Inc.	6,000	6,000	The Complete Audubon: The Birds of America - Exhibition and Panel Discussion	02/27/15 to 05/01/15	25,000	Continuing / 5th	7,000	10,000	0.6	19,000	R	
VI. A-8	Homesstead Rodeo Association, Inc.	10,500	10,500	88th Annual Homesstead Championship Rodeo	01/23/15 to 01/25/15	15,000	Continuing / 4th	15,000	15,000	0.7	4,500	R	
VI. A-9	Jorge M. Perez Art Museum of Miami-Dade County, Inc.	18,000	18,000	Tapes From Within - Exhibition and Public Programs	02/12/15 to 03/03/15	25,000	Continuing / 2nd	20,000	20,000	0.9	7,000	R	
VI. A-10	Kwanis Club of Little Havana	25,000	22,500	Calle Ocho Festival	03/15/15 to 03/15/15	25,000	Continuing / 2nd	25,000	25,000	0.9	0	R	
VI. A-11	Miami Dade Community College Foundation, Inc.	18,000	18,000	2015 Miami International Film Festival	03/06/15 to 30/15/15	25,000	Continuing / 2nd	20,000	20,000	0.9	7,000	R	
VI. A-12	Miami Design Preservation League, Inc.	15,000	15,000	Art Deco Weekend 2015	01/16/15 to 01/18/15	25,000	Continuing / 5th	17,500	25,000	0.6	10,000	R	
VI. A-13	Miami Light Project, Inc.	12,000	12,000	Global Cuba Fest	03/13/15 to 04/11/15	15,000	Continuing / 3rd	13,500	15,000	0.8	3,000	R	
VI. A-14	Michael Joseph Brink Foundation, Inc., Fiscal Agent for TheatreSouth Atlanta, Inc.	6,750	6,750	I Have A Dream	01/05/15 to 02/29/15	15,000	Continuing / 2nd	7,500	7,500	0.9	8,250	R	
VI. A-15	National Foundation for Advancement in the Arts Inc.	12,000	12,000	YoungArts Week	01/04/15 to 01/11/15	25,000	Continuing / 3rd	13,500	15,000	0.8	13,000	R	
VI. A-16	Orchestra Miami, Inc.	9,000	9,000	Orchestra Miami celebrates Miami Beach's 100th Anniversary	01/05/15 to 04/05/15	15,000	Continuing / 2nd	10,000	10,000	0.9	6,000	R	
VI. A-17	Performing Arts Center Trust, Inc. dba Adrienne Arsh Center for the Performing Arts of Miami-Dade County	13,500	13,500	Fanenco Festival 2015	03/12/15 to 03/15/15	25,000	Continuing / 2nd	15,000	15,000	0.9	11,500	R	
VI. A-18	Relay Foundation of South Miami, Inc.	5,000	5,000	South Miami Relay Art Festival	02/21/15 to 02/22/15	10,000	Continuing / 4th	5,000	\$5,000	0.7	5,000	R	
VI. A-19	The Deering Estate Foundation, Inc.	8,000	8,000	11th Annual Deering Seafood Festival on the Bay	03/29/15 to 03/29/15	15,000	Continuing / 3rd	9,000	10,000	0.8	7,000	R	
VI. A-20	The Unconseratory, Inc.	4,000	4,000	Gale For Two Pianos 2015	02/01/15 to - 03/01/15	5,000	Continuing / 4th	4,000	4,000	0.7	1,000	R	
VI. A-21	The Women's International Film & Arts Festival, Inc.	6,300	6,300	10th Annual Women's International Film & Arts Festival	02/28/15 to 03/08/15	25,000	Continuing / 4th	7,200	9,000	0.7	18,700	R	
Subtotals:		287,040	254,550			412,500			55,000				0

\*D = Direct R = Reimbursement

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI-B-1	Community Television Foundation of South Florida WPBT2	14,000	14,000	Art Loft	08/01/14 to 08/31/15	14,000	Continuing / 3rd	15,750	17,500	0.7	0	R	0
Subtotals: 14,000 14,000													
*D = Direct R = Reimbursement													

Television  
Nonprofit Organizations (Continuing - Formula Reduction)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI-C-1	Junior Orange Bowl Committee Inc.	10,800	10,800	Product Hall, Orange Athletic Center and the Madison	12/04/14 to 01/25/15	10,800	Continuing / 2nd	12,000	12,000	0.9	4,200	R	0
Subtotals: 10,800 10,800													
*D = Direct R = Reimbursement													

Sports  
Nonprofit Organizations (Continuing - Formula Reduction)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI-D-1	Film Lila, Inc.	16,750	16,750	Plunge Culture and Creativity Conference	11/06/14 to 11/09/14	25,000	Continuing / 2nd	25,000	25,000	0.9	8,250	R	0
Subtotals: 16,750 16,750													
*D = Direct R = Reimbursement													

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI-E-1	Chopin Foundation of the United States	10,000	10,000	Ninth National Chopin Piano Competition	02/20/15 to 03/01/15	25,000	First Time	N/A	N/A	N/A	15,000	R	0
VI-F-2	Miami Broward One Carnival Host Committee Inc.	15,000	22,500	Miami Broward Carnival	10/02/14 to 10/12/14	25,000	First Time	N/A	N/A	N/A	10,000	R	0
Subtotals: 25,000 22,500													
*D = Direct R = Reimbursement													

Television  
For-Profit Organizations (First-Time)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI-F-1	Lock and Key Productions Inc	25,000	25,000	Pindill's New Year's Revolution	12/31/14 to 01/01/15	25,000	First Time	N/A	N/A	N/A	10,000	R	0
VI-F-2	Miss Universe L.P. LLP	15,000	40,000	2014 Miss Universe Pageant	01/01/15 to 01/28/15	25,000	First Time	N/A	N/A	N/A	10,000	R	0
Subtotals: 40,000 40,000													
*D = Direct R = Reimbursement													

Sports  
For-Profit Organizations (First-Time)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI-G-1	Miami Beach Bowl LLC	No Recommendation	15,000	Miami Beach Bowl	12/18/14 to 12/22/14	25,000	First Time	N/A	N/A	N/A	25,000	R	0
Subtotals: 15,000 15,000													
*D = Direct R = Reimbursement													

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI-H-1	The Dance Now! Ensemble, Inc.	3,000	3,000	Miami Beach at 100	03/27/15 to 03/28/15	5,000	Ongoing	6,000	10,000	N/A	0	R	
VI-H-2	The Miami Beach Society, Inc.	17,000	17,000	Tropical Baroque Music Festival XVI	02/25/15 to 03/04/15	25,000	Ongoing	6,000	10,000	N/A	13,000	R	
Subtotals:													0
Government/Municipal													
Non-Profit Organizations (Continuing - Formula Reduction)													
VI-L-1	Village of Pinecrest - Pinecrest Gardens	6,000	6,000	12th Annual Pinecrest Gardens Fine Arts Festival	01/01/15 to -1/11/15	15,000	Continuing / 3rd	6,750	7,500	0.8	9,000	R	
Subtotals:													0
Government/Municipal													
Non-Profit Organizations (First Time)													
VI-J-1	Miami-Dade Office of Community Advocacy-Black Affairs Advisory Board	5,000	5,000	Black History Month 2015 "South Dade GospelFest"	02/08/15 to 02/08/15	5,000	First Time	N/A	N/A	N/A	0	R	
Subtotals:													0

\*D=Direct R=Reimbursement  
\*B=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 2nd Funding Quarter: 384,527  
 Total in the Reserve Fund: 62,927  
 Remaining Balance for the Program: 383,927

Total number of Applications: 33  
 Grant request grand total: 641,500  
 Request to recommendation grand total: 149,450  
 Subcommittee Recommendation Grand Total: 401,600  
 Final Panel Recommendation Grand Total: 0

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

**FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)**

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

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**ORGANIZATION:** Center for Advancement of Jewish Education, Inc. **GRANT REQUEST:** \$ 15,000.00

**PROJECT TITLE:** 18th Annual Miami Jewish Film Festival

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 6,750.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2ND

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 01-15-2015 through 01-29-2015

**EVENT LOCATION:** Regal Cinemas South Beach, O Cinema Miami Shores, Miami Beach  
Cinematheque

**PROJECT SYNOPSIS:**

Grant funds are requested to support the 18th Annual Miami Jewish Film Festival (MJFF), bringing filmmakers, performers and industry professionals to Miami to interact with audiences through screenings of award-winning films, panel discussions, and other special events. The 2015 Festival will expand to 13 days, with 60+ screenings held across Miami-Dade County at over 8 different venues. MJFF redefines the term festival with its year round screenings beyond its annual 13-day celebration of film.

**HOTEL CONFIRMATION:**

0	

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	25	8500
Out of County	10	3500
Out of State	10	2500
Foreign	5	500
<b>TOTAL</b>	<b>50</b>	<b>15000</b>

**MARKETING DETAILS:** The marketing and press strategy for 2015 will build on and further expand last year's strategy. The basic strategy includes: the use of advertising (print, broadcast, cable, outdoor, and web-based vehicles); outreach (street teams, poster display, hand-outs and specialty items); media coverage partnerships, press and public relations. Advertising will be targeted to general audiences, film and program-specific interest groups and industry-based groups. Advertising will take place locally and potentially nationally. A broader-reaching community-based outreach marketing program will be implemented to ensure that the Miami community is well-apprised of the Festival's screenings and educational programs. Advertising will begin in Fall 2014 and attain greatest reach immediately before and during the actual Festival.

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

**PREVIOUS TDC FUNDING:** \$7,500 (13-14); {\$5,000 (12-13) - End Cycle}; \$5,000 (11-12); \$5,000 (10-11); \$5,400 (09-10); \$6,000 (08-09)

**OTHER GOVERNMENT FUNDING:**

Miami Beach Cultural Arts Council - \$19,133.54

## **PROJECT NARRATIVE:**

The 2015 Miami Jewish Film Festival marks its 18th year. Its objectives will maintain its history and evolution, but also strive to reach new growth, by bringing the best of world film to the community and increasing its number of film premieres in 2015. This year, the Festival is expanding to 13 days, with 20-25 additional events held throughout the year. In total, MJFF will offer over 70 screenings to its audience, providing ample opportunity for tourists and residents to engage in the unique experience of film. MJFF has become a cultural destination event for the community, using film to entertain and foster discussion. The Festival will build on previous media partnerships to encourage Film Festival vacationers and “snow birds,” as well as Miami residents, to make the Festival part of their leisure plans.

MJFF will use a minimum of 8 screening venues for the Festival, including Bill Cosford Cinema (UM), Aventura Arts & Cultural Center, O Cinema Miami Shores, Regal Cinemas South Beach, Miami Beach Cinematheque, Temple Beth Shalom, and Temple Beth Am, for a series of screenings and related events, over the course of 13 days for the Festival, and throughout the year as well. Tickets for the Festival cost \$13.00 for general admission, with reduced prices for members of the Miami Jewish Film Society. These programs will reach approximately 15,000 participants.

MJFF will expand its marketing to GMCVB-targeted cities while increasing its national and local general marketing. It has partnered with more than a dozen media outlets including: Miami New Times, The Forward, El Nuevo Herald, The Sun-Sentinel, Classical South Florida, Community Newspapers, and more. MJFF was named one of the best Jewish film festivals of 2014 (The Forward). MJFF also offers several free series, such as its Community Cinema Series, in partnership with Independent Television Service (ITVS), WPBT2, and Temple Beth Shalom, as well as its Israeli Film Series with Miami Beach JCC. The Festival also now participates in Pride Month in June by offering a special free screening, making the Festival a fully inclusive community organization.

MJFF's hotel sponsor is Hampton Inn & Suites (Brickell). At this time, no rooms have been booked, as it is early in the season, but we anticipate approximately 20 rooms to be booked. Tourists attending the Festival couple their attendance with other events held in South Florida during their stay in the Greater Miami.

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

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 85,000	\$ 85,000	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 13,000	\$ 13,000	
Outside Artistic Fees/Services			0	\$ 2,000
Outside Other Fees/Services		\$ 7,000	\$ 7,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 15,000	\$ 15,000	\$ 30,000	
Marketing: Postage/Distribution		\$ 6,000	\$ 6,000	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 2,500	\$ 2,500	
Travel: Out of County		\$ 4,000	\$ 4,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 24,000	\$ 24,000	\$ 3,000
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental		\$ 4,743	\$ 4,743	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 23,000	\$ 23,000	\$ 3,000
Mortgage/ Loan Payments			0	
Insurance		\$ 9,500	\$ 9,500	

Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 2,500	\$ 2,500	
Other Expenses				
Meetings and other Misc. Project Expenses		\$ 5,000	\$ 5,000	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 201,243	\$ 216,243	\$ 8,000
<b>TOTAL EXPENSES</b>	<b>\$ 224,243</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 61,110		28%
Memberships	\$ 90,500		42%
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 8,000	\$ 8,000	4%
Foundation Support	\$ 6,000		3%
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		
City of Coral Gables	\$ 1,500	1%
Miami Beach Cultural Arts	\$ 19,133	9%
		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 Grants	\$ 15,000	7%
		0
		0
		0
		Grant Amount % of Total Cash Revenues

Subtotal	\$ 201,243	\$ 8,000	7%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 216,243		
Total Revenues	\$ 224,243	Total In-Kind %	4%

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

**FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)**

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

**ORGANIZATION:** City of Miami Gardens

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

**PROJECT TITLE:** Jazz in the Gardens Music Festival

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 25,000.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3RD

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 03-20-2015 through 03-22-2015

**EVENT LOCATION:** Sun Life Stadium, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support the Jazz in the Gardens music festival presented by the City of Miami Gardens, being held from March 20-22, 2015, at Sun Life Stadium with a Friday (March 20th) kick-off party. Celebrating its tenth year anniversary year, the event will be hosted by celebrity comedian, DL Hugley and will hopefully feature performances by Usher, R. Kelly, Aretha Franklin, Stevie Wonder, and Alicia Keyes just to name a few.

**HOTEL CONFIRMATION:**

Shula's Hotel & Golf Club	300

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	60	31290
Out of County	25	20000
Out of State	250	30000
Foreign	2	5000
<b>TOTAL</b>	<b>337</b>	<b>86290</b>

**MARKETING DETAILS:** Jazz in the Gardens is gaining much national and international attention which has proved to be beneficial as it relates to media sponsors who are vying for an opportunity to partake in the Jazz in the Gardens electricity. The 2015 festival will be hosted by celebrity comedian, author and political activist, DL Hugley who last year launched a new syndicated radio show heard in 39 plus markets including Chicago, Cleveland, Nashville, Memphis, Detroit and New Orleans. The show is a daily themed, and is a music intensive afternoon drive program from 3pm-7pm ET. Through this partnership with DL Hugley, Jazz in the Gardens will have national radio media presence the event required. Last year we forged a partnership with MSNBC and Music Choice which totally catapulted the event to another level where we now have the media partnerships we had always wished to have. Through their partnership they provided onsite activation, filming live from the event. This especially put the event on the map and gave Jazz in the Gardens the true national and international visibility the event desired. They have agreed to join the event once again as media partners/sponsors in 2015. In addition, Clear Channel Outdoor Media will provide regional and national coverage and exposure through static billboards throughout the South Florida tri-county area as well as digital billboards in major cities: New York, Atlanta, Los Angeles, Detroit, Houston, Los Angeles, Newark, Virginia, Baltimore and Washington DC to name a few. Comcast will sponsor for the tenth consecutive year, showing commercials on specific channels including the Travel Channel, BET and Bet Centric, Lifetime and Bravo, Weather Channel along with several other network channels. Our print media partners include the Miami Herald which will provide the cover of the "weekend" section leading up to the event; the Miami, Broward and Palm Beach New times, Jet Magazine; Rolling Out Magazine, Vibe Magazine, Madame Noir Magazine, Southern Living Magazine and a number of other national publications. Our national, regional and local radio partners will come back and join us for tenth annual event. Locally, Cox Radio affiliate stations, Hot 105 and 99 JAMZ have been amazing partners and will continue to assist the 2015 event grow. Social media

has been essential in gaining exposure and awareness for the event, especially that it has provided us with direct contact with fans and people interested in attending the event. Through social media fans feel that they are really a part of the event.

**PREVIOUS TDC FUNDING:** \$13,500 (13-14); \$15,000 (12-13); {\$9,000 (11-12) - End of cycle}; \$10,000 (10-11); \$12,000 (09-10); \$13,500 (08-09); \$15,000 (07-08)

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

The 2015 edition, 10th Anniversary Jazz in the Gardens (JITG) , will offer a live talent line-up featuring various musical performers, including Alicia Keys, Aretha Franklin, Prince, Usher, Stevie Wonder and much more. South Florida is the mecca of cultural diversity and people flock from all over to participate in the diversity the area offers. About 85,000 spectators are expected. JITG will take place at Sun Life Stadium located in Miami Gardens. Other than the two-day weekend music festival, for the sixth consecutive year, the Women's Impact Conference & Luncheon will be held the Friday before the Saturday/Sunday festival, in Miami Lakes at Shula's Hotel and Golf Resort. A Kick-off pre festival party will also be held on Friday, March 20th and will now include a live celebrity artists, comedy show and celebrity DJ. The pre-party location has not yet been determined. The festival is a ticketed event with prices ranging from \$45 to \$300. The event is marketed throughout the nation and abroad. Nationally the City partners with radio stations and through various cross promotional efforts the City is able to leverage promotional trips for contest winners selected by radio partners along with other added value. Marketing includes radio, television, internet, print, social media and public relations. We have a number of media partners, the major ones being Comcast Cable, Radio One, HOT 105, 99 JAMZ (all radio), Miami Herald, New Times, Clear Channel Outdoor Media, MSNBC and Music Choice.

As for hotel sponsors, Shula's Resort and Golf Club is confirmed as a returning sponsor and we are working on solidifying other hotels such as Trump International. Currently we have blocked 500 room nights with Shula's and we anticipate booking at least 2500 room nights once all our travel components are in place.

Through TDC funding the City will enhance and expand marketing efforts to reach a broader audience nationally/ internationally. The funding will be used to market to tourist regionally, nationally and internationally.

In addition, public relations efforts will focus on what South Florida offers tourists beyond what they get at home and the festival offers, which is an amazing vacation destination with beautiful beaches, spas, golf, fine dining and shopping. The production team is comprised of several organizations combining talents to execute a magnificent event. These organizations include a production team back for a fourth year, AEG Live, who is charged with production, talent acquisition and operations; Roane Consulting, charged with sponsorship solicitation, management and activation; Circle of One Marketing, charged with marketing and public relations; and the City of Miami Gardens, executive producer/ host of JITG. Currently we are in the phase of setting up operations, soliciting sponsors, purchasing talent and promoting the event. Tickets go on sale November 14, 2015.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 374,000	\$ 374,000	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 150,000	\$ 150,000	
Outside Artistic Fees/Services		\$ 1,807,505	\$ 1,807,505	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 326,650	\$ 351,650	\$ 800,000
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 5,000	\$ 5,000	
Travel: In County		\$ 89,845	\$ 89,845	
Travel: Out of County			0	
Equipment Rental		\$ 504,125	\$ 504,125	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental		\$ 163,000	\$ 163,000	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event,		\$ 00,000	\$ 00,000	

etc.		\$ 23,000	\$ 23,000	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 69,475	\$ 69,475	
Other Expenses				
Opening Night Party		\$ 51,000	\$ 51,000	
Womens Impact Luncheon and Seminar		\$ 40,000	\$ 40,000	
Police Services		\$ 95,000	\$ 95,000	
Decor		\$ 15,000	\$ 15,000	
Catering		\$ 92,700	\$ 92,700	
Subtotal	\$ 25,000	\$ 3,806,300	\$ 3,831,300	\$ 800,000
TOTAL EXPENSES	\$ 4,631,300			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 3,227,100		84%
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	\$ 328,000	\$ 800,000	9%
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			
Vendors	\$ 143,000		4%
Women's Impact Luncheon	\$ 28,700		1%
Le Chalet Restrooms	\$ 26,500		1%
Pre-Party	\$ 53,000		1%
Department of Cultural Affairs Grants			
	\$ 25,000		1%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 3,831,300	\$ 800,000	0
Grant Amount			

Cash Revenues + Grant Amount	\$ 3,831,300		
Total Revenues	\$ 4,631,300	Total In-Kind %	21%

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

**FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)**

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

**ORGANIZATION:** Classical South Florida

**GRANT REQUEST:** \$ 7,500.00

**PROJECT TITLE:** Listen to the Dance

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 7,500.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3RD

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 01-08-2015 through 03-26-2015

**EVENT LOCATION:** CSF Transmission Facility, Classical South Florida,

**PROJECT SYNOPSIS:**

Grant funds are requested to support our new radio program, Listen to the Dance, which highlights the Miami City Ballet's 2014-2015 season with an exploration of the role of the music score in creating, producing and performing a ballet. CSF will produce three one-hour episodes that will run on January 8, February 12 and March 26 -- one day prior to each MCB opening performance night. The CSF broadcasts will reach 270,000 weekly listeners in 9 counties during the peak tourist season.

**HOTEL CONFIRMATION:**

N/A	

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	19	40,000
Out of County		24,000
Out of State	1	16,800
Foreign		200
<b>TOTAL</b>	<b>20</b>	<b>81000</b>

**MARKETING DETAILS:** Listen to the Dance, a new interview+music format radio program developed in collaboration with Miami City Ballet, aligns with our organizational strategy to develop more localized radio content that will build our listenership and strengthen our role in the arts community by engaging listeners in the local arts scene. The project supports CSF's three objectives for increasing community impact: 1) providing indispensable content that is 2) for you and 3) everywhere. Our aim is to reach as many of our 270,000 weekly listeners as possible as well as those who may be new to our station (especially visitors). Our multimedia marketing tactics include radio, audio streaming, print and Internet distribution to reach locals and "snowbirds" to Southeast and Southwest Florida. The project will occur during the height of the tourist season when the most visitors tune into our station and patronize Miami's diverse arts and cultural offerings. While the first two episodes of Listen to the Dance in 2014 are not included in this project, the exposure will build listenership for the remaining three broadcasts in 2015.

Tactics include:

1. Broadcasts on all three stations in Miami/Broward, Palm Beach and Naples to spread awareness to listeners outside Miami-Dade who may drive to the Arsht Center to see Miami City Ballet.
2. Email-blasts to our 14,000 members in Southeast and Southwest Florida.
2. Website features in January, February and March
3. 15" and 30" promotions spots that give Miami-Dade Cultural Affairs mention. The spots will run the week before each of the three broadcasts on each of our three stations.
4. Print postcard (oversize postcard) announcing the 2015 Listen to the Dance broadcasts for distribution at marketing and donor events. Through trades with community partners, CSF will be prominently represented at popular events such as the FIU Festival of the Trees, Miami Book Fair, Fairchild

Chocolate Festival, Tropical Baroque Music Festival, the Fairchild Orchid Festival, the Coral Gables Hispanic Cultural, Sleepless Nights Miami Beach and various wine festivals, art shows and concerts. We will also mail the postcard to our 200+ Leadership Circle donors, many of whom are part-time South Florida residents.

Hotel/media:

Classical South Florida, a member-supported classical music station, will host and promote the broadcasts on all three of our stations in Miami-Dade/Broward, Palm Beach and Naples.

**PREVIOUS TDC FUNDING:** \$13,500 (13-14); \$15,000 (12-13); {\$9,000 (11-12) - End of cycle}; \$10,000 (10-11); \$12,000 (09-10); \$13,500 (08-09); \$15,000 (07-08)

**OTHER GOVERNMENT FUNDING:**

2014-2015 \$317,000 Corporate Public Broadcasting

2014-2015 \$100,000 State of Florida through Department of Education

2014-2015 \$ 25,000 State of Florida Division of Cultural Affairs (pending)

## **PROJECT NARRATIVE:**

Listen to the Dance is a new Classical South Florida program that spotlights the Miami City Ballet through the prism of music. The internationally acclaimed Miami City Ballet is one of America's most beloved dance companies and elite training programs. Through interviews with artistic director Lourdes Lopez, MCB dancers and guest choreographers, Listen to the Dance explores the fascinating relationship between music and dance in creating, producing and performing a dance work. Each one-hour episode includes music from the company's upcoming ballet and will touch on other informative aspects such as: how dancers relate to a musical score in their performance, and how music inspires a choreographer's creation.

Our listeners and supporters consistently tell us that they want our programming to have a more local presence. Listen to the Dance aligns with CSF's goal to enrich classical music programming with local shows that promote the region's vibrant arts and cultural resources regionally, nationally and internationally. Past arts organizations for which we have produced special on-air programs include the Cleveland Orchestra, New World Symphony, Florida Grand Opera, Palm Beach Opera and Symphony, the Chopin Foundation, Symphony of the Americas and the Dranoff Foundation.

Listen to the Dance will strengthen the bonds between public radio, our cultural organizations and area residents and visitors. Giving Miami City Ballet its own voice on all three stations will enhance its regional impact and bring more appreciation for ballet, classical music radio -- and for Miami as a cultural destination. CSF will produce five one-hour episodes, three of which will air during the TDC project period. Each episode airs just prior to MCB's opening night performance. The program will run on all three CSF stations in Southeast and Southwest Florida and thus reach residents and visitors from a wide geographic area. We will also produce printed pieces to promote the program at our marketing events in the community, as well as post on our website and Facebook and include in e-blasts to over 14,000 subscribers and members. CSF will also produce radio spots to heavily promote the program during the week leading up to the broadcast. Miami-Dade County will receive on-air promotional spots for their support.

Schedule of MCB performances and CSF air times for the project period:

Hear the Dance on January 9 – February 8 airs January 8, 2015.

Passion and Grace on February 13 – March 22, 2015 airs February 12.

Points of Departure by Justin Peck & Shepard Fairey on March 27 – April 29 airs March 26.

Funding from TDC will cover costs associated with producing, hosting and airing three broadcasts of Listen to the Dance in 2015, 2) marketing on-line and at community events and 3) scheduling, promoting and broadcasting the program on the radio. The broadcast dates on all three stations are: January 8th,

February 12th and March 26th.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 500	\$ 2,214	\$ 2,714	
Personnel: Artistic	\$ 600	\$ 583	\$ 1,183	
Personnel: Technical/Production	\$ 750	\$ 825	\$ 1,575	
Outside Artistic Fees/Services	\$ 0	\$ 0	0	
Outside Other Fees/Services	\$ 0	\$ 400	\$ 400	
Marketing ADV/ PV/ Printing/ Publication	\$ 650	\$ 42,900	\$ 43,550	
Marketing: Postage/Distribution	\$ 0	\$ 0	0	
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 0	0	
Travel: In County	\$ 0	\$ 0	0	
Travel: Out of County	\$ 0	\$ 0	0	
Equipment Rental	\$ 0	\$ 0	0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 0	0	
Equipment Purchase	\$ 0	\$ 0	0	
Equipment Purchase / for Performance, Exhibition, Event, etc.	\$ 0	\$ 0	0	
Space Rental	\$ 0	\$ 0	0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 3,987	\$ 3,900	\$ 7,887	
Mortgage/ Loan Payments	\$ 0	\$ 0	0	
Insurance	\$ 0	\$ 0	0	

Insurance / for Performance, Exhibition, Event, etc.	\$ 0	\$ 0	0	
Utilities	\$ 0	\$ 0	0	
Fundraising/ Development (Non-Personnel)	\$ 0	\$ 0	0	
Merchandise/ Concessions/ Gift Shops	\$ 0	\$ 0	0	
Supplies/Materials	\$ 0	\$ 250	\$ 250	
Other Expenses				
Direct Project costs: Power to the radio transmittal tower in South Dade (NOT office or other in-direct expense)	\$ 1,013	\$ 1,428	\$ 2,441	
			0	
			0	
			0	
			0	
Subtotal	\$ 7,500	\$ 52,500	\$ 60,000	0
<b>TOTAL EXPENSES</b>	<b>\$ 60,000</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 0		0
Memberships	\$ 49,500		83%
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	\$ 3,000		5%
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	\$ 0		0
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 52,500	0	13%

Grant Amount	\$	7,500	
Cash Revenues + Grant Amount	\$	60,000	
Total Revenues	\$	60,000	Total In-Kind % 0

# Miami-Dade County Department of Cultural Affairs

**FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)**

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

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**ORGANIZATION:** Coconut Grove Arts & Historical Association, Inc. **GRANT REQUEST:** \$ 25,000.00

**PROJECT TITLE:** 52nd Annual Coconut Grove Arts Festival

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 25,000.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3RD

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 02-14-2015 through 02-16-2015

**EVENT LOCATION:** Streets of Coconut Grove, Florida, Coconut Grove Arts & Historical Association, Inc.,

**PROJECT SYNOPSIS:**

Grant funds are requested to support the 52nd Annual Coconut Grove Arts Festival, which continues to be a Miami tradition by maintaining its position as one of the largest and most prestigious events of its kind in the nation. The Festival is one of the most visible and celebrated events in Miami-Dade County. Held annually during Presidents' Day Weekend, the Festival will be celebrating 52 years of excellence February 14, 15, 16, 2015.

**HOTEL CONFIRMATION:**

Pending

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	15	41000
Out of County	100	48300
Out of State	260	16200
Foreign	5	4500
<b>TOTAL</b>	<b>380</b>	<b>110000</b>

**MARKETING DETAILS:** The Coconut Grove Arts Festival is happy to announce new 3-year partnership with NBC6 and Telemundo 51. This contract represents a continuation of a nearly 25 year partnership that has thrived and grown. The Festival is also entering their twelfth year of partnership with Comcast Cablevision. Additionally, the Festival has a sponsorship in place with the Miami Herald, el Nuevo Herald, and miami.com. Clear Channel Communications has also signed on as the exclusive FM English and Spanish language radio partner for the 2015 event.

**PREVIOUS TDC FUNDING:** \$25,000 (13-14); \$25,000 (12-13); { End of Cycle \$15,000 (11-12)}; \$17,500 (10-11); \$20,000 (09-10); \$22,500 (08-09); \$25,000 (07-08)

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

The Coconut Grove Arts Festival continues in its position as one of the largest and most prestigious events of its kind in the world. While celebrating its roots and revitalizing the local arts, the Festival draws patrons from our local community, and all over the US, Canada, Latin America and Europe. The Festival is one of Miami-Dade's most visible and celebrated events drawing attention to the astonishingly beautiful community that hosts it. Held annually during Presidents' Day Weekend, the Festival will be celebrating its 52nd anniversary February 14, 15, 16 and will proudly display the works of more than 380 fine artists in the streets of Coconut Grove to more than 120,000 patrons. The Festival is an affordable form of entertainment for families! Children 12 & under receive free admission; adult tickets are \$15. The Festival, conceived as a publicity stunt by Charlie Cinnamon to promote "Irma la Douce" at the Coconut Grove Playhouse in 1963, continues five decades later to strive to expose the S Florida community to the extensive treasures art has to offer. An artist applying is vying for a spot in a show that has been dubbed the "Festival of the Decade" by Sunshine Artist Magazine because of consistent top rankings.

In an effort to ensure the Festival has something for everyone, we not only celebrate the Visual Arts, but also bring both Performing and Culinary Arts to our patrons. Local artists entertain the crowds by crooning familiar tunes and exposed patrons to innovative forms of artistic expression via dance and music. The Culinary Pavilion, now in its 10th year, has developed quite a fan base among Festival-goers. Featuring celebrities like Douglas Rodriguez & Giorgio Rapicavoli from Chopped fame, and exhibits from local chefs occurring throughout the day, there is always something to tickle your taste buds. This programming allows us to attract a broader audience furthering our commitment to expose our community and tourists to the arts.

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

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 230,000	\$ 230,000	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 113,000	\$ 113,000	
Outside Artistic Fees/Services		\$ 1,500	\$ 1,500	
Outside Other Fees/Services		\$ 360,000	\$ 360,000	\$ 10,000
Marketing ADV/ PV/ Printing/ Publication		\$ 200,000	\$ 200,000	\$ 20,000
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 12,500	\$ 12,500	
Travel: In County		\$ 14,000	\$ 14,000	\$ 20,000
Travel: Out of County		\$ 3,300	\$ 3,300	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 25,000	\$ 115,000	\$ 140,000	\$ 6,500
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental		\$ 170,000	\$ 170,000	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance		\$ 34,000	\$ 34,000	
Insurance / for Performance, Exhibition, Event,			0	

etc.			0	
Utilities		\$ 82,000	\$ 82,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 65,000	\$ 65,000	
Other Expenses				
Artist Awards		\$ 28,000	\$ 28,000	
Other Festival Expenses		\$ 185,598	\$ 185,598	
Permits, Fees, Taxes & Licenses		\$ 68,000	\$ 68,000	
Sponsorship, Volunteer & Gallery Expense		\$ 50,000	\$ 50,000	
Bank, Credit Card and Investment Fees		\$ 21,000	\$ 21,000	
Subtotal	\$ 25,000	\$ 1,752,898	\$ 1,777,898	\$ 56,500
<b>TOTAL EXPENSES</b>	<b>\$ 1,834,398</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 622,170		35%
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	\$ 472,500	\$ 56,500	27%
Foundation Support			0
Private/ Individual Support	\$ 5,000		0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0

Gov't Grants: Local			
Coconut Grove BID	\$ 18,000		1%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)	\$ 10,000		1%
Merchandise/ Concessions/ Gift Shop Revenues	\$ 30,000		2%
Investment Income (Endowment)			0
Interest and Dividends	\$ 6,600		0
Cash on Hand			0
Other Revenues			
Artist Booth Fees	\$ 304,628		17%
Jury Fees & Artist Portfolio	\$ 47,000		3%
Sculpture Garden Fees	\$ 12,000		1%
Vendor Food Concessions	\$ 125,000		7%
Department of Cultural Affairs Grants			
Festivals & Special Events (FEST)	\$ 100,000		6%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 1,752,898	\$ 56,500	1%
Grant Amount	\$ 25,000		

Cash Revenues + Grant Amount	\$ 1,777,898		
Total Revenues	\$ 1,834,398	Total In-Kind %	3%

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

**FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)**

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

**ORGANIZATION:** Fairchild Tropical Botanic Garden, Inc.

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

**PROJECT TITLE:** GardenMusic Festival

**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:** 01-09-2015 through 01-18-2015

**EVENT LOCATION:** Fairchild Tropical Botanic Garden, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support the marketing campaign for a two-week chamber music festival with extensive educational and collaborative components at Fairchild Tropical Botanic Gardens in Coral Gables, FL

from January 9-18, 2015. There will be four subscription concerts.

**HOTEL CONFIRMATION:**

Miami Marriott Dadeland	42 room nights
Courtyard Miami Dadeland	43 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	15	3680
Out of County	0	200
Out of State	11	100
Foreign	3	20
<b>TOTAL</b>	<b>29</b>	<b>4000</b>

**MARKETING DETAILS:** The marketing for Fairchild's GardenMusic Festival will be focused on two aspects: (1) continuing to strengthen the social media platform developed last year (especially via Twitter and Facebook) and (2) continuing to work with a marketing consultant whose expertise lies in traditional marketing methods (newspaper, radio spots, and print material).

In the social media realm, Festival staff will continue to build a presence for GardenMusic via platforms such as Twitter, Facebook, YouTube, and Instagram. Using these tools, the Festival is able to share a preview video for the season, "behind the scenes" footage of the artists' preparations leading up to the Festival, and details of the Festival concerts and activities. The information will also be shared with the contacts of the artists and staff involved. Those contacts who are not local to Miami are encouraged to plan a January visit, and the tourist draw will include the family and friends of those involved in coordinating the Festival. Information on the Festival will also be shared via social media with those who follow the classical music scene throughout the country, such as the followers of Musical America or Chamber Music America. The Festival will again purchase paid advertising on Facebook, which allows for a vastly extended and targeted reach.

As far as traditional marketing methods, the Festival is working again with a local expert who was able to feature GardenMusic on multiple Miami-area blogs that have an extensive following and act as references for local events. The Festival will also renew its marketing strategy of inclusion in multiple issues of the Miami Herald (last year's marketing included a feature on the cover of the "Neighbors" section, a mention under "Best Bets" in the Weekend section, and an El Herald feature). Promotion will again include TV (NBC Miami, Key Biscayne TV, Channel 2) and radio (WLRN, WDNA) interviews, and mentions in local papers and newsletters. The Festival is purchasing radio spots at either WLRN or

Classical South Florida, as well as rotating advertisements on the Miami Herald website. Fairchild is also printing postcards that will be distributed throughout the Miami-Dade region through local businesses and mailings.

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

Websites: [www.fairchildgarden.org/gardenmusic](http://www.fairchildgarden.org/gardenmusic) and [www.gardenmusicfestival.com](http://www.gardenmusicfestival.com)

**PREVIOUS TDC FUNDING:** \$20,000 (13-14); {\$12,000 (10-11) - End Cycle}; \$14,000 (09-10); \$16,000 (08-09); \$18,000 (07-08); \$20,000 (06-07)

**OTHER GOVERNMENT FUNDING:**

No other government funding for this event.

## **PROJECT NARRATIVE:**

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

The Festival will feature eleven resident artists for a two week festival at Fairchild from January 5-18, 2015, and up to twenty guest artists appearing on the four subscription concerts and two concerts for children. The Festival features a variety of genres and concert formats that defy the standard classical chamber performance. The four subscription concerts, taking place January 9, 11, 17 and 18, 2015, will feature everything from the music of Stravinsky and Benjamin Britten to jazz and Latin music to folk and bluegrass. The subscription concerts will be ticketed events, with very accessible admission prices (free lawn tickets for Fairchild members, \$5 for the general public; \$10 tent seating for Fairchild members, \$15 for the general public). A GardenMusic Pass will also be available at the rate of "buy three, get one free" (\$30 for Fairchild members, \$45 for general public).

Due to the enthusiastic feedback from audience members, the Festival has added a second concert for children – the two morning performances will take place on Saturday, January 10 and Saturday, January 17 (non-ticketed, with only the standard price of admission to the gardens). The kids' concerts will feature music for young people with a fun educational component. Specialists in the genres of folk and bluegrass as well as jazz and Latin music will lead the performances.

The accessibility of the music and the musicians is a unique feature of the Festival. Throughout each day, visitors to Fairchild will be surprised by impromptu performances throughout the gardens. The resident musicians will also perform throughout the city in these short performances in public spaces. Each day, high volumes of local school groups visit the gardens, and they will all be treated to a musical lesson by GardenMusic's director of education, Gabriel Globus-Hoenich.

Our marketing campaign will have two tracks; one is the social media aspect, the other will be traditional marketing. In social media, the Festival will continue to utilize its platforms on Twitter, Facebook, YouTube, and Instagram. All of those platforms will be connected with established artists who have large followings, as well as Miami event pages and the Festival's performing artists' pages.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 10,000	\$ 10,000	
Personnel: Artistic		\$ 10,000	\$ 10,000	
Personnel: Technical/Production		\$ 20,000	\$ 20,000	
Outside Artistic Fees/Services		\$ 50,000	\$ 50,000	
Outside Other Fees/Services	\$ 8,000	\$ 15,000	\$ 23,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 17,000		\$ 17,000	
Marketing: Postage/Distribution		\$ 2,000	\$ 2,000	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 7,000	\$ 7,000	\$ 20,000
Travel: Out of County		\$ 8,000	\$ 8,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 42,000	\$ 42,000	
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		\$ 10,000	\$ 10,000	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities		\$ 15,000	\$ 15,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 7,000	\$ 7,000	
Other Expenses				
Catering		\$ 8,000	\$ 8,000	
Food & Beverages		\$ 5,000	\$ 5,000	
Miscellaneous		\$ 1,000	\$ 1,000	
			0	
			0	
Subtotal	\$ 25,000	\$ 210,000	\$ 235,000	\$ 20,000
<b>TOTAL EXPENSES</b>	<b>\$ 255,000</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 25,000		11%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 50,000	\$ 20,000	21%
Foundation Support	\$ 50,000		21%
Private/ Individual Support	\$ 83,000		35%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			

		0
		0
		0
Gov't Grants: Local		
		0
		0
		0
Gov't Grants: The Children's Trust (Direct Funding)		0
Merchandise/ Concessions/ Gift Shop Revenues		0
Investment Income (Endowment)		0
Interest and Dividends		0
Cash on Hand		0
Other Revenues		
Miscellaneous Sales	\$ 2,000	1%
		0
		0
		0
Department of Cultural Affairs Grants		
		0
		0
		0
		0
		Grant Amount % of Total Cash Revenues

Subtotal	\$ 210,000	\$ 20,000	11%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 235,000		
Total Revenues	\$ 255,000	Total In-Kind %	9%

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

**FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)**

**Agenda Item No.: A-6**

**ORGANIZATION:** Florida International University Board of Trustees for the benefit **GRANT REQUEST:**  
School of Hospitality Management SoBch Wine \$ 25,000.00

**PROJECT TITLE:** 2015 Fun & Fit as a Family

**SUBCOMMITTEE**  
**RECOMMENDATION:**  
\$ 15,000.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2ND

**STATUS:** Government - State

**DATE(S) OF EVENT:** 02-21-2015 through 02-22-2015

**EVENT LOCATION:** Jungle Island, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support the 8th annual Fun & Fit as a Family as part of FIU's South Beach Wine & Food Festival. Teaming visiting international culinary arts celebrities with health professionals, nutritionists and fitness experts, Fun & Fit as a Family will bring advocacy and national attention to the epidemic of childhood obesity that is plaguing school children all over the country.

**HOTEL CONFIRMATION:**

Dorchester Hotel	105 room nights
National Hotel	120 room nights
Shore Club	82 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	30	14200
Out of County		4425
Out of State	25	3300
Foreign		75
<b>TOTAL</b>	<b>55</b>	<b>22000</b>

**MARKETING DETAILS:** 1) Website Traffic or Hits: Fun & Fit as a Family will capitalize on the successful web-based marketing experience amassed by FIU's South Beach Wine & Food Festival over its prior event history. The 2014 Festival generated in excess of 75 million hits in the 6 month period leading up to its occurrence and contributed to record event attendance. The customized URL/website developed for Fun & Fit as a Family is expected to proportionally meet these same numbers. The dedicated Fun & Fit as a Family site will launch late December 2014.

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

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

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

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

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

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

FIU's Food Network South Beach Wine & Food Festival continues its 2-day "mini-Festival" known as Fun & Fit as a Family. Programming, fundraising, marketing and infrastructure planning for this project began in April and are ongoing. We contract annually with outside event planner, Sight on Site Group to bring Fun & Fit as a Family to life. This program will take place February 21-22, 2015 at Jungle Island. Fun & Fit as a Family is a fun, interactive, festival with one goal: to educate children and parents about healthy lifestyle options in a fun atmosphere. We do this with an interactive approach that fosters true understanding of the healthy lifestyle options available to families and we aim to show that through daily exercise and healthy food choices families can improve the quality of their lives and have fun while doing it. Fun & Fit as a Family brings together some of the planet's greatest celebrity chefs and personalities to partner up with health professionals, nutritionists and fitness experts to bring advocacy and attention to epidemic of childhood obesity. Fun & Fit as a Family presents an opportunity for transformational change by parlaying the celebrity status of participating personalities like Robert Irvine and Giada De Laurentiis to inspire Miami-Dade's kids to want to improve their weight, dietary behavior and physical activity because their heroes make it "cool". We have 20+ events planned over the two days that include cooking demonstrations, seminars and clinics aimed at parents and children, obstacle courses, relay races, good food gardens, exhibitors, and food tastings. Tickets are \$20 for adults and children the like; admission is free for children 2 and under. The SOBFWFF Festival is the largest and most-publicized events of its kind in the US, recording over 4.7 billion media impressions for its 2014 Festival. As an official event of the 2015 Festival, with a dedicated multifaceted marketing plan just to the Fun & Fit as a Family we anticipate to generate over 200 million media impressions for this project alone. We market Fun & Fit through various mediums such as television commercials, social media, e-blasts, and print advertising. Some of our media sponsors include: Food Network, Munchkin Fun, New York Times, Miami Herald, and Miami New Times. Our official host hotel is the Loews South Beach, but we contract rooms with various hotels throughout South Beach. To date we have 341 hotel rooms blocked for the 2015 festival; we are expecting to block at least 2,200 more room nights. TDC funding will enable us to continue to fund the infrastructure of this event and make it an event of national standards. Our hope is that our tourist attendees will spread positive word-of-mouth once back home and return to the Fun & Fit as a Family year after year.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 41,250	\$ 41,250	
Personnel: Artistic		\$ 2,700	\$ 2,700	
Personnel: Technical/Production	\$ 6,250	\$ 38,590	\$ 44,840	
Outside Artistic Fees/Services		\$ 14,550	\$ 14,550	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication		\$ 32,100	\$ 32,100	\$ 50,000
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 900	\$ 900	
Travel: In County		\$ 6,500	\$ 6,500	
Travel: Out of County			0	\$ 10,000
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 6,750	\$ 73,192	\$ 79,942	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 12,000	\$ 44,750	\$ 56,750	
Mortgage/ Loan Payments			0	

Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 850	\$ 850	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 36,165	\$ 36,165	
Other Expenses				
FIU Administrative Overhead		\$ 14,600	\$ 14,600	
Event Expenses		\$ 37,853	\$ 37,853	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 344,000	\$ 369,000	\$ 60,000
<b>TOTAL EXPENSES</b>	<b>\$ 429,000</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 42,000		11%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 292,000	\$ 60,000	79%
Foundation Support	\$ 10,000		3%
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			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
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 344,000	\$ 60,000	7%

Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 369,000		
Total Revenues	\$ 429,000	Total In-Kind %	16%

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

**FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)**

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

**ORGANIZATION:** Historical Association of Southern Florida, Inc.

**GRANT REQUEST:** \$

25,000.00

**PROJECT TITLE:** The Complete Audubon: The Birds of America - Exhibition  
and Panel Discussion

**SUBCOMMITTEE**

**RECOMMENDATION:** \$

6,000.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 5TH

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 02-27-2015 through 05-31-2015

**EVENT LOCATION:** HistoryMiami, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support HistoryMiami's exhibition, "The Complete Audubon: The Birds of America," and a lively panel discussion on March 7, 2015. The Birds of America, by John James Audubon, contains some of the most spectacular prints ever made. For the first time, HistoryMiami will display the entire first edition at once. This is an unprecedented opportunity to see all 435 prints. The event will feature Roberta Olson, Curator of Drawings at New-York Historical Society.

**HOTEL CONFIRMATION:**

Pending	

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	3	1950
Out of County	0	650
Out of State	1	300
Foreign	0	2100
<b>TOTAL</b>	<b>4</b>	<b>5000</b>

**MARKETING DETAILS:** HistoryMiami will place calendar listings and advertisements for the exhibition and panel event in a broad variety of local, national, and international media which reach national and international bird enthusiasts, as well as the South Florida community. Additionally, HistoryMiami plans to advertise in the Miami Herald (both print and web), WLRN 91.3 FM, Florida Humanities Council's FORUM magazine, The New York Times, and Florida Life & Travel. We will also place calendar listings in the Sun Sentinel, Palm Beach Post, and Coral Gables Gazette. Print pieces are also distributed locally to promote the event. Pieces developed to support the event include Save the Date postcards (distribution 10,500, sent five months in advance). A press release is distributed to local media outlets to encourage attendance and media coverage. The exhibition and panel will also be promoted in HistoryMiami's weekly e-blasts sent to 10,000 people, and in HM magazine (distribution 5,000). Large banners and posters advertising Map Fair are displayed on the exterior of the museum building and on Flagler Street, where they are seen by MetroRail commuters as well as downtown workers. Finally, HistoryMiami will promote the exhibition and panel through social media. Currently the Museum has 6,125 likes on Facebook and 12,200 twitter followers.

**PREVIOUS TDC FUNDING:** \$7,000 (13-14); \$8,000 (12-13); \$9,000 (11-12); \$10,000 (10-11)

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

HistoryMiami's upcoming exhibition, *The Complete Audubon: The Birds of America*, will be on view for three months. Additionally, the Museum will present a one-day panel event on March 7, 2015. Both the exhibition and panel will be at the Museum of HistoryMiami in downtown Miami. The Museum anticipates that 125 people--a capacity crowd--will attend the panel (free with Museum admission), and approximately 5,000 people will experience the exhibition based on annual attendance. Admission is \$8 for adults; \$7 for seniors and students with ID; \$5 for children ages 6-12; and free for children under 6.

Advertisements will be placed in major media publications and radio. The Museum runs an email marketing campaign reaching a database of 10,000, and will promote the exhibition and panel on Facebook and twitter. *The Complete Audubon: The Birds of America* and related programming will be highlighted on the HistoryMiami website and advertised in HistoryMiami's calendar of events (distribution of 10,000) and palm cards (distribution of 3,000). TDC funds will allow us to advertise the exhibition and panel to a large audience, which is key to making the event a success.

For the first time, HistoryMiami will display the entire *Birds of America* Elephant Folio in one exhibition. Since most of the remaining sets are bound, few cultural institutions can do so. This is a once-in-a-lifetime opportunity to see all 435 prints in one exhibition. The prints will be arranged in their original order. The show will open with print 1, the Wild Turkey, and work its way to the final set of five prints, including the spectacular American Flamingo (print 431) and the improbable American Dipper (print 435). In addition to the complete first edition of *The Birds of America*, the second edition will be shown. The seven volumes of this Octavo Edition will be displayed in cases; each will be open to one lithograph. Every few days, a curator will turn the pages, so that by the exhibition's end, all 500 lithographs will have been featured.

The panel discussion will explore the life and work of American Naturalist illustrator, author, and creator of the Masterpiece *Birds of America*, John James Audubon (1785-1851). Moderated by writer, scientist, and conservationist Dr. Jim Kushlan. Panelists will include: Rebecca Smith, Head of Collections at HistoryMiami and Curator of *The Complete Audubon*; Joe Barros, expert birder and long-time president of Tropical Audubon Society; and Roberta Olson, Curator of Drawings at New-York Historical Society.

This unique exhibition and event will generate wide tourism consumption, particularly from national and international visitors reached by advertising paid for by TDC funds. Though the Museum reserve a couple of room nights, out-of-state and foreign visitors will make their own arrangements. Attendees will also purchase airline tickets and spend money in South Florida on transportation, dining, shopping, and visits to other cultural venues.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 8,500	\$ 8,500	
Personnel: Artistic	\$ 1,250	\$ 18,750	\$ 20,000	
Personnel: Technical/Production	\$ 5,000	\$ 6,500	\$ 11,500	
Outside Artistic Fees/Services		\$ 3,000	\$ 3,000	
Outside Other Fees/Services		\$ 20,000	\$ 20,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 16,250	\$ 9,300	\$ 25,550	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County		\$ 750	\$ 750	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 2,500		\$ 2,500	
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.		\$ 15,000	\$ 15,000	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 126,500	\$ 126,500	
Other Expenses				
Opening reception		\$ 15,800	\$ 15,800	
Honoraria - Panel discussion		\$ 1,600	\$ 1,600	
Hotel (two nights for out-of-state panelist)		\$ 750	\$ 750	
			0	
			0	
Subtotal	\$ 25,000	\$ 226,450	\$ 251,450	0
<b>TOTAL EXPENSES</b>	<b>\$ 251,450</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 10,000		4%
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		20%
Foundation Support	\$ 100,000		40%
Private/ Individual Support	\$ 25,000		10%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			

		0
		0
		0
Gov't Grants: Local		
		0
		0
		0
Gov't Grants: The Children's Trust (Direct Funding)		0
Merchandise/ Concessions/ Gift Shop Revenues		0
Investment Income (Endowment)	\$ 41,450	16%
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	\$ 226,450	0	10%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 251,450		
Total Revenues	\$ 251,450	Total In-Kind %	0

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

**FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)**

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

**ORGANIZATION:** Homestead Rodeo Association, Inc.

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

**PROJECT TITLE:** 66th Annual Homestead Championship Rodeo

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 10,500.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 4TH

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 01-23-2015 through 01-25-2015

**EVENT LOCATION:** Doc DeMilly Rodeo Arena at Harris Field, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support the 66th annual presentation of the southernmost rodeo in the United States and related events which will take place January 23-25, 2015 at the Doc DeMilly Rodeo Arena at Harris Field in Homestead. This is most well attended community and cultural event in South Miami-Dade and is expected to draw over 23,000 attendees to the three-day rodeo and over one dozen events that lead up rodeo weekend.

**HOTEL CONFIRMATION:**

Ramada Inn Homestead	40 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	40	20120
Out of County	80	1630
Out of State	325	1000
Foreign	5	250
<b>TOTAL</b>	<b>450</b>	<b>23000</b>

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

**PREVIOUS TDC FUNDING:** \$15,000 (13-14); \$13,500 (12-13); \$15,000 (11-12)

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

The Homestead Championship Rodeo and Frontier Days is the primary community and cultural event in South Miami-Dade County. The 66th annual rodeo and frontier days will take place January 23 through January 25, 2015. All events take place in Homestead, Florida, an agricultural city of nearly 59,000 residents (2010 est.).

Rodeo events range in price from free to \$15. Events begin with a Family Night / Little Miss & Mister Homestead Rodeo 2014 Contest on Wednesday, January 21st. On Thursday evening, the popular Mechanical Bull "Buck-Off" Night will be open to participants and spectators, free of charge. Then, on Friday, January 25th, the Homestead Championship Rodeo begins with the annual "Tough Enough to Wear Pink" night in partnership with the Susan B. Komen local chapter. Saturday, January 24th will once again bring the annual Rodeo Parade through downtown Homestead. This year's theme is "Horseshoes, Barrels, and Bulls".

For 2015, we have increased our purse money to \$31,500 (up over \$7,500 in the past 3 years) through increased sponsorships in order to attract higher caliber contestants looking to increase their points. In the PRCA, the highest point winners advance to the National Finals Rodeo (NFR) in Las Vegas; this is the Super Bowl of Rodeos! With our added prize money, we are now one of the most attractive rodeos to contestants and fans alike in the State of Florida.

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

The 2015 Homestead Championship Rodeo will once again partner with the Ramada Inn which will serve as the event's host hotel. The Ramada Inn is currently holding 40 room nights for our event.

The Homestead Championship Rodeo, as a PRCA event and is PRCA talent exclusive (all performers are active members of the PRCA). The PRCA's membership includes more than 7,000 cowboys and performers (including permit holders and contract personnel), the largest segment of the association's membership – more than 5,300 of who are actively competing. This membership segment includes a full range of contestants, from cowboys who compete in professional rodeo for a living, crisscrossing the country with their own horses or equipment, as well as those who work at other jobs during the week and

compete in nearby rodeos on the weekends. The PRCA includes two \$3 million earners and more than 80 million-dollar earners, yet most of its competing members participate in fewer than 30 rodeos each year.

**PROJECT EXPENSE BUDGET FY 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			0	
Outside Other Fees/Services	\$ 15,000	\$ 44,921	\$ 59,921	
Marketing ADV/ PV/ Printing/ Publication		\$ 42,600	\$ 42,600	
Marketing: Postage/Distribution		\$ 150	\$ 150	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County		\$ 1,000	\$ 1,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 2,862	\$ 2,862	
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.		\$ 6,000	\$ 6,000	
Utilities		\$ 7,800	\$ 7,800	

Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 3,800	\$ 3,800	
Other Expenses				
Arena Maintenance/Repairs/Taxes		\$ 9,387	\$ 9,387	
Community Partners/Rodeo Participants		\$ 9,800	\$ 9,800	
Hospitality/VIP/Participants		\$ 9,500	\$ 9,500	
Events/Production/Parade/Misc./Security/Police/EMS/City Services		\$ 30,407	\$ 30,407	
Prize Money		\$ 31,500	\$ 31,500	
Subtotal	\$ 15,000	\$ 199,727	\$ 214,727	0
TOTAL EXPENSES	\$ 214,727			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 102,000		48%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 65,000		30%
Foundation Support			0
Private/ Individual Support	\$ 2,000		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
Gov't Grants: Local			
City of Homestead	\$ 5,000		2%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Homestead Chamber of Commerce	\$ 5,000		2%
Vendors	\$ 15,000		7%
Program Ads	\$ 5,727		3%
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 199,727	0	7%

Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 214,727		
Total Revenues	\$ 214,727	Total In-Kind %	0

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

**FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)**

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

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**ORGANIZATION:** Jorge M. Perez Art Museum of Miami-Dade County, Inc. **GRANT REQUEST:** \$ 25,000.00

**PROJECT TITLE:** Tàpies: From Within - Exhibition and Public Programs

**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:** 02-12-2015 through 05-03-2015

**EVENT LOCATION:** Pérez Art Museum Miami, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support the exhibition "Tàpies: From Within", on display from February 12th through May 3rd, 2015, at Pérez Art Museum Miami (PAMM). This exhibition will allow Miami's diverse audiences and visitors to see exceptional, thought-provoking art created by Catalan artist Antoni Tàpies, one of the most famous European artists of the 20th century. The exhibition and its related public programs are expected to be enjoyed by approximately 70,000 people of all ages.

**HOTEL CONFIRMATION:**

InterContinental Miami	Pending

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	3	45000
Out of County		11000
Out of State		7000
Foreign	2	7000
<b>TOTAL</b>	<b>5</b>	<b>70000</b>

**MARKETING DETAILS:** The Museum works closely with the Greater Miami Chamber of Commerce to promote its exhibitions and programs throughout the area, concentrating on the tourism and hospitality sector to attract national and international cultural tourists and ensure a high level of awareness of the exhibition and related programming among this crucial demographic. The Museum regularly buys promotional time on South Florida public radio WLRN-FM and Classical South Florida, as well as print (Miami Herald and New Times) and online advertising placements, and maintains strong ties with online and print local, national, and international media outlets. With an extensive media distribution list of 1,000+ outlets, information about PAMM programs and exhibitions frequently appears in a variety of high-profile local, national, and international publications. Since opening its new facility, nearly 25% of the Museum's media coverage has come from international media outlets. The Museum also sends monthly and weekly email blasts to its database of more than 15,000 contacts. The PAMM website will feature program calendars and information about the exhibitions. PAMM will also make extensive use of its social media platforms (Facebook, Twitter and Instagram), where PAMM reaches a total of nearly 55,000 individuals. Finally, the Museum will design and produce flags advertising the exhibition along Biscayne Boulevard/US 1, along with outdoor billboard ads in strategic locations throughout the county, Metromover and trolley wraps, and bus shelter ads. Through the combination of these methods, PAMM anticipates that it will attract thousands of first-time visitors, national and international cultural tourists, and those whose interest is piqued by the programmatic focus on Spain, who may not be frequent museum-goers.

**PREVIOUS TDC FUNDING:** \$20,000 (13-14)

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

PAMM will present the exhibition, "Tàpies: From Within", from February 12th through May 3rd, 2015, at Pérez Art Museum Miami. This exhibition is a major historical survey of the work of Catalan artist Antoni Tàpies. The show will feature more than 50 works produced by this groundbreaking Spanish artist, including rarely seen works from his home and studio in Spain. More than 70,000 local and international spectators/visitors are expected to attend, many seeing his work for the first time. The exhibition will allow Miami's diverse audiences and visitors to see exceptional, thought-provoking art, and is a unique entry point to one of the most famous European artists of his generation. The exhibition was co-organized by the Museu Nacional d'Art de Catalunya and the Fundació Antoni Tàpies in Spain. PAMM is working with Acción Cultural España, a Spanish public institution with offices in Miami, whose purpose includes furthering and promoting Spain's culture and heritage abroad. By showcasing a Catalan artist of such international importance in Miami, attention can be drawn to the cultural and historical connections between Miami, Latin America and Spain. PAMM will offer public programs related to the exhibition, including an opening event on February 5th, 2015 showcasing the international guest curators.

"Tàpies: From Within" will be accessible to the public with the purchase of regular Museum admission. Adult admission is \$16; youth (ages 7-18), \$12; students (with ID), \$12; seniors (62+ with ID), \$12. Admission is free for active U.S. Military, children under six and Museum members.

In addition to earned media, including both online and print coverage, the Museum will utilize outdoor billboards, flags placed along Biscayne Boulevard/US 1, transit wraps, radio spots, and online and print ads. PAMM's communications department anticipates that these audience outreach methods will exceed 40,752,295 impressions. Social media and online hits alone will expose over 1 million people to "Tàpies: From Within."

Though the Museum has not yet secured media sponsors for the project, its communications team negotiates terms and seeks to obtain ad placements of approximately double the value of the media buy. PAMM will also leverage the media influence of the corporate sponsors of this exhibition, Banco Sabadell and Related Group. PAMM will provide an update regarding media sponsors should any be secured by the time of the grant panel. PAMM partners with J.W. Marriott Marquis Miami, The Standard, DoubleTree by Hilton, and InterContinental Miami, and anticipates blocking 10 hotel room nights for the international guest curators who will be at PAMM for the exhibition opening and program.

PAMM has already begun its media outreach for "Tàpies: From Within." The Museum will roll out its marketing campaign in January 2015, and will place online and print ads throughout the duration of the exhibition to ensure a steady flow of visitors throughout the exhibition run.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 0	\$ 25,560	\$ 25,560	
Personnel: Artistic	\$ 0	\$ 0	0	
Personnel: Technical/Production	\$ 0	\$ 32,300	\$ 32,300	
Outside Artistic Fees/Services	\$ 0	\$ 29,500	\$ 29,500	
Outside Other Fees/Services	\$ 0	\$ 2,550	\$ 2,550	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 73,000	\$ 98,000	
Marketing: Postage/Distribution	\$ 0	\$ 2,000	\$ 2,000	
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 0	0	
Travel: In County	\$ 0	\$ 0	0	
Travel: Out of County	\$ 0	\$ 13,000	\$ 13,000	
Equipment Rental	\$ 0	\$ 0	0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 9,000	\$ 9,000	
Equipment Purchase	\$ 0	\$ 0	0	
Equipment Purchase / for Performance, Exhibition, Event, etc.	\$ 0	\$ 0	0	
Space Rental	\$ 0	\$ 0	0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 25,000	\$ 25,000	
Mortgage/ Loan Payments	\$ 0	\$ 0	0	

Insurance	\$ 0	\$ 0	0	
Insurance / for Performance, Exhibition, Event, etc.	\$ 0	\$ 18,000	\$ 18,000	
Utilities	\$ 0	\$ 0	0	
Fundraising/ Development (Non-Personnel)	\$ 0	\$ 300	\$ 300	
Merchandise/ Concessions/ Gift Shops	\$ 0	\$ 0	0	
Supplies/Materials	\$ 0	\$ 7,200	\$ 7,200	
Other Expenses				
Exhibition shipping	\$ 0	\$ 400,000	\$ 400,000	
Hotel rooms (speakers)	\$ 0	\$ 1,500	\$ 1,500	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 638,910	\$ 663,910	0
TOTAL EXPENSES	\$ 663,910			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 300,000		45%
Memberships	\$ 150,000		23%
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 150,000		23%
Foundation Support			0
Private/ Individual Support	\$ 38,910		6%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			

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

Subtotal	\$ 638,910	0	4%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 663,910		
Total Revenues	\$ 663,910	Total In-Kind %	0

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

**FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)**

**Agenda Item No.: A-10**

**ORGANIZATION:** Kiwanis Club of Little Havana

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

**PROJECT TITLE:** Calle Ocho Festival

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 25,000.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2ND

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 03-15-2015 through 03-15-2015

**EVENT LOCATION:** Calle Ocho Festival, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support the increasing of costs of producing the Calle Ocho Festival. Calle Ocho Festival is considered the largest Hispanic street festival in the nation and a major tourist attractin worldwide. Calle ocho has been bringing the community together for over 38 years in one day of fun and friendship in a festival of music, international foods, children's activities, musical stages and musical groups performing.

**HOTEL CONFIRMATION:**

Pending	

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	130	1,300,000
Out of County	10	50,000
Out of State	6	30,000
Foreign		300,000
<b>TOTAL</b>	<b>146</b>	<b>1680000</b>

**MARKETING DETAILS:** Marketing and public relations consist of press releases, event advertisements, brochures, guides, television and radio promo spots in both English and Spanish.

**PREVIOUS TDC FUNDING:** \$25,000 (13-14)

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

Calle Ocho Festival is considered the largest Hispanic street festival in the nation and a major tourist attractin worldwide. Calle ocho has been bringing the community together for over 38 years in one day of fun and friendship in a festival of music, international foods, children's activities, musical stages and musical groups performing. Calle Ocho is estimated to attract over one million residents and tourists during it's 8 hour duration. The festival has over 800,000 attendees each year within the 20 blocks. It is a Music Festival featuring all genres of styles of music from Hip Hop, Bachata, Vallenato, Salsa, Latin Rock, Christian, Country, Freestyle, Reageatton. We have welcomed international performers such as Pitbull, Oscar de Leon, Albita, Johnny Ventura, Hansel y Raul, Sean Paul, Wyclean Jean, Frankie Negron, and Elvis Crespo. As well as local talent like Suenalo, Locos por Juana, MayDay, Xperimento and Electric Piquete. All genres of music. Largest Hispanic festival in the nation is broadcasted by all major networks and radio stations; photographed by international newspapers, magazines and film makers; a myriad of Latin performers playing continuously during 7 hours; ethnic food kiosks line North and South side of event. Many Media outlets cover this event, just to name a few, Telemundo, Univision, Univision Radio, NBC, WSVN, ABC, CHANNEL 41, Telefutura, The Miami Herald, El Nuevo Herald, The Miami New Times, South Florida Sun Sentinel. Little Havana on Calle Ocho (means S.W. 8th Street) between 27th and 8th Avenues. Intersecting avenues contain music stages, youth sites, street dancers, kids' activities, sampling pavilions, street vendors and more. Free to the Public.

\*Please See Marketing Plan 1 & 2 Docs.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 96,000	\$ 96,000	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 75,000	\$ 75,000	
Outside Other Fees/Services			0	\$ 15,000
Marketing ADV/ PV/ Printing/ Publication		\$ 3,000	\$ 3,000	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 5,000	\$ 5,000	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental		\$ 58,000	\$ 58,000	
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)		\$ 327,300	\$ 327,300	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses				
Stage; Lights, & Sound	\$ 25,000	\$ 70,000	\$ 95,000	
			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 634,300	\$ 659,300	\$ 15,000
<b>TOTAL EXPENSES</b>	<b>\$ 674,300</b>			

**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		\$ 15,000	0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds	\$ 626,800		95%
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0

Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Community Grant	\$ 7,500		1%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 634,300	\$ 15,000	4%
Grant Amount	\$ 25,000		

Cash Revenues + Grant Amount	\$ 659,300		
Total Revenues	\$ 674,300	Total In-Kind %	2%

## Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)

Agenda Item No.: A-11

**ORGANIZATION:** Miami Dade Community College Foundation, Inc. **GRANT REQUEST:** \$ 25,000.00

**SUBCOMMITTEE**

**PROJECT TITLE:** 2015 Miami International Film Festival

**RECOMMENDATION:** \$ 18,000.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2ND

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 03-06-2015 through 03-15-2015

**EVENT LOCATION:** Olympia Theater at Gusman Center for the Performing Arts, Tower Theater, Regal Cinemas South Beach

**PROJECT SYNOPSIS:**

Grant funds are requested to support MIFF's marketing, programming and events. Funds will be used for local transportation of invited guests, and advertising and marketing, with emphasis on media who reach visitors, including print, outdoor, online, direct e-mail, and social media as well as public relations and Film Guide distribution. Events will occur throughout Miami-Dade (Miami Beach, Downtown Miami, Little Havana, Wynwood, Coral Gables, Brickell) from March 6 -15, 2015

**HOTEL CONFIRMATION:**

The Standard Spa Miami	440 room nights
The Carlyle Hotel	50 room nights
JW Marriott	8 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	30	25000
Out of County	20	15000
Out of State	150	10000
Foreign	150	10000
<b>TOTAL</b>	<b>350</b>	<b>60000</b>

**MARKETING DETAILS:** The marketing and press strategies for 2015 include:

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

Advertising began in late summer 2014 and will attain greatest reach immediately before and during the actual Festival.

The Festival has a media list of 1,700+ outlets. More than 250 media will be accredited for 2015.

The Festival expects to generate at least 3,000,000,000 media impressions for the 2015 Festival.

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

**OTHER GOVERNMENT FUNDING:**

Miami Beach VCA - \$59,500

## **PROJECT NARRATIVE:**

Miami International Film Festival 2015 (MIFF) (3/6-3/15/15) celebrates 32 years of bringing the best international films to Miami. Its objectives are: to bring a selection of the best of world film and their filmmakers to South Florida. This is done via competition and non-competition categories, including competition categories: Knight Features and Documentaries, Park Grove Shorts, Ressler Screenwriting Award, Lexus Opera Prima Award and Audience Award, and Encuentros, and non-competition categories: Cinema 360, Lee Brian Schrager's Culinary Cinema, Emerging Cuban Filmmakers, Pan Asia Cinema, Red Carpet Premieres and Florida Focus.

MIFF will feature 100+ films from 35 countries, continuing to develop it as a Cultural Destination Event using film to entertain and to foster discussion. By inviting filmmakers and talent to attend the premieres of their films at MIFF, audiences enjoy a unique experience not generally available otherwise.

MIFF's standing as a "Destination Event", encouraging visitors and residents to participate in screenings and events is enhanced by offering special room rates available only to MIFF attendees, and special offers at local restaurants. Additional visitor attendance is promoted through Hotel Concierge desks. By promoting MIFF this way, there has been an increase in visitor attendees. By integrating and promoting in the communities where screenings and events are held, MIFF anticipates increasing the positive experience of visitors to the community as well as the number of those who visit.

MIFF will continue to develop its film industry and media partnerships so it can offer a selection of the best in international films, and a chance to meet the filmmakers who made them, in order to encourage vacationers to make MIFF part of their plans. MIFF will develop its industry component (Encuentros) so that Miami grows as a platform for the business of film, thus assisting in economic development.

The 2015 Festival will use at least five screening venues over the course of 10 days. At least 10 other venues will house visitors and invited guests, major events and seminars, meetings and social occasions. More than 30 additional venues will be used for hospitality, meals and smaller events with filmmakers, celebrities and industry professionals. The Festival has selected The Standard Spa as its host hotel.

The Festival's well-respected non-screening programming will continue to grow in a fiscally responsible manner. These include Master Classes which offer access to some of the industry's leading experts on a range of topics, including Kodak's "Do a Shot Miami", "Producing in Florida and Beyond 2" and "A Brief History of CGI presented by Spaz Williams".

TDC funds will enable MIFF to increase advertising reach and implement plans for a higher-profile presence in its core communities, including more programming and events, with filmmakers present, in South Beach, Little Havana, and Coral Gables, and Downtown Miami.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 386,765	\$ 386,765	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 36,750	\$ 36,750	\$ 11,000
Outside Artistic Fees/Services			0	
Outside Other Fees/Services		\$ 404,000	\$ 404,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 10,000	\$ 34,335	\$ 44,335	\$ 308,700
Marketing: Postage/Distribution		\$ 22,000	\$ 22,000	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County	\$ 10,000	\$ 191,600	\$ 201,600	\$ 18,500
Travel: Out of County		\$ 44,100	\$ 44,100	\$ 1,075
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 47,250	\$ 47,250	\$ 22,400
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 5,000	\$ 152,500	\$ 157,500	\$ 11,600
Mortgage/ Loan Payments			0	
Insurance			0	

Insurance / for Performance, Exhibition, Event, etc.		\$ 1,100	\$ 1,100	\$ 1,100
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 25,000	\$ 25,000	
Other Expenses				
screening fees		\$ 16,800	\$ 16,800	
events		\$ 105,000	\$ 105,000	\$ 11,600
box office fees		\$ 35,700	\$ 35,700	
shipping		\$ 16,000	\$ 16,000	
			0	
Subtotal	\$ 25,000	\$ 1,518,900	\$ 1,543,900	\$ 385,975
TOTAL EXPENSES	\$ 1,929,875			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 315,000		20%
Memberships	\$ 151,000		10%
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	\$ 235,000	\$ 286,750	15%
Foundation Support	\$ 105,000		7%
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			
NEA	\$ 45,000		3%
			0
			0
Gov't Grants: State			
			0
			0
			0

Gov't Grants: Local			
Miami Beach VCA	\$ 54,400		4%
Miami DDA	\$ 40,000		3%
City of Coral Gables	\$ 5,000		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			
Submission fees	\$ 21,250		1%
industry fees	\$ 2,750		0
MDC Student Life	\$ 250,000		16%
parent organization support	\$ 199,500	\$ 99,225	13%
Department of Cultural Affairs Grants			
FEST	\$ 95,000		6%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 1,518,900	\$ 385,975	2%
Grant Amount	\$ 25,000		

Cash Revenues + Grant Amount	\$	1,543,900	
Total Revenues	\$	1,929,875	Total In-Kind 25%

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

**FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)**

**Agenda Item No.: A-12**

**ORGANIZATION:** Miami Design Preservation League, Inc.

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

**PROJECT TITLE:** Art Deco Weekend 2015

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 15,000.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 5TH

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 01-16-2015 through 01-18-2015

**EVENT LOCATION:** Ocean Drive , Art Deco Welcome Center, Lummus Park

**PROJECT SYNOPSIS:**

Grant funds are requested to support the 38th Annual Art Deco Weekend. The Art Deco Festival was started in 1976 by the Miami Design Preservation League to attract visitors to Miami Beach's Art Deco District and to raise awareness of the arts and culture of the Art Deco era. Art Deco Weekend draws over 300,000 people for the three-day event (January 16-18, 2015), and features more than 85 events. This year we will celebrate "The Miami Beach Century."

**HOTEL CONFIRMATION:**

Pending	

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	201	120,900
Out of County	30	68,200
Out of State	10	71,300
Foreign	2	49,600
<b>TOTAL</b>	<b>243</b>	<b>310000</b>

**MARKETING DETAILS:** The integrated marketing plan includes direct advertising, multi-faceted promotion, and joint ventures in collaboration with other related entities. Leveraging all of these ensures promotion throughout all markets from the local community to an international audience. After analyzing our survey from the 2013 and 2014 Art Deco Weekend (ADW) festivals, we discovered that most attendees heard about us from The Miami Herald, Facebook and Google AdWords. We have partnered with the Miami Herald in order to develop a strong advertising campaign with them for the 2015 festival. Furthermore, we created an impactful google AdWords campaign and Facebook advertising campaign in order to reach a large audience online. Also, we have secured several media sponsors including the Miami Herald, Welcome Magazine, Soul of Miami, Big Mouth Girlz, South Florida Luxury Magazine, Tropicult and more. The media sponsors will run advertisements, social media campaigns and editorial promoting our festival to their audience. We have partnered with Atlantic Broadband in order to air eight hundred and fifty-five (855) 30-second commercial spots on cable stations leading up to ADW. We have an extensive PR plan in order to gain media attention leading up to and during the ADW festival, including live TV and Radio interviews. An on-air personality from Local10 is the MC for our fashion show. We have radios advertisements lined up with WDNA, who will also we doing live call ins rom the Art Deco Festival. Also, we have a interview schedule on January 11, 2015 to promote ADW on WRLN, Arts Beat. We have created banners, rack cards, a program guide and flyers to distribute around town in order to promote the festival. Partnerships with the Greater Miami Convention & Visitors Bureau, Art Deco & Historic Preservation Societies, The City of Miami Beach, The South FL Concierge Assn. expands the reach of advertising and promotion nationally and internationally. The event is promoted year round through a variety of opportunities including an on-line presence and through the Art Deco Welcome Center.

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

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

The Art Deco Weekend (ADW) Festival was started in 1976 by MDPL to attract visitors to Miami Beach's Art Deco Historic District. The success of the event increases every year and this being the 38th annual Art Deco Weekend is testimony to its sustainability. ADW welcome over 300,000 people to Ocean Drive each year.

ADW 2015 (Jan. 16th – Jan. 18th) will celebrate "The Miami Beach Century." Miami Beach turns 100 years old in 2015! MDPL will educate people about the people, the architecture and the history of Miami Beach during the ADW festival. With over 85 events planned including Live Jazz, Mid-Century and Art Deco Furniture and Design Expos, Exhibits, Guided Tours, Kid's Entertainment, Lectures, Outdoor Films, a Street Fair, a Dance-A-Thon, Street Entertainment, a Classic Car Show, a Parade and more! The ADW festival is free and open to the public. All the events are free, except for the guided walking tours which start at \$25.

ADW does an extensive marketing plan including social media, print media, radio, television and more in order to bring people to Ocean Drive for ADW. We have partners all over the world that help spread the word about ADW including Art Deco Napier Trust in New Zealand, Art Deco Society of New York and more. We have a solid relationship with the GMCVB who promotes MDPL and ADW to the world as part of Miami Dade's cultural attractions. This year we have partnered with the city of Miami Beach who has branded ADW 2015 as an official Centennial Celebration event. The city will be marketing ADW to the world as part of their year long celebration! We have media sponsors including the Miami Herald, Welcome Magazine, WDNA, Atlantic Broadband, Soul of Miami and Big Mouth Girlz. We have secured hotel partners including Z Ocean Hotel, Cardozo, Essex House/Clevelander, Park Central and Hotel of South Beach. We have 49 room nights booked and expect over 124 room nights by the time of the festival.

This year we have partnered with local businesses and organizations including Life is Art, Modernism.com, the Original Miami Beach Antique Show, South Florida Antique Automobile Club, Lindy Hop Collective, and more. These partnerships enhance ADW by providing programming such as Antique Furniture Expos, Classic Car Shows, Fine Art Showcases, Lindy Hop Dance Shows and more. These organizations market the festival to their contacts and provide us a larger audience that appreciate our mission and festival.

The TDC funding helps us pay for great performers including Cat Shell, Sarah Jane and the Blue Notes, Bobby Rodriguez Big Band, Allen Harris, WDNA Jazz Bootcamp Ensemble, Fantasy Theater (for kids), Kazoobie Kazoo Show (for kids), and more! TDC funding will assist in promoting the ADW festival world wide to bring tourists to Miami Beach. Our committee works year round to plan, secure fundings and

sponsors, build partnerships, find talent, map out a logistics plan, secure permits and implement an action plan.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 0	\$ 20,000	\$ 20,000	\$ 0
Personnel: Artistic	\$ 0	\$ 0	0	\$ 0
Personnel: Technical/Production	\$ 0	\$ 0	0	\$ 0
Outside Artistic Fees/Services	\$ 13,000	\$ 47,000	\$ 60,000	\$ 5,000
Outside Other Fees/Services	\$ 0	\$ 76,657	\$ 76,657	\$ 28,000
Marketing ADV/ PV/ Printing/ Publication	\$ 12,000	\$ 17,000	\$ 29,000	\$ 10,000
Marketing: Postage/Distribution	\$ 0	\$ 100	\$ 100	\$ 0
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 5,000	\$ 5,000	\$ 0
Travel: In County	\$ 0	\$ 0	0	\$ 8,000
Travel: Out of County	\$ 0	\$ 0	0	\$ 0
Equipment Rental	\$ 0	\$ 0	0	\$ 0
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 65,000	\$ 65,000	\$ 0
Equipment Purchase	\$ 0	\$ 0	0	\$ 0
Equipment Purchase / for Performance, Exhibition, Event, etc.	\$ 0	\$ 0	0	\$ 0
Space Rental	\$ 0	\$ 6,500	\$ 6,500	\$ 0
Space Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 0	0	\$ 0
Mortgage/ Loan Payments	\$ 0	\$ 0	0	\$ 0

Insurance	\$ 0	\$ 0	0	\$ 0
Insurance / for Performance, Exhibition, Event, etc.	\$ 0	\$ 2,000	\$ 2,000	\$ 0
Utilities	\$ 0	\$ 2,000	\$ 2,000	\$ 0
Fundraising/ Development (Non-Personnel)	\$ 0	\$ 0	0	\$ 0
Merchandise/ Concessions/ Gift Shops	\$ 0	\$ 0	0	\$ 0
Supplies/Materials	\$ 0	\$ 500	\$ 500	\$ 0
Other Expenses				
Security and Off-duty police	\$ 0	\$ 70,000	\$ 70,000	\$ 0
Festival Survey	\$ 0	\$ 2,000	\$ 2,000	\$ 0
Volunteer meals & snacks	\$ 0	\$ 2,000	\$ 2,000	\$ 0
Parking and Misc expenses	\$ 0	\$ 16,000	\$ 16,000	\$ 0
Commissions	\$ 0	\$ 12,000	\$ 12,000	\$ 0
Subtotal	\$ 25,000	\$ 343,757	\$ 368,757	\$ 51,000
<b>TOTAL EXPENSES</b>	<b>\$ 419,757</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 16,000		4%
Memberships	\$ 6,000		2%
Tuitions/Enrollment Fees	\$ 3,000		1%
Contracted Services: Outside Programs/ Performances	\$ 0		0
Contracted Services: Special Exhibition Fees	\$ 163,100		44%
Contracted Services: Other	\$ 52,000		14%
Rental Income	\$ 0		0
Corporate Support	\$ 33,000	\$ 30,000	9%
Foundation Support	\$ 0		0
Private/ Individual Support	\$ 15,000	\$ 21,000	4%
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
		0
Gov't Grants: The Children's Trust (Direct Funding)	\$ 0	0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 0	0
Investment Income (Endowment)	\$ 0	0
Interest and Dividends	\$ 0	0
Cash on Hand	\$ 0	0
Other Revenues		
Program Ad's	\$ 3,000	1%
	\$ 0	0
		0
		0
Department of Cultural Affairs Grants		
Festivals & Special Events	\$ 52,657	14%
		0
		0
		0
		Grant Amount % of Total Cash Revenues

Subtotal	\$ 343,757	\$ 51,000	7%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 368,757		
Total Revenues	\$ 419,757	Total In-Kind %	14%

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

**FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)**

**Agenda Item No.: A-13**

**ORGANIZATION:** Miami Light Project, Inc.

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

**PROJECT TITLE:** Global Cuba Fest

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 12,000.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3RD

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 03-13-2015 through 04-11-2015

**EVENT LOCATION:** The Light Box at Goldman Warehouse, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support Miami Light Project's 8th Global Cuba Fest at The Light Box at Goldman Warehouse in Miami's Wynwood Arts District on March 13-14 and April 11, 2015. Global Cuba Fest is an annual celebration of the best musicians from the Cuban diaspora. In 2015, Global Cuba Fest includes one of the contemporary Cuban music's most dynamic new artists, Yissy Garcia and y su Banda; and one of the most versatile jazz artists on today's scene, Omar Sosa.

**HOTEL CONFIRMATION:**

The Vagabond Hotel	28 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	0	560
Out of County	0	85
Out of State	0	35
Foreign	11	20
TOTAL	11	700

**MARKETING DETAILS:** Our marketing plan focuses on various radio outlets and is augmented with extensive print press and online marketing coverage including English and Spanish speaking media. In collaboration with FUNDarte, we advertise Global Cuba Fest with El Nuevo Herald and Mega TV. MLP employs grass roots marketing strategies such as partnerships with business, organizations and agencies through cross promotions, and special events that tie in with GCF.

**VIDEO:** We produce a promotional video for our 2014-2015 season, which includes performance clips and interviews with artists and MLP's artistic director, and the promotion of the Global Cuba Fest.

**WEB, SOCIAL MEDIA:** We have an active presence on the social networking sites Facebook, Twitter and Instagram where we are able to interact with our patrons as well as the artist that we will present for the Global Cuba Fest. By leveraging electronic media, including email, websites, interactive blogs, and social networking sites, MLP reaches a much wider audience than if it relied solely on a traditional and more costly marketing mix. As our audience surveys have indicated, more of our customers are learning about our programs via the web, so we have increased our online marketing on sites including, but not limited to, Google adwords, Facebook, Fabrika Link, The Miami New Times and The Miami Herald. MLP has a robust email list (4,500+ subscribers), all of whom receive monthly newsletter and information about our upcoming performances. We link to partner websites, and reach their constituencies through e-mails, flyers, cross promotions and joint advertising.

**PRINT:** We print 10,000 flyers and 100 posters to promote the GCF, and hire a street team to distribute the material at select local business and events. We have 6 Light Pole Banners advertising the Global Cuba Fest in and around The Light Box in Wynwood Arts District.

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

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

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

**PREVIOUS TDC FUNDING:** \$13,500 (13-14); \$15,000 (11-12); {\$5,000 (08-09) - End Cycle}; \$5,000 (06-07); \$5,000 (05-06); \$5,000 (03-04); \$5,000 (02-03)

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

Miami Light Project will present the 8th Annual Global Cuba Fest at The Light Box at Goldman Warehouse in 2015. Global Cuba Fest celebrates the contemporary music and artists of Cuba and the Caribbean Diaspora – exploring jazz, son montuno, bolero, trova, timba and Afro-Cuban rhythms. The 2015 Global Cuba Fest will feature a diverse array of talented contemporary Cuban artists including one of the elite drummers of Cuba, Yissy Garcia y su Banda; and the Cuban composer-pianist-bandleader Omar Sosa. This is a unique event that brings high caliber and high profile Cuban artists, and gives the opportunity for Miami-Dade County residents and tourists to experience a vibrant explosion of music.

There will be three live performances at the Light Box at Goldman Warehouse: featuring Yissy Garcia y su banda on March 13-14, 2015; and featuring Omar Sosa on April 11, 2015. Performance ticket prices will be \$50 VIP/Festival Pass, \$25 general, \$20 members and \$10 students and senior citizens.

MLP anticipates that 700 people will attend the live performances and residency activities at The Light Box, and that 20% will be tourists.

Global Cuba Fest programming appeals to everyone interested in experiencing the latest projects from Cuban cutting-edge artists. We present artists who have consistently attracted large international audiences across age, ethnicity and musical interests. By bringing Yissy Garcia and Omar Sosa to Miami-Dade County, we are confident that these renowned Cuban artists will attract regional, national and international tourists.

Our marketing plan focuses on various radio outlets and is augmented with print press and online marketing coverage including English and Spanish speaking media. Over 300 local and national arts writers receive press kits, calendar listings and PSAs one month prior to performances. We have 6 Light Pole Banners advertising GCF around The Light Box in the Wynwood neighborhood. We engage with our audience via social media tools and via monthly newsletters to subscribers. One of our key marketing strategies is to develop cross promotion and joint advertising with our co-presenter FUNDarte.

The media committed to covering the 2015 GCF include WLRN, and online marketing – Miami Herald, Miami New Times, Artburstmiami.com, Google adwords and Fabrika link. Anticipated media to cover the GCF include WDNA, WVUM, El Nuevo Herald, El Diario Las Americas, Huffington Post, Sun Sentinel and Mega TV.

The Vagabond Hotel is serving as our host hotel for the 2015 GCF. MLP has a total of 28 hotel room nights (4 rooms at 7 nights) blocked at the Vagabond Hotel.

TDC funding will help MLP to bring renowned Cuban artists to Miami-Dade County; to develop a more aggressive advertising campaign; and to present the unique Cuban artists at The Light Box in Wynwood. MLP will present the GCF 2015 in collaboration with FUNDarte, in which will help us attract the Hispanic audience.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 0	\$ 4,300	\$ 4,300	
Personnel: Artistic	\$ 2,000	\$ 2,500	\$ 4,500	
Personnel: Technical/Production	\$ 1,750	\$ 3,250	\$ 5,000	
Outside Artistic Fees/Services	\$ 5,000	\$ 2,500	\$ 7,500	
Outside Other Fees/Services	\$ 0	\$ 1,200	\$ 1,200	
Marketing ADV/ PV/ Printing/ Publication	\$ 2,000	\$ 6,500	\$ 8,500	
Marketing: Postage/Distribution	\$ 0	\$ 0	0	
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 1,000	\$ 1,000	
Travel: In County	\$ 0	\$ 1,050	\$ 1,050	
Travel: Out of County	\$ 0	\$ 4,200	\$ 4,200	
Equipment Rental	\$ 0	\$ 0	0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 4,250	\$ 4,250	
Equipment Purchase	\$ 0	\$ 0	0	
Equipment Purchase / for Performance, Exhibition, Event, etc.	\$ 0	\$ 0	0	
Space Rental	\$ 0	\$ 0	0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 4,250	\$ 750	\$ 5,000	
Mortgage/ Loan Payments	\$ 0	\$ 0	0	
Insurance	\$ 0	\$ 0	0	
Insurance / for Performance, Exhibition, Event, etc.	\$ 0	\$ 900	\$ 900	
Utilities	\$ 0	\$ 1,500	\$ 1,500	

Fundraising/ Development (Non-Personnel)	\$ 0	\$ 0	0	
Merchandise/ Concessions/ Gift Shops	\$ 0	\$ 0	0	
Supplies/Materials	\$ 0	\$ 1,000	\$ 1,000	
Other Expenses				
Hotel Room Nights	\$ 0	\$ 4,150	\$ 4,150	
Hospitality	\$ 0	\$ 600	\$ 600	
Security/Janitorial	\$ 0	\$ 1,000	\$ 1,000	
License/Legal Documents	\$ 0	\$ 2,500	\$ 2,500	
			0	
Subtotal	\$ 15,000	\$ 43,150	\$ 58,150	0
TOTAL EXPENSES	\$ 58,150			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 9,650		17%
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	\$ 20,000		34%
Private/ Individual Support	\$ 2,000		3%
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			
Florida Division of Cultural Affairs	\$		0%

Florida DIVISION OF CULTURAL AFFAIRS	5,000	9%
		0
		0
Gov't Grants: Local		
		0
		0
		0
Gov't Grants: The Children's Trust (Direct Funding)	\$ 0	0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 0	0
Investment Income (Endowment)	\$ 0	0
Interest and Dividends	\$ 0	0
Cash on Hand	\$ 0	0
Other Revenues		
		0
		0
		0
		0
Department of Cultural Affairs Grants		
ADV	\$ 6,500	11%
		0
		0
		0
		Grant Amount % of Total Cash Revenues

Subtotal	\$ 43,150	0	26%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 58,150		
Total Revenues	\$ 58,150	Total In-Kind %	0

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

**FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)**

**Agenda Item No.:** A-14

**ORGANIZATION:** Michael Joseph Brink Foundation, Inc., Fiscal Agent for TheatreSouth Atlanta, Inc.

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

**SUBCOMMITTEE**

**PROJECT TITLE:** I Have A Dream

**RECOMMENDATION:** \$ 6,750.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2ND

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 01-05-2015 through 02-28-2015

**EVENT LOCATION:** South Miami Dade Cultural Arts Center, Phichol Williams Community Center, Betty T. Ferguson Recreational Complex Amphitheatre

**PROJECT SYNOPSIS:**

Grant funds are requested to pay the rental for South Miami Dade Cultural Arts Center (SMDCAC) for "I Have A Dream-a gospel musical on the life of Dr. Martin Luther King, Jr. and the Civil Rights Movement. Production dates are January 5-14, 2014 at SMDCAC and January 16, 23,24, 25 at Phichol Williams Center, Homestead and 2nd Annual Black Heritage Festival, February 28 at the Betty T. Ferguson Recreation Complex Amphitheatre in Miami Gardens under the auspices of Commissioner Barbara Jordan.

**HOTEL CONFIRMATION:**

Pending

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	17	9400
Out of County	7	450
Out of State	7	750
Foreign	4	135
<b>TOTAL</b>	<b>35</b>	<b>10735</b>

**MARKETING DETAILS:** -Cross Promoting: -City of Homestead (client) -City of Florida City (client) - South Florida Writers Assn  
 -So. Florida Poets -Deering Estate at Cutler -Miami-Dade Public schools -Homestead Community Assn  
 -Homestead Community Concerts Assn  
 -Cyber-based: -facebook.com/pages/TheatreSouth-Atlanta-Inc/143621959027627 -  
 twitter.com/theatresouthTSA  
 -linkedin.com/company/theatresouth-atlanta-inc-?trk=prof-exp-company-name  
 -youtube.com/user/TheatreSouthTSA  
 -Electronic Mail: -Deering Estate (3k, 10k, 150k lists) -EarthSave Miami (3k subscribers) -SMDCAC large list  
 -Direct Postal: -bulk mailings to  
 -Press Releases: -Hispanicize Wire delivers to all USA Hispanic outlets -Community Newspapers per M. Miller  
 -Print/Online Ads, Feature Stories: -Facebook boosts -repeat feature article -Sandy Walker's "The Gospel Truth Magazine" -Twitter -Instagram -YouTube -Google+ -Craigslist: promotes solicitations for Interns, Volunteers, Auditions -www.theatresouthatlanta.org receives 100,000 hits/month -Miami Herald -Miami Times  
 -Television: -TS media representatives have programs in development  
 -Radio: -arranged interviews with Mr. Jones -20sec, 30sec, 60sec PSA spots on FM WKLG, et. al.  
 -Flyers/Posters: Street teams distribute flyers on campuses and at public gatherings; large volume production of mailable or handout 4"x6" postcards  
 -Consultations: -Gato Advertising LLC -Children's Trust to forward our correspondence to after-school

programs

- Prof. Philip Church and Mr. Joe Adler as co-producers and long-time local experts
- Drama Demos: excerpt performances in malls and at festivals
- Exhibitor Tables: -at EarthSave events -at Deering Estate events -on school/college campuses for auditions and volunteer recruitment drives -
- Workshops, Classes by Professor Herman LeVern Jones
- Fundraiser/Introduction Events at Deering Estate at Culter (as Artist-in-Residence)

**PREVIOUS TDC FUNDING:** \$7,500 (13-14)

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

I HAVE A DREAM project is being produced by TheatreSouth. The program content explores the Civil Rights Movement with Dr. King. This thirteen year period in American History changed America and in many ways changed the world's point on civil and human rights. This Broadway musical featured Billie Dee Williams and toured from 1986 to the present in over 125 cities include Miami's Joseph Caleb Center in 1986.

The program's cultural and/or tourism aspects are justified by the 29 year touring history of the production. The musical will be presented at the South Miami-Dade Cultural Arts Center from January 5-14, 2015 on the main stage (961 seats) for 9 performances: five (5) performances for youth (4,500); four (4) public performances (3,600); seven (7) performances at the Phichol Williams Community Center of Homestead (2,800) and one (1) performance at the 2nd Annual Black Heritage Festival, February 28, 2015, Miami Gardens at the Betty T. Ferguson Recreation Complex Amphitheatre. The performances are ticketed events with the range of tickets from \$5.00 to \$100.00.

The project will attract tourists to Miami-Dade County because of the MLK national holiday and the celebratory nature of the musical project. Our African American Theatre Exhibit attracts tourists and residents pertaining to the Civil Rights Movement and the late Dr. Martin Luther King, Jr's stellar history.

We will market this project using a mix of social media through our Volunteer Teams and the TheatreSouth Facebook, Twitter, Instagram; printed materials to be distributed in multiple channels; broadcast media including Public Service Announcements and personal appearances from our Media Sponsors WLRN and FM WPLG; eblasts to Friends of TS and other databases.

Ten (10) projected hotel rooms for approximately 14 nights at Hampton Inn, Danielle Torres, Director of Sales and Motel 6- Cutler bay, Andrew Hawkins, General Manager, plus an unknown quantity for celebrity gala guests, visiting professional associates and spectators. Ancillary workshops by Prof. Jones at Miami-Dade College-Homestead and as Artist-in-Residence at The Deering Estate; Readings at Poets Soiree, South Florida Writers Association, churches, social organizations and a performance at MLK Commemoration Breakfast at Phichol Williams Community Center.

TDC's funding will pay for venue(s) adding value to our other financial resources in the area of marketing, etc. Local organizations involved in the project include, but not limited to: My Act Dance Studio, the Martin Luther King Jr. Choir, R Solution 2004, Inc., EarthSave Miami, The Deering Estate at Cutler.

The project's implementation strategies and accompanying timeline include: marketing the auditions, casting, rehearsals, performances and strike. To market these elements of the production will

strategically enhance community awareness and support.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 0	\$ 30,000	\$ 30,000	
Personnel: Artistic	\$ 0	\$ 36,000	\$ 36,000	
Personnel: Technical/Production	\$ 0	\$ 13,000	\$ 13,000	
Outside Artistic Fees/Services	\$ 0	\$ 5,000	\$ 5,000	
Outside Other Fees/Services	\$ 0	\$ 5,000	\$ 5,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 0	\$ 18,000	\$ 18,000	
Marketing: Postage/Distribution	\$ 0	\$ 5,000	\$ 5,000	
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 3,000	\$ 3,000	
Travel: In County	\$ 0	\$ 4,800	\$ 4,800	
Travel: Out of County	\$ 0	\$ 7,000	\$ 7,000	
Equipment Rental	\$ 0	\$ 1,000	\$ 1,000	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 9,500	\$ 9,500	
Equipment Purchase	\$ 0	\$ 3,000	\$ 3,000	
Equipment Purchase / for Performance, Exhibition, Event, etc.	\$ 0	\$ 3,000	\$ 3,000	
Space Rental	\$ 0	\$ 10,000	\$ 10,000	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 15,000	\$ 5,000	\$ 20,000	
Mortgage/ Loan Payments	\$ 0	\$ 0	0	

Insurance	\$ 0	\$ 2,500	\$ 2,500
Insurance / for Performance, Exhibition, Event, etc.	\$ 0	\$ 2,500	\$ 2,500
Utilities	\$ 0	\$ 4,500	\$ 4,500
Fundraising/ Development (Non-Personnel)	\$ 0	\$ 4,000	\$ 4,000
Merchandise/ Concessions/ Gift Shops	\$ 0	\$ 2,500	\$ 2,500
Supplies/Materials	\$ 0	\$ 5,700	\$ 5,700
Other Expenses			
			0
			0
			0
			0
			0
Subtotal	\$ 15,000	\$ 180,000 -	\$ 195,000 0
<b>TOTAL EXPENSES</b>	<b>\$ 195,000</b>		

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 55,000		28%
Memberships	\$ 0		0
Tuitions/Enrollment Fees	\$ 0		0
Contracted Services: Outside Programs/ Performances	\$ 14,000		7%
Contracted Services: Special Exhibition Fees	\$ 6,000		3%
Contracted Services: Other	\$ 5,000		3%
Rental Income	\$ 0		0
Corporate Support	\$ 30,000		15%
Foundation Support	\$ 10,000		5%
Private/ Individual Support	\$ 35,000		18%
Other Private Support: Auxiliary Activities	\$ 0		0
Other Private Support: Special Event Proceeds	\$ 16,000		8%
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			

		0
		0
		0
Gov't Grants: Local		
		0
		0
		0
Gov't Grants: The Children's Trust (Direct Funding)	\$ 0	0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 4,000	2%
Investment Income (Endowment)	\$ 0	0
Interest and Dividends	\$ 0	0
Cash on Hand	\$ 5,000	3%
Other Revenues		
		0
		0
		0
		0
Department of Cultural Affairs Grants		
		0
		0
		0
		0
		Grant Amount % of Total Cash Revenues

Subtotal	\$ 180,000	0	8%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 195,000		
Total Revenues	\$ 195,000	Total In-Kind %	0

## Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)

Agenda Item No.: A-15

**ORGANIZATION:** National Association for Advancement in the Arts  
Inc.

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

**PROJECT TITLE:** YoungArts Week

**SUBCOMMITTEE**  
**RECOMMENDATION:** \$  
12,000.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3RD

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 01-04-2015 through 01-11-2015

**EVENT LOCATION:** National YoungArts Foundation campus, New World Center, Books and Books

**PROJECT SYNOPSIS:**

Grant funds are requested to support marketing costs associated with the National YoungArts Foundation's annual YoungArts Week, which will bring the nation's most-talented young artists to Miami-Dade County for a week-long intensive arts experience. During this time they are mentored by renowned artists in the visual, performing, literary and design arts, and participate in life-changing Master Classes, Workshops, and Performance and Exhibition opportunities from January 4-11, 2015.

**HOTEL CONFIRMATION:**

Marriott Biscayne Bay	2,100 room nights
James Royal Palm Hotel	30 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	15	5135
Out of County	15	285
Out of State	265	1035
Foreign	5	145
<b>TOTAL</b>	<b>300</b>	<b>6600</b>

**MARKETING DETAILS:** A comprehensive marketing strategy is used to promote Miami-Dade County as the place to be in January to appreciate the efforts of the most-talented young visual, design, literary, & performing artists from all parts of the U.S. YoungArts Week features these young artists in nightly performances & exhibitions at the New World Center & the YoungArts Campus. In addition, the beauty and diversity of M-D County and its vibrancy as a cultural destination is showcased throughout the week as YoungArts collaborates with other local cultural organizations at venues throughout the county, including Miami City Ballet, Books & Books (Coral Gables), & Perez Art Museum Miami. Our robust marketing strategy incorporates print, electronic, social media & guerilla marketing. YoungArts has dramatically stepped up its Facebook, Twitter, Instagram, Tumblr, Blogging & YouTube promotions with great success/growth. Strategies include digital media promotion through the YoungArts website, multiple e-mail blasts to educators & arts advocates across the U.S., press releases & feature articles, radio & television coverage, Google advertising, print/radio/TV ads, media sponsorships, livestreaming of the nightly performances [they are archived for later viewing], street teams, building banners, YoungArts-branded cars, Intercontinental Hotel banner & lobby. [Please see detailed Marketing & Social Media Plan attached] Social Media is a special focus before, during & after YA Week, with a plethora of inspiring photos, videos, audio & film that we share across multiple platforms. For example: Every day the performances from the evening before will be posted on social media for the winners & their friends/family to watch. We will highlight our film, photography, visual & design arts winners with an online exhibition of their work on Instagram, Facebook & Twitter. We'll post "Mini-MasterClass" videos of each master teacher giving a two-minute version of their class for others to see & be inspired. We'll create 15-second "Tune In!" trailers encouraging people to tune in for the performance that evening with archived footage from previous years; these will be shared on Instagram, Facebook & Twitter. We will continually post photos of what's happening at YoungArts Week, including snapshots of winners &

masters & other random happenings. "Overheard at YoungArts" will feature Tweets & Photos of funny & mostly inspiring quotes from master teachers & panelists. We'll make them into photos using Apps & share them. In 2014, YoungArts Week captured 764,389 YouTube views – an increase of nearly 100,000 from the week before. Our website got 28,000 "hits" and another 2,000 people watched the Week via live-streaming. The YoungArts Facebook page captured another 11,320 "Likes" – a number sure to grow as we are up to 30,000 followers now. We anticipate that digital and social media alone will generate 144,000,000 impressions in 2015, highlighting artistic excellence in M-D County.

**PREVIOUS TDC FUNDING:** \$15,000 (11-12); (\$9,000 (10-11) - End of Cycle); \$10,500 (09-10); \$12,000 (08-09); \$13,500 (07-08); \$15,000 (05-06)

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

YoungArts Week 2015 will be January 4-11. Approximately 170 of the country's most talented 15 - 18-year-old aspiring artists will be invited to Miami to participate in the week-long program. They are selected from about 11,000 applicants annually who are screened through a rigorous evaluation process by panels of judges consisting of renowned local, national and international professional artists in each of 10 disciplines. Throughout the week, these young artists are provided a platform to demonstrate their talents & be mentored by master teachers through workshops & one-on-one sessions. At night they will perform and exhibit at the professional level in top venues including the New World Center and the YoungArts Campus. These exhibitions and performances are open to the public for free or a nominal charge, providing a treat for both Miami-Dade County residents and visitors. Last year, from 687 winners hailing from 46 states, 171 National Finalists were invited to gather in Miami for YoungArts Week 2014 during which they were provided with life-changing artistic enrichment experiences. These experiences featured master classes with internationally renowned artists, including Debbie Allen, Rosie Perez, James Rosenquist, Brian Stokes Mitchell, Edouard Duval Carrie, Lourdes Lopez, Jacques d'Amboise. In addition, up to 1,200 M-Dade high school students will experience the excitement of YoungArts Week by attending rehearsals for the Backyard Ball Gala Performance [our major fundraiser]. The performers are some of YoungArts most talented alumni -- professionals and college students who sing, dance and act on stages and screens across the country. YA Week is a major cultural tourist event that reaches about 7,000 people, a broad spectrum of national participants, attendees, arts professionals, and arts advocates. Our robust marketing plan includes advertising and promotion locally and nationally with heavy use of Social Media [Facebook, Twitter, Instagram, Flickr, YouTube, Blogging], electronic & print media, guerilla marketing, cross-promotions with cultural partners. SocialMiami.com is a sponsor. In 2014, YoungArts Week captured 764,389 YouTube views – an increase of nearly 100,000 from the week before. 2,000 people watched the Week via live-streaming. An audience survey during YoungArts Week 2014 found that 29% had their primary residence outside of Florida, and 7% came from outside of the U.S. The 2015 YoungArts event is projected to generate well over 2,100 room nights at Miami-Dade County hotels, as well as significant business for local restaurants, caterers, shops & cultural venues. The total economic impact of the event is estimated at \$1.7 million. Planning and implementation takes places throughout the year. TDC funds will assist us in our media outreach efforts, particularly national and regional outlets. This will help bring additional out-of-town guests to M-D County and further promote our town as an ideal cultural tourism destination.

**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		\$ 162,000	\$ 162,000	
Outside Other Fees/Services		\$ 119,000	\$ 119,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 30,000	\$ 55,000	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 486,000	\$ 486,000	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 36,000	\$ 36,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 18,000	\$ 18,000	
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		\$ 20,000	\$ 20,000	
Other Expenses				
Catering		\$ 261,000	\$ 261,000	
Printing		\$ 13,000	\$ 13,000	
Courier & Shipping		\$ 5,000	\$ 5,000	
Operational Expenses		\$ 8,000	\$ 8,000	
Awards		\$ 605,000	\$ 605,000	
Subtotal	\$ 25,000	\$ 1,763,000	\$ 1,788,000	0
TOTAL EXPENSES	\$ 1,788,000			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 4,000		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	\$ 350,000		20%
Foundation Support	\$ 350,000		20%
Private/ Individual Support	\$ 379,496		21%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds	\$ 600,000		34%
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			
Florida Department of Cultural Affairs	\$ 75,000		4%
			0
			0

Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
			0
			0
			0
			0
Department of Cultural Affairs Grants			
YEP	\$ 4,504		0
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 1,763,000	0	1%
Grant Amount	\$ 25,000		

Cash Revenues + Grant Amount	\$	1,788,000	
Total Revenues	\$	1,788,000	Total In-Kind 0 %

## Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)

Agenda Item No.: A-16

**ORGANIZATION:** Orchestra Miami, Inc.

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

**PROJECT TITLE:** Celebrating Miami Beach's 100th Anniversary

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 9,000.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2ND

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 01-05-2015 through 04-06-2015

**EVENT LOCATION:** Collins Park, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support a free symphonic "pops" concert in Collins Park on Sunday, Feb. 8, 2015, celebrating the 100th Anniversary of the City of Miami Beach. The concert, performed by the 54 musicians of Orchestra Miami and conducted by Artistic Director Elaine Rinaldi, will feature works which celebrate milestone eras in the development of Miami Beach and will be produced in cooperation with the Collins Park Neighborhood Association.

**HOTEL CONFIRMATION:**

Bresaro Suites	21 room nights
Vintro Hotel & Restaurant	210 room nights
Riviera South Beach Hotel	150 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	43	400
Out of County	20	100
Out of State	0	200
Foreign	0	100
<b>TOTAL</b>	<b>63</b>	<b>800</b>

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

For the Miami Beach Anniversary Concert project, Orchestra Miami will purchase advertising on WLRN, WDNA and Classical South Florida radio, purchase banner advertising on the South Florida Classical Review, advertorials in Just Ask Boo, and print ads in the Community Newspapers (Miami Beach edition). Additionally, we will work with the Collins Park Neighborhood Association to promote the event among their members and in the participating hotels. We will work with them to promote this event on all

their social media platforms, as well as help create advertising content for national distribution in select markets. Hotels and businesses will be provided with posters and postcards to promote the event and have on hand at concierge desks. Lastly, we will work with our media sponsor Atlantic Broadband to air a 30 second PSA about the event.

**PREVIOUS TDC FUNDING:** \$10,000 (13-14)

**OTHER GOVERNMENT FUNDING:**

Artistic Disciplines Film/Music 13/14 - \$10,000/\$10,560.56

## **PROJECT NARRATIVE:**

Orchestra Miami will present a grand, traditional "pops" style concert to celebrate Miami Beach's 100th Anniversary. The 56 musicians from Orchestra Miami, led by Artistic Director Elaine Rinaldi, will take you on a musical tour through the highlights of Miami Beach's history- the Roaring Twenties/Art deco Era, the Big Band/World War II Era, the cool Miami Modern of the 50's, the Latin influence of the 60's and a medley from La Cage aux Folles, celebrating the contributions of the LGBT community. This exciting and interesting program will be presented with a narrator, who will introduce each piece and how it relates to Miami Beach's history, making it appealing to residents and tourists alike.

The concert is scheduled to take place on Sunday, Feb. 8, 2015 at 6:00 PM in Collins Park, located at 2100 Collins Avenue in South Beach. This one-time event is a free concert and is open to all. No tickets will be required or necessary to enjoy the event. We are anticipating a capacity audience of at least 800 people. Orchestra Miami strongly feels that this concert will attract tourists to Miami-Dade County because of the uniqueness of this program as well as that there are no other large-scale, live outdoor free concerts of this type or quality presented by other organizations.

Marketing for this event will occur through radio ads on WLRN, Classical South Florida and WDNA, on 30 second PSA's on Atlantic Broadband, and through online and print advertising. The City of Miami Beach and the Collins Park Neighborhood Association will help with marketing efforts by promoting through their social media, eblasts and in the Collins Park Business District.

Media sponsors include WLRN, Classical South Florida and Atlantic Broadband, all of whom have supported Orchestra Miami in past projects.

The principal hotel sponsors for this event are the Bresaro Suites at the Mantell Plaza, located at 255 West 24 Street in South Beach and Vintro Hotel & Restaurant, located at 2216 Park Avenue. All seven suites at the Bresaro are being held for the event weekend and 50 out of the 70 available rooms at Vintro Hotel & Restaurant are already reserved.

TDC funding will allow Orchestra Miami to properly produce this elaborate event and to promote it on an appropriate scale. Orchestra Miami's main partner in this project is the Collins Park Neighborhood Association, who will work with Orchestra Miami to facilitate issues such as parking, cooperation with the Bass Museum (member of the Neighborhood Association), publicity & promotion. The timeline for this project is as follows:

- July- date chosen and program selected for concert
- September- initial planning meeting with the Collins Park Neighborhood Association
- November- meeting with other Collins Park Neighborhood Association constituents to plan peripheral

events and support services

- December- technical plans finalized, PR campaign begins
- January- off-duty officers engaged, rehearsals begin
- Feb. 8- concert

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 2,000	\$ 2,000	
Personnel: Artistic		\$ 2,000	\$ 2,000	
Personnel: Technical/Production			0	\$ 2,500
Outside Artistic Fees/Services	\$ 3,750	\$ 36,250	\$ 40,000	
Outside Other Fees/Services	\$ 6,250	\$ 7,000	\$ 13,250	\$ 2,000
Marketing ADV/ PV/ Printing/ Publication	\$ 5,000	\$ 3,000	\$ 8,000	\$ 3,500
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 240	\$ 240	
Travel: In County		\$ 2,325	\$ 2,325	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 2,200	\$ 2,200	
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	\$ 1,000
Mortgage/ Loan Payments			0	
Insurance			0	

Insurance / for Performance, Exhibition, Event, etc.		\$ 350	\$ 350	
Utilities		\$ 180	\$ 180	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 250	\$ 250	
Other Expenses				
Parking for musicians and crew		\$ 2,000	\$ 2,000	
Off-duty Police		\$ 600	\$ 600	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 59,395	\$ 74,395	\$ 9,000
<b>TOTAL EXPENSES</b>	<b>\$ 83,395</b>			

**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	\$ 9,000	8%
Foundation Support	\$ 25,000		34%
Private/ Individual Support	\$ 10,000		13%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds	\$ 1,600		2%
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
			0

		0
		0
Gov't Grants: Local		
Miami Beach Grant	\$ 10,561	14%
		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	\$ 234	0
Other Revenues		
		0
		0
		0
		0
Department of Cultural Affairs Grants		
Hannibal Cox Jr.	\$ 6,000	8%
		0
		0
		0
		Grant Amount % of Total Cash Revenues

Subtotal	\$ 59,395	\$ 9,000	20%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 74,395		
Total Revenues	\$ 83,395	Total In-Kind %	12%

## Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)

Agenda Item No.: A-17

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

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

**PROJECT TITLE:** Flamenco Festival 2015

**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:** 03-12-2015 through 03-15-2015

**EVENT LOCATION:** Knight Concert Hall, ,

**PROJECT SYNOPSIS:**

TDC grant funds are in the amount of \$25,000 are requested to support artists fees and an aggressive, multi-faceted marketing campaign combining traditional and digital media to promote Flamenco Festival 2015, which will be presented at Knight Concert Hall in the Arsht Center. Flamenco Festival is the premier flamenco event, bringing Sara Baras to Miami from Spain for 4 performances from March 12–14, 2015. Sara Baras will be joined on stage by a company of 10 dancers and 8 flamenco musicians.

**HOTEL CONFIRMATION:**

DoubleTree by Hilton Grand Hotel Biscayne Bay	7 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	0	6400
Out of County	0	1200
Out of State	0	300
Foreign	20	100
<b>TOTAL</b>	<b>20</b>	<b>8000</b>

**MARKETING DETAILS:** The Arsht Center is already engaging in an aggressive campaign to market Flamenco Festival Miami 2015. The Center takes on a comprehensive approach to marketing relying on both traditional and digital mediums to reach out to as many individuals as possible, to include local, national and international audiences.

The direct mail campaign will feature Flamenco Festival 2015 the Center's season brochure, which is mailed out to 165,000 homes. Sales for the show went public on September 6, 2014 with a public event that drew people interested in cultural events. The Center also plans to run print ads in both English and Spanish-speaking media outlets including the Miami Herald (230,028 circulation), El Nuevo Herald (209,899 circulation) and Diario Las Americas (66,356 circulation). Radio spots are planned to run in WLRN and WFEZ in English and WAMR and WCMQ in Spanish. Television spots will be running on WSVN-Channel 7 in English and WLTV Univision 23 and WSCV Telemundo 51 in Spanish. The festival has already garnered media attention in print articles.

The digital campaign includes e-Blasts, online social media targeted ads and online retargeting ads. E-blasts will go out to a subscriber base and previous ticket buyers in a mailing list that adds up to over 90,000 unique email addresses. The digital marketing team re-sends e-blasts to people who did not open their first email, to increase the reach of the campaign. The Center will use online re-targeting ads, which are ads online that appear on websites visited by people who had also visited the Flamenco Festival Miami microsite at [www.arshtcenter.org](http://www.arshtcenter.org). These ads remind users to buy tickets to the show. This year, the Center also sent targeted ads to people who attended other Flamenco events in Miami-Dade on their mobile phones.

This year, the Center is also making use of targeted promoted posts on social media, which allow a broad reach of exposure for potential audience members. Using promoted post will increase engagement via social media leveraging the over 40,000 Likes for the Center's Facebook and the 17,167 followers it

has on Twitter, reaching a new audience and re-directing traffic to the Center's website where tickets for Flamenco Festival 2015 can be purchased. The social media campaign will engage more audience members than before by reaching more than double of the current reach.

The Center will place outdoor ads on 20 bus shelters throughout Miami-Dade County and on the kiosk outside the Ziff Ballet Opera House facing Biscayne Boulevard. The Center will also promote the show via street teams, which are face-to-face promotional activities in which the Center sends out a team to promote shows in a fun way during other public events throughout South Florida. The Arsht Center's Group Sales department will work with the Greater Miami Convention and Visitors Bureau and the South Florida Concierge Association to inform tour operators, hotel and hospitality professionals about the shows.

**PREVIOUS TDC FUNDING:** \$20,000 (13-14); {\$6,000 (12-13) - End Cycle}; \$7,000 (10-11); \$8,000 (07-08); \$9,000 (06-07); \$10,000 (05-06)

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

Flamenco Festival 2015 is a celebration of flamenco dance and music, one of Spain's most important cultural exports. From March 12-14, this year's festival offers tourists and local audiences four shows that exemplify the best of this art form, known for intricate footwork, dramatic music, lively costumes and displays of passion. Flamenco Festival 2015 presents four great performances by Ballet Flamenco Sara Baras, in its Arsht Center debut. Baras is internationally famous in a career that spans more than 20 years, earning her Spain's highest honor, the National Dance Award. Baras artistic excellence has also been recognized by the Association of Flamenco Critics who awarded her the Best Female Performer of Dance; she has also earned the National Dance Gold Medal of Andalucía and France's Medaille de Vermeil de la Villa. Baras will be joined on stage with her company of 10 dancers and 8 flamenco musicians for an unforgettable night with a remarkable production that celebrates liberty and the Spanish countryside. The Arsht Center is only one of three stops to catch Sara Baras in the US -a rare opportunity to see a great show, which will be a big draw for audiences, with an expected attendance of 8,000 people.

The Performing Arts Center Trust, Inc. d/b/a Adrienne Arsht Center for the Performing Arts of Miami-Dade County, will present Flamenco Festival 2015 at the Knight Concert Hall in downtown Miami. Tickets range from \$35-\$95 and went on sale on September 6. There are 4 shows that are part of this festival taking place on March 12-14, 2015.

The festival is a mainstay of cultural tourism for the Arsht Center and Miami. Last year, non-residents made up 22 percent of the audience, which is up from the previous season when non-residents were 19 percent of the audience. These tourists stay longer and spend more money than other ticket buyers. To attract tourists, the Center partners with several organizations to market the shows. Partners include the Greater Miami Convention and Visitors Bureau, the South Florida Concierge Association, the Consul General of Spain in Miami, the Spain-Florida Foundation, the Spain-US Chamber of Commerce and Centro Cultural Español de Cooperación Iberoamericana. The Center markets Flamenco Festival with direct mail and e-Blasts. Print ads will run in the Miami Herald, El Nuevo Herald and Miami New Times. Radio ads will run on WLRN and WAMR-FM. Television spots will run on WPBT-2, WTVJ, WSVN and Spanish channels Telemundo and Univision. The Center's marketing "Street team" promotes the festival at events throughout the county. The Arsht Center will build awareness of these shows through its Facebook and Twitter pages and its website.

TDC funding is critical for Flamenco Festival Miami. It helps the Arsht Center keep ticket prices affordable. TDC funds are allocated towards marketing and artistic fees, the Center expects to have a broader reach and continue to present the best of Flamenco.

**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		\$ 50,000	\$ 50,000	
Outside Artistic Fees/Services	\$ 12,500	\$ 149,758	\$ 162,258	
Outside Other Fees/Services		\$ 54,132	\$ 54,132	
Marketing ADV/ PV/ Printing/ Publication	\$ 12,500	\$ 77,500	\$ 90,000	
Marketing: Postage/Distribution		\$ 5,500	\$ 5,500	
Marketing: Web Design/ Support/ Maintenance		\$ 3,000	\$ 3,000	
Travel: In County		\$ 7,000	\$ 7,000	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 4,710	\$ 4,710	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental		\$ 112,845	\$ 112,845	
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				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 484,445	\$ 509,445	0
TOTAL EXPENSES	\$ 509,445			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 421,945		83%
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	\$ 62,500		12%
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			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	\$	484,445	0 5%

Grant Amount	\$	25,000	
Cash Revenues + Grant Amount	\$	509,445	
Total Revenues	\$	509,445	Total In-Kind % 0

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

**FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)**

**Agenda Item No.: A-18**

**ORGANIZATION:** Rotary Foundation of South Miami, Inc.

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

**PROJECT TITLE:** South Miami Rotary Art Festival

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 5,000.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 4TH

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 02-21-2015 through 02-22-2015

**EVENT LOCATION:** Sunset Drive Between Red road and US#1, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support the 32nd annual South Miami Rotary Art Festival located on Sunset Drive between Red Road and US#1 in downtown South Miami by greatly increasing our marketing. We feature 150 artists in a free, accessible, outdoor venue at the height of the tourist season, February 21-22, 2015. We have an international food court and continuous mellow jazz on stage. Always the weekend after Presidents Day, we anticipate up to 25,000 visitors from as far away as California.

**HOTEL CONFIRMATION:**

None

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	80	20,000
Out of County	100	2,000
Out of State	70	2,350
Foreign	0	400
<b>TOTAL</b>	<b>250</b>	<b>24750</b>

**MARKETING DETAILS:** We intend to promote the festival to a target market of patrons over 40 years old with household incomes over \$100K. This is essential in order to provide sales for our artists and craftspeople. While we have a general audience, it must also be a buying audience in order to sustain a festival that is now in its 32nd year. We want to create further awareness of the festival within the local media as a well-established, popular event. We will be increasing our pole banners which target commuters from 85 to 100 banners. These appear for one month prior to the festival. Our cross-street banner appears in South Miami two weeks prior to the festival. We use radio spots the week of the festival on WLRN, Classical South Florida, Easy 93.1. WFLC, and, a new station for us, WDNA. Print advertising placement includes online editions as well in the Miami Herald/El Nuevo Herald, SoMi Magazine, New Times, Ocean Reef Press, and Community Newspapers. The latter contains teaser ads for sponsors early in the process and for patrons as the festival nears. They also print our festival program as a 12 page insert in four local editions the week of the festival. The program, as a separate item, is also distributed in local businesses and during the festival. We appear in the Miami Convention and Visitors online and print editions of their calendar. We submit copy and photos to all local online calendars. Additionally, we cross market with our festival sponsors in all print and online media wherever possible. In addition we send news releases to all appropriate local media including television stations. Finally, we target market on Facebook with ads the week of the festival.

**PREVIOUS TDC FUNDING:** \$6,000 (13-14); \$5,000 (12-13); \$5,000 (11-12); (\$5,000 (10-11) - End of Cycle); \$3,000 (09-10); \$3,000 (08-09); \$3,000 (07-08); \$3,000 (06-07)

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

The 32nd annual South Miami Rotary Art Festival is a two day, juried festival always taking place the weekend after Presidents Day. This year the free to the public event will take place February 21-22, 2015 from 10-6 on Saturday with extended hours on stage and at the beverage booth and on Sunday from 10-5. The new hour earlier closing on Sunday is in response to our artists who want to be able to break down before dark.

In addition to our juried 150 artists we have an international food court and live mellow jazz throughout the festival. There is a jam session from 6-8 on Saturday night when we continue our beverage sales and entertain patrons who stay for the music and remain in South Miami to patronize our restaurants, bars, a few stores that remain open, and movies. Thus we provide a service to the merchants through increased exposure to our town.

We no longer have a children's section though there are vendors aimed at sales to children. The Shops of Sunset Place began entertaining children during our festival a few years ago with karate demonstrations and other children's activities.

The festival is on Sunset Drive from Red Road to US1 in vibrant downtown South Miami. It always attracts a number of tourists among the patrons who read about it in the Herald, Community Newspapers, and New Times as well as local magazines such as SoMi, in the many online calendars, and Facebook ads. Additionally they hear about it through radio ads and calendars such as Ed Bell on WLRN or see the 94 pole banners on our Miami-Dade streets and the cross-street banner on Sunset Drive in South Miami.

Our media sponsors are Miami Herald, Community Newspapers, New Times, SoMi Magazine, Ocean Reef Press, WLRN, WFEZ, WFLC, WDNA, and WKCP. They all have links on our website, are entitled to booth space at the festival, and, in some cases, provide on site coverage.

Hotel sponsors are merely those hotels for whom we provide links on our website. They include The Gables Inn, Holiday Inn University of Miami, Marriott Residence Inn Coconut Grove, Hampton Inns Coconut Grove and Dadeland, Marriott Dadeland, Courtyard Marriott Dadeland, Kendall Hotel and Suite Dadeland, and Hotel Indigo Dadeland. No rooms are blocked due to participants not utilizing this feature in the past, but hotels do extend discounts if available when booked.

TDC funding allows us to increase our marketing efforts through more pole banners, radio spots, newspaper ads, and online ads. With increased visibility we are able to attract more tourists to our event. Knowing that we will have these funds during the funding period also allows us to spend more of our funds earlier in our funding year to attract a broader range of fine craftspeople. This is an entirely separate

marketing effort from the one for patrons, and it publicizes our festival and Miami-Dade among a larger group of artists who make their living by traveling from state to state to appear in a range of festival.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration			0	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 1,350	\$ 1,350	
Outside Artistic Fees/Services	\$ 500	\$ 2,500	\$ 3,000	
Outside Other Fees/Services		\$ 4,000	\$ 4,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 8,000	\$ 35,500	\$ 43,500	\$ 9,600
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 700	\$ 700	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 1,500	\$ 5,000	\$ 6,500	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 1,750	\$ 1,750	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.			0	

Utilities		\$ 600	\$ 600	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 375	\$ 375	
Other Expenses				
Police and Public Works		\$ 13,500	\$ 13,500	
Artist Awards		\$ 4,325	\$ 4,325	
Printing		\$ 500	\$ 500	
Seed money		\$ 9,000	\$ 9,000	
Transfer to Foundation		\$ 30,822	\$ 30,822	
Subtotal	\$ 10,000	\$ 109,922	\$ 119,922	\$ 9,600
TOTAL EXPENSES	\$ 129,522			

**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	\$ 77,372		65%
Corporate Support	\$ 20,750		17%
Foundation Support			0
Private/ Individual Support			0
Other Private Support: Auxiliary Activities	\$ 1,800		2%
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			
In-kind media sponsorships		\$ 9,600	0
			0
			0
			0
Department of Cultural Affairs Grants			
Community Grant	\$ 10,000		8%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 109,922	\$ 9,600	8%

Grant Amount	\$ 10,000		
Cash Revenues + Grant Amount	\$ 119,922		
Total Revenues	\$ 129,522	Total In-Kind %	8%

## Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)

Agenda Item No.: A-19

**ORGANIZATION:** The Deering Estate Foundation, Inc.

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

**PROJECT TITLE:** 11th Annual Deering Seafood Festival on the Bay

**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:** 03-29-2015 through 03-29-2015

**EVENT LOCATION:** Deering Estate at Cutler, ,

### **PROJECT SYNOPSIS:**

Grant funds are requested to support the 11th Annual Deering Seafood Festival on the Bay. This event provides island themed all-day live entertainment, celebrity chef cooking demonstrations, fresh Florida seafood served up by local restaurants and caterers, Li'l Shrimp Kids Zone and Deering Discovery Cove Adventure with interactive educational, arts, crafts and recreational activities for children, Artist Lane featuring local artists and artisan crafters, and guided tours of the Deering Estate.

### **HOTEL CONFIRMATION:**

The Ritz Carlton Coconut Grove	Pending
The Dadeland Marriott	Pending
The Biltmore Hotel	Pending

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	430	5500
Out of County	20	1550
Out of State		1000
Foreign		200
TOTAL	450	8250

**MARKETING DETAILS:** Sheila Stieglitz coordinates our public relations and marketing. Over the years, we have developed excellent partnerships with ABC, NBC, CBS, Clear Channel, WLRN, South Florida Gourmet, The Miami Herald, Community Newspapers, Visit Florida, SocialMiami.com, Miami Family Magazine, Around Town, Miami Welcome/Bienvenido Magazine, Where and Dining Out Magazines; Caribbean News; Miami Parents Connect, Culture Shock Promotions, Go City Kids and Miami Visitors & Convention Bureau and with several radio stations and others. These partners provide a whole host of in-kind media coverage leading up to the event. Although last year's television/radio coverage reached well over 1 million viewers/listeners, we attribute much of the draw of out-of-area guests to our aggressive pursuit of placement on websites and internet calendar listings that relate to seafood, culture, festivals, family events and community happenings. Internet and social media coverage has grown substantially with our heavy emphasis on Internet calendar listings, postings and blogs, including Facebook, Twitter and Instagram. All newspaper and magazine articles are posted and/or linked to our website as well as the media's websites. We have also benefited from the festival being featured and/or posted on numerous hotel, travel, food and family-oriented sites including ZAGATS and BizBash.com. Our partners South Florida Gourmet, SocialMiami.com and VisitFlorida.com feature the festival for a full month leading up to the event each year.

To date we have renewed commitments in writing from WPLG, The Miami Herald, Sun103.1 Radio, Socialmiami.com, Pinecrest Magazine, Miami Family Magazine, Florida Keys Media, Food and Wine Talk and Community Newspapers. ABC/WPLG-10's Trent Arik will return as emcee again this year, having served in this capacity for the past 4 years. He graciously promotes the festival as part of his on-

air weather reports for a full week leading up to the event.

We are confident that our long-standing media sponsors will renew their support this year.

Our marketing efforts will also continue to include:

A) Advertising placement with The Miami Herald-Weekend, Miami Herald – Post Its, El Nuevo Herald; Around Town Magazine, SocailMiami.com Clear Channel Radio; Coastal Angler; SocialMiami.com, South Florida Gourmet, Visit Florida and multiple website listings including deeringdstate.org; Miami Family Magazine,

B) Print and signage with banners, posters and flyers, save the date cards and business card reminders; Deering Estate at Cutler monthly calendar of events and Park Life Magazine

**PREVIOUS TDC FUNDING:** \$9,000 (13-14); \$10,000 (12-13); {\$7,500 (10-11) - End of Cycle}; \$7,500 (09-10); \$5,000 (08-09); \$5,000 (07-08); \$5,000 (05-06)

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

Celebrating its eleventh year, the Deering Seafood Festival (DSF) is a day-long celebration of South Florida's heritage, cultural diversity, native habitats and scrumptious seafood offering live all-day island themed entertainment, celebrity chef demonstrations, an Artist Village featuring up to 20 exhibiting artists and artisan crafters, fresh Florida seafood prepared in a variety of ways by local restaurants and caterers and a Lil' Shrimp Kids Zone filled with interactive arts, crafts and educational and recreational activities for children. In 2014, DEF added a new dimension to the event by adding Connoisseur's Corner. Sponsored by ZYR Vodka, DSF served high end hor d'oeuvres and flavor-infused vodka.

The DSF will be held on Sunday, March 29, 2015 from 10am-6pm at The Deering Estate at Cutler. Tickets are \$25 for Adults (\$15 in advance online), \$5 for children 4-14 and children under 4 and Deering Estate Foundation Members are FREE.

The DSF is Miami-Dade County's most established Seafood Festival and unique among other longstanding Seafood Festivals by virtue of its venue and overall quality. The tourism impact continues to rise year over year as the event becomes more established and attracts national attention as a signature South Florida "Food" and "Family" event. Surveys results reveal steadily increasing numbers of state, national and international tourists; 2007-6%, 2008-12%, 2009-20%, 2010-30%, 2011-32%, 2012-33%, 2013-35%, 2014-37%. In 2014, tickets were purchased from across the country in numerous states, as well as internationally from Germany and Canada. Surveys also revealed guests from Chile and China.

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

We have developed excellent partnerships with ABC, NBC, Florida Keys Media, South Florida Gourmet, Community Newspapers, SocialMiami.com, Family Magazine, the Miami Herald/El Nuevo Herald, Visit Florida and many others and expect to renew their support.

We are proud to partner with the Ritz-Carlton Coconut Grove, Marriott Dadeland and The Biltmore Hotel as our host hotels for the DSF who offer discounted room rates to festival attendees through a link on our website.

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

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

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 12,500	\$ 12,500	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 36,000	\$ 36,000	
Outside Artistic Fees/Services	\$ 5,000	\$ 10,000	\$ 15,000	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 10,000	\$ 15,000	\$ 25,000	\$ 12,000
Marketing: Postage/Distribution		\$ 1,500	\$ 1,500	
Marketing: Web Design/ Support/ Maintenance		\$ 3,500	\$ 3,500	\$ 1,000
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental		\$ 30,000	\$ 30,000	\$ 10,000
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		\$ 4,000	\$ 4,000	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 14,000	\$ 14,000	\$ 5,000
Supplies/Materials		\$ 26,500	\$ 26,500	\$ 5,000
Other Expenses				
Police/Fire		\$ 6,750	\$ 6,750	
Volunteer Appreciation		\$ 2,000	\$ 2,000	
CC Processing		\$ 2,200	\$ 2,200	
Permits/Inspections		\$ 3,000	\$ 3,000	
Deering Discovery Cove and Educational Outreach		\$ 1,600	\$ 1,600	
Subtotal	\$ 15,000	\$ 168,550	\$ 183,550	\$ 43,000
TOTAL EXPENSES	\$ 226,550			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 72,000		39%
Memberships	\$ 15,000		8%
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 6,500		4%
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 45,000	\$ 30,000	25%
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			
FI Dept of Agriculture	\$ 2,000		1%

			0
			0
Gov't Grants: Local			
			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 28,050		15%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
MDCPROS - Deering Estate at Cutler		\$ 10,000	0
Village of Palmetto Bay - Buses		\$ 3,000	0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 168,550	\$ 43,000	8%

Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 183,550		
Total Revenues	\$ 226,550	Total In-Kind %	23%

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

**FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)**

**Agenda Item No.: A-20**

**ORGANIZATION:** The Unconservatory, Inc.

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

**PROJECT TITLE:** Gala For Two Pianos 2015

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 4,000.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 4TH

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 02-01-2015 through 03-01-2015

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

**PROJECT SYNOPSIS:**

Grant funds are requested to support Gala for Two Pianos, featuring performances by Unconservatory directors Whipple and Morales and guest artists.

Concerts will take place Sat., Feb. 28, 7:00 pm and Sun., Mar. 1, 4:00 pm at Miami Conservatory.

Educational

events will take place at MDC Kendall Campus and Miami Conservatory of Music in the school weeks preceding the concert weekend,

between February 28 and March 1. Scheduling of educational events and guest artists will be finalized in December.

**HOTEL CONFIRMATION:**

None

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	20	1900
Out of County		50
Out of State		30
Foreign		20
<b>TOTAL</b>	<b>20</b>	<b>2000</b>

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

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

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

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

Concentrated door-to-door efforts in the area of our lead venue are continuing. Events are

being promoted on our new site: [www.Facebook.com/unconservatory](http://www.Facebook.com/unconservatory)

Local media will be solicited as partners to offer free and/or low cost promotional assistance.  
(Please see our attached detailed marketing plan.)

Our media sponsors include WLRN Radio, Radio 1210 AM and Community Newspapers.

**PREVIOUS TDC FUNDING:** \$4,000 (13-14); \$4,000 (12-13); \$4,000 (11-12); {End of Cycle \$4,000 (10-11)}; \$4,000 (09-10); \$4,000 (08-09); \$4,000 (07-08); \$4,000 (06-07)

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

This grant will support the 15th annual Gala For Two Pianos, presented at Miami Dade College, Kendall and Miami Conservatory of Music. Internationally acclaimed concert artists Kirk Whipple & Marilyn Morales will return in 2015 to perform works for 1 piano / 4 hands. The duo will be joined by local vocalists in a performance of the finale of Beethoven's 9th Symphony. Guest vocal artists will be announced in December.

Public performances will take place at Miami Conservatory of Music on Sat., Feb. 28 at 7 pm. and Sun., Mar. 4 at 4 p.m. "Informance" activities will be presented to students from several (6 to 10) local schools and will take place from Feb. 1 through 27 during the school weeks preceding the concert weekend, once a week, to be scheduled by December. These educational Q & A concerts with the artists will be free to students and faculty. Ticket prices for public concerts range from \$10 - \$20.

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

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

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

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

Our media sponsors include WLRN Radio, Radio 1210 AM and Community Newspapers - Kendall &

Coral Gables. TDC funds enhance the attractiveness of this project to tourists. Support through the years from the TDC has allowed us to hire, promote and present world-class concert artists to local and foreign audiences in ways that would not be otherwise possible.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 0	\$ 1,000	\$ 1,000	\$ 500
Personnel: Artistic	\$ 0	\$ 0	0	\$ 0
Personnel: Technical/Production	\$ 0	\$ 0	0	\$ 0
Outside Artistic Fees/Services	\$ 5,000	\$ 10,500	\$ 15,500	\$ 1,350
Outside Other Fees/Services	\$ 0	\$ 3,500	\$ 3,500	\$ 500
Marketing ADV/ PV/ Printing/ Publication	\$ 0	\$ 5,000	\$ 5,000	\$ 500
Marketing: Postage/Distribution	\$ 0	\$ 1,000	\$ 1,000	\$ 250
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 1,000	\$ 1,000	\$ 400
Travel: In County	\$ 0	\$ 800	\$ 800	\$ 0
Travel: Out of County	\$ 0	\$ 0	0	\$ 0
Equipment Rental	\$ 0	\$ 0	0	\$ 0
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 500	\$ 500	\$ 250
Equipment Purchase	\$ 0	\$ 0	0	\$ 0
Equipment Purchase / for Performance, Exhibition, Event, etc.	\$ 0	\$ 0	0	\$ 0
Space Rental	\$ 0	\$ 0	0	\$ 0
Space Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 500	\$ 500	\$ 250
Mortgage/ Loan Payments	\$ 0	\$ 0	0	\$ 0
Insurance	\$ 0	\$ 0	0	\$ 0
Insurance / for Performance, Exhibition, Event, etc.	\$ 0	\$ 0	0	\$ 500

Utilities	\$ 0	\$ 0	0	\$ 0
Fundraising/ Development (Non-Personnel)	\$ 0	\$ 0	0	\$ 0
Merchandise/ Concessions/ Gift Shops	\$ 0	\$ 0	0	\$ 0
Supplies/Materials		\$ 1,000	\$ 1,000	\$ 0
Other Expenses				
Piano tuning	\$ 0	\$ 300	\$ 300	\$ 150
Videography	\$ 0	\$ 500	\$ 500	\$ 500
Audio recording	\$ 0	\$ 1,000	\$ 1,000	\$ 500
Audio editing	\$ 0	\$ 500	\$ 500	\$ 500
			0	
Subtotal	\$ 5,000	\$ 27,100	\$ 32,100	\$ 6,150
TOTAL EXPENSES	\$ 38,250			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 5,000		16%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 3,500		11%
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 2,000		6%
Foundation Support	\$ 1,000		3%
Private/ Individual Support	\$ 7,250	\$ 3,000	23%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			

			0
			0
			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 1,850		6%
Other Revenues			
Ad sales / trade services	\$ 2,500	\$ 500	8%
Venue service discounts		\$ 1,000	0
Other volunteer support and discounts		\$ 1,650	0
			0
Department of Cultural Affairs Grants			
Developing Arts in Neighborhoods Grant	\$ 4,000		12%
			0
			0
			0

			Grant Amount % of Total Cash Revenues
Subtotal	\$ 27,100	\$ 6,150	16%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 32,100		
Total Revenues	\$ 38,250	Total In-Kind %	19%

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

**FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)**

**Agenda Item No.: A-21**

**ORGANIZATION:** Womens International Film & Arts Festival, Inc.

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

**PROJECT TITLE:** 10th Annual Women's International Film & Arts Festival

**SUBCOMMITTEE**  
**RECOMMENDATION:** \$  
6,300.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 4TH

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 02-28-2015 through 03-08-2015

**EVENT LOCATION:** James L Knight Center & Hyatt Regency Hotel, Miami Beach Cinemateque,

**PROJECT SYNOPSIS:**

Grant funds are requested to support the 10th Anniversary Celebratory Year of The Annual Women's International Film & Arts Festival.

**HOTEL CONFIRMATION:**

Hyatt Regency Hotel	200 Room Nights
Betsey Hotel	100 Room Nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	20	6000
Out of County	10	2500
Out of State	75	1000
Foreign	15	1000
<b>TOTAL</b>	<b>120</b>	<b>10500</b>

**MARKETING DETAILS:** WIFF's comprehensive, multi-platform marketing plan includes an aggressive media relations campaign, e-marketing, local media sponsorships with Miami New Times, WPBT-TV, NBC-6, Around Town Magazine and COMCAST Cable and promotional activities through our corporate sponsors.

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

The marketing kicked off in September at the Toronto International Film Festival (TIFF), North America's largest film festival where more than 250,000 filmmakers and filmlovers converge. A 10th anniversary kick-off reception was staged. Invitations to more than 2000 delegates were sent electronically and WIFF had more than 200 people in attendance at the end.

Another activation is scheduled to take place in Los Angeles as part of the American Film Market/American Film Institute Fest. More than 20,000 'Save The Dates Cards' are scheduled to be distributed nationally and internationally to media professionals, filmmakers and film organizations. They were distributed throughout TIFF, and are scheduled to be distributed in Los Angeles and through our partner organizations throughout the US, Canada and Europe.

In addition, they will be distributed locally through direct mail to film & arts enthusiasts, women's organizations, WIFF's mailing list as well as at film schools at colleges and universities throughout the tri-county area. We will be attending local events and presenting events throughout the season including weekly film screenings monthly networking events called "Wednesdays With Women," to further develop

our audience.

Festival Director Yvonne McCormack Lyons will also be presenting film segments on the weekly show called "Reel Moments" through our media partner WPBT-Channel 2. Our marketing strategy for penetrating the local market includes:

- Placement of billboards on major thoroughfares throughout Miami Dade County
- Partnerships with magazines such as Deco Drive magazine, Miami Art Guide, Around Town Magazine for coverage and advertising.
- Broadcast advertising will occur on radio station WLTE, and television on several stations targeting women through Comcast Cable (Lifetime Network, BRAVO, HGTV, etc. ) and interviews will be conducted on key national radio stations in NY, Chicago and LA.
- We will also be working with our community partners to utilize their e-mailing lists
- WIFF has secured PR Agency who specializes in Entertainment Marketing for national tv and magazine coverage
- Utilization of Social Media tools: Facebook, Linked In, Instagram, Twitter, blogs, and e- newsletters will be used at higher concentrations to attract the international community and younger audiences who use these media
- WIFF is working closely with the Miami Conv. & Visitors Bureau to secure international media, promote WIFF's Girlfriends Getaway Program

**PREVIOUS TDC FUNDING:** \$7,200 (13-14); \$8,100 (12-13); \$9,000 (11-12); {End of Cycle \$5,000 (10-11)}; \$5,000 (09-10); \$5,000 (08-09); \$10,000 (07-08); \$5,000 (06-07)

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

### **WHAT/WHEN:**

The 2015 Women's Film Fest is a 10th anniversary celebration of a cultural event supporting women filmmakers & artists. WIFF begins with a special gala opening on February 28 (invited are Jane Fonda and Diahann Carroll). More than 100 events will follow throughout the nine days, including 90 curated films, red carpet presentations, 12 industry workshops, receptions, an awards ceremony streamed online culminating with a "Celebration of Women" concert. The 9 day festival is held during Women's History Month, March 1-8.

In addition to film screenings, WIFF 2015 will also encompass:

1. A TWO DAY CONFERENCE: workshops and panels address the art and business of independent filmmaking
2. "BOOKS TO FILM": examines the development of books to film in partnership with Miami-Dade Libraries.
3. "ON TOP OF MIAMI" Rooftop Film Series (3 films in total are scheduled)
4. "CELEBRATION OF WOMEN" Concert

### **WHERE:**

Screenings and workshops will be held at the Jackie Gleason Center, the New World Center and the Wolfsonian, The Betsey Hotel, Miami Beach Cinemateque, the Versace Villa and the downtown Main Library.

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

### **HOW WIFF ATTRACTS TOURISTS:**

The festival by nature is international in scope. WIFF annually receives more than 400 films from around the globe. Films chosen are required to have representatives attend. In the past, as much as to 12 participants per film have attended. This year's Books to Film program and focus on our international conference will bring additional industry executives, speakers and emerging authors and filmmakers who want to learn more about the industry. More than 300 room nights have been booked for the festival. In addition, our "WIFF Girlfriend's Getaway" program is specifically designed to attract non-industry women to Miami, to attend WIFF's screening & special events and enjoy Miami offerings.

### **MARKETING EFFORTS:**

Marketing for 2015 will focus on media partnerships for ads, extended media stories and digital. Broadcast includes 17 networks on Comcast Cable, Live coverage on entertainment programs,

interviews on CNN Latino, etc.

Magazine ads will be placed in Deco Drive magazine, Around Time, Village Voice, etc.

Digital Platforms include Comcast's Infinity network, New Times Digital and all of our partners' (corporate, Non Governmental & Community Organizations) social media and email lists.

#### HOW TD FUNDING HELPS:

TDC Funding Helps WIFF extend its marketing reach by leveraging its budget to create added value and extend to international film publications and national arts publications. Funding also goes to our PR teams specializing in the entertainment industry helping to create a buzz for the festival and Miami. The Miami CVB, YellowBrick Road Branding, Allied Media are also involved.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 115,000	\$ 115,000	\$ 43,200
Personnel: Artistic		\$ 10,000	\$ 10,000	
Personnel: Technical/Production		\$ 2,500	\$ 2,500	
Outside Artistic Fees/Services		\$ 30,000	\$ 30,000	
Outside Other Fees/Services		\$ 60,000	\$ 60,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 20,000	\$ 75,000	\$ 95,000	\$ 20,000
Marketing: Postage/Distribution		\$ 1,500	\$ 1,500	
Marketing: Web Design/ Support/ Maintenance		\$ 2,700	\$ 2,700	
Travel: In County		\$ 1,000	\$ 1,000	
Travel: Out of County		\$ 3,000	\$ 3,000	\$ 16,800
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 5,000	\$ 15,000	\$ 20,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 50,000	\$ 50,000	
Mortgage/ Loan Payments			0	

Insurance		\$ 1,550	\$ 1,550	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)		\$ 3,500	\$ 3,500	
Merchandise/ Concessions/ Gift Shops		\$ 1,000	\$ 1,000	
Supplies/Materials			0	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 371,750	\$ 396,750	\$ 80,000
<b>TOTAL EXPENSES</b>	<b>\$ 476,750</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 78,000		20%
Memberships	\$ 10,000		3%
Tuitions/Enrollment Fees	\$ 83,750		21%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 120,000	\$ 80,000	30%
Foundation Support	\$ 30,000		8%
Private/ Individual Support	\$ 10,000		3%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
			0

Gov't Grants: State			0
			0
			0
Gov't Grants: Local			
City of Miami	\$ 5,000		1%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 5,000		1%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Vendors	\$ 5,000		1%
Program Ads	\$ 10,000		3%
			0
			0
Department of Cultural Affairs Grants			
Community Grants	\$ 15,000		4%
			0
			0
			0

			Grant Amount % of Total Cash Revenues
Subtotal	\$ 371,750	\$ 80,000	6%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 396,750		
Total Revenues	\$ 476,750	Total In-Kind %	20%

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

**FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)**

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

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**ORGANIZATION:** Community Television Foundation of South Florida  
WPBT2

**GRANT REQUEST:** \$  
14,000.00

**PROJECT TITLE:** art loft

**SUBCOMMITTEE**  
**RECOMMENDATION:** \$  
14,000.00

**PROJECT TYPE/CATEGORY:** Television

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3RD

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 09-01-2014 through 08-31-2015

**EVENT LOCATION:** WPBT Channel 2, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support art loft, a weekly arts television program focusing on the emerging South Florida arts scene and its new special series called the Curator's Collection. Local museum and gallery curators are invited to produce (or "curate") a special episode of art loft based on their own artistic vision. It is a way to join together South Florida's world class art's institutions with the reach of public broadcasting to create true community impact and attract visitors.

**HOTEL CONFIRMATION:**

N/A

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	150	1,000,250
Out of County	50	621,130
Out of State	50	
Foreign		
<b>TOTAL</b>	<b>250</b>	<b>1621380</b>

**MARKETING DETAILS:** Art Loft is a weekly arts television program focusing on the emerging South Florida arts scene. Part showcase, part classroom, the series promotes and analyzes the local arts community with the intent to create greater arts awareness, bridge our various creative communities and share South Florida's artistic side with the world.

Art Loft not only reaches into our own community to tell the stories of artists and art organizations, but it also shares the richness of arts on the national scene with South Florida viewers. Whether it is a world-renowned sculpture, a promising local filmmaker or a quirky festival, Art Loft has something for every South Floridian.

In this upcoming season, we are adding a new element to Art Loft, a series of episodes called the Curator's Collection. Local museum and gallery curators are invited to produce (or "curate") a special episode of Art Loft based on their own artistic vision. It is a way to join together South Florida's world class art's institutions with the reach of public broadcasting to create true community impact and attract visitors.

The grant funds we would request from the Tourist Development Council would go directly to supporting and marketing Miami-Dade specific Curator's Collection episodes. We believe the event nature of the broadcast, as well as working directly with local arts organizations, creates an opportunity in line with both WPBT2's and TDC's missions.

The special series will receive marketing and promotion supported in a variety of ways, with the goal to drive tune-in, promote the arts organization to visitors and encourage the audience to watch the program

online or on mobile after the broadcast. Efforts may include the following.

- Printed ads in industry and related publications, such as Playbill, Ocean Drive and ARTPULSE.
- Paid posts for Art Loft and museum/gallery social media destinations, such as Facebook.
- Weekly Eblasts will be created for each episode and emailed to WPBT2 and museum/gallery databases, including interviews with the curator and event listing for the museum/gallery.
- Bus wraps/signage in targeted Miami-Dade arts areas, such as Wynwood and Coral Gables
- Postcards and giveaways distributed to art related groups/museums/galleries to promote airing
- Screening of an episode at the associated venue, where the public will be invited to attend for free

**PREVIOUS TDC FUNDING:** \$15,750 (13-14); \$17,500 (12-13)

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

Art Loft is a weekly arts television program focusing on the emerging South Florida arts scene. Part showcase, part classroom, the series promotes and analyzes the local arts community with the intent to create greater arts awareness, bridge our various creative communities and share South Florida's artistic side with the world. Season 3 airs from September 1, 2014 through August 31, 2015.

The series combines a wide variety of locally produced cultural and arts content, which provides viewers with a lens to the thriving and local arts scene while also providing a global perspective. Not only does the series introduce the viewers to Miami's most interesting artists, it also provides exposure to artistic excellence across a diverse spectrum of artistic disciplines and geographic locations. The potential target audience, including adults and children, is 1,621,380, providing an excellent opportunity to reach more people and make a "buzz" about Miami being a diverse tourist destination, driving tourism to the city.

Each episode is introduced by our local host, Kalyn James, who puts art and cultural profiles in perspective, with some highlights of her own, with segments featuring exhibitions, performances, concerts, readings, film screenings, art fairs and festivals, programs that raise awareness of cultural heritage, programs that employ innovative forms of art and its delivery and programs that extend the arts to underserved populations, whose opportunities are limited by geography, ethnicity, economics or disabilities.

In this upcoming season, we are adding a new element to Art Loft, a series of episodes called the Curator's Collection where local museum and gallery curators are invited to produce (or "curate") a special episode of Art Loft based on their own artistic vision. It is a way to join together South Florida's world class art's institutions with the reach of public broadcasting to create true community impact and attract visitors.

The series is also a unique collaboration between WPBT and select PBS markets, including Boston, Chicago, Houston, Las Vegas, Milwaukee, New York, Philadelphia, San Francisco and Los Angeles, among others, to deliver cutting edge stories from Miami and around the country. Likewise, those cities' viewers will have an opportunity to view the Miami content, further making an impact on tourism since PBS stations around the country will acknowledge that the stories are performed, created and filmed in Miami.

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

broadcast.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 39,000	\$ 39,000	
Personnel: Artistic	\$ 1,200	\$ 14,400	\$ 15,600	
Personnel: Technical/Production	\$ 800	\$ 47,892	\$ 48,692	
Outside Artistic Fees/Services		\$ 30,200	\$ 30,200	
Outside Other Fees/Services		\$ 10,000	\$ 10,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 11,000	\$ 1,250	\$ 12,250	
Marketing: Postage/Distribution		\$ 500	\$ 500	
Marketing: Web Design/ Support/ Maintenance	\$ 1,000	\$ 3,410	\$ 4,410	
Travel: In County		\$ 253	\$ 253	
Travel: Out of County		\$ 500	\$ 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.			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				
CTF Benefits		\$ 6,082	\$ 6,082	
EFP Equipment		\$ 33,013	\$ 33,013	
Edit Suite			0	\$ 49,000
			0	
			0	
Subtotal	\$ 14,000	\$ 186,500	\$ 200,500	\$ 49,000
TOTAL EXPENSES	\$ 249,500			

**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	\$ 30,000		15%
Foundation Support	\$ 95,000		47%
Private/ Individual Support	\$ 61,500		31%
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			
EFP Equipment			0
Edit Suite		\$ 49,000	0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 186,500	\$ 49,000	7%

Grant Amount	\$ 14,000		
Cash Revenues + Grant Amount	\$ 200,500		
Total Revenues	\$ 249,500	Total In-Kind %	24%

## Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)

Agenda Item No.: C-1

**ORGANIZATION:** Junior Orange Bowl Committee, Inc.

**GRANT REQUEST:**

\$ 15,000.00

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

**SUBCOMMITTEE**

**RECOMMENDATION:**

\$ 10,800.00

**PROJECT TYPE/CATEGORY:** Sport

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2ND

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 12-04-2014 through 01-25-2015

**EVENT LOCATION:** Crandon Park Tennis Center, Miami Southridge Stadium , Biltmore Tennis Center

### **PROJECT SYNOPSIS:**

Grant funds are requested to support the events of the annual Junior Orange Bowl Festival that attract out of town participants. These events include the Tennis Championship, the Golf Championship, the Chess Championship, the Sports Ability Games, the Basketball Classic and the Hockey Tournament. Each of these events host youth participants living outside Miami-Dade County, accruing well over 1,000 room nights locally. The project will take place from October-December in Miami-Dade County.

### **HOTEL CONFIRMATION:**

The Biltmore	600 room nights
Holiday Inn University	350 room nights
Homewood Suites Hilton	350 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	1600	2000
Out of County	900	1250
Out of State	755	1000
Foreign	1700	1250
TOTAL	4955	5500

**MARKETING DETAILS:** The events of the Junior Orange Bowl Festival are marketed and promoted through many avenues. Our primary and most widely used tool is our website ([www.jrorangebowl.org](http://www.jrorangebowl.org)), which was recently redesigned and relaunched in September 2013. Each event of the Junior Orange Bowl Festival has an individual event page with event date, registration and sponsor information. The Junior Orange Bowl also focuses much of its marketing efforts on social media across multiple platforms that aims to engage current, past, and future participants and members. The ultimate goal of the campaign is to increase the number of youth participants in the annual festival of events. An increase in participants will result in an increase in annual visitors to Miami-Dade County. The Junior Orange Bowl strives to stay up to date on the latest marketing trends and is moving towards a marketing strategy that focuses more on digital and social media. These marketing mediums allow the Junior Orange Bowl to more effectively stay in touch with the National and International participants that make up the organizations target market. Junior Orange Bowl events are also promoted through traditional mediums such as banners, print ads in newspapers and magazines, press releases, and radio advertising.

**PREVIOUS TDC FUNDING:** \$12,000 (13-14); {\$6,000 (12-13) - End Cycle}; \$7,000 (11-12); \$8,000 (10-11); \$9,000 (09-10); \$10,000 (08-09)

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

The project consists of six events, all of which attract out of town participants to Miami-Dade County. These events have been hosted for over 50 years with great success. We have over 150 members and over 1500 volunteers to help the events run smoothly. The events will collectively attract over 3000 youth participants and over 10,000 attendees. All these events will utilize over 1500 room nights to house participants, coaches, officials, family, and friends. The international sports events are marketed primarily through our website and social media platforms, youth sports magazines, sports associations, and trade publications worldwide. The Basketball Classic is marketed within USA and Canada. The Sports Ability Games focuses on attracting youths from Florida with a small number of international participants. The International Chess Championships is promoted through Chess associations in various countries. The Ice-Hockey tournament is promoted through the Junior Orange Bowl's online presence as well as the online presence of the Kendall Ice Arena, which hosts the event. Each event charges an entry fee to participate with all participants receiving a gift bag with t-shirts and other items. In many cases, we arrange transportation for participants, provide meals, and promote the use of our fine restaurants and attractions during their stay in Miami-Dade County.

### **JR ORANGE BOWL INT'L TENNIS CHAMPIONSHIP (12/14/14/23/14)**

Locations: University of Miami Tennis Center, Salvadore Park, The Biltmore Tennis Center, Crandon Park Tennis Center. Now in its 52nd year, this youth tournament consistently draws the top boys and girls (11-14 years) from around the world to compete. This year we expect over 1,400 participants from over 70 countries. Hotels that have partnered with the tournament for special rates include: The Biltmore Hotel, Holiday Inn University, Homewood Suites Hilton, Courtyard Marriot Coral Gables, Howard Johnson/Plaza Hotel, Miami Hampton Inn Coconut Grove/Coral Gables. Entry fees for this event are \$125 per participant. There is no ticket charge to attend.

### **JR ORANGE BOWL INT'L GOLF CHAMPIONSHIP (12/26-14/30/14)**

Location: Biltmore Golf Course

250 of the world's best junior amateur golfers ages 18 and under from 40 countries and throughout the USA tee-off in the 50th annual golf tournament which is considered the "masters of junior golf". The Biltmore Hotel arranges special room rates for participants as well as other area hotels. Entry fees for this event are \$415 per participant. There is no ticket charge to attend this event.

### **JR ORANGE BOWL INT'L CHESS CHAMPIONSHIP (12/27-14/29/14)**

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

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration			0	
Personnel: Artistic		\$ 3,500	\$ 3,500	\$ 1,000
Personnel: Technical/Production		\$ 35,000	\$ 35,000	\$ 2,500
Outside Artistic Fees/Services			0	
Outside Other Fees/Services		\$ 3,600	\$ 3,600	
Marketing ADV/ PV/ Printing/ Publication		\$ 31,150	\$ 31,150	\$ 6,000
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 3,800	\$ 3,800	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 5,000	\$ 26,200	\$ 31,200	\$ 10,500
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event,		\$ 0,000	\$ 0,000	

etc.		\$ 2,000	\$ 2,000	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 33,250	\$ 33,250	
Supplies/Materials		\$ 7,100	\$ 7,100	
Other Expenses				
Officials & Referees	\$ 10,000	\$ 35,000	\$ 45,000	
Awards & Trophies		\$ 7,500	\$ 7,500	\$ 2,000
Food for Participants		\$ 5,600	\$ 5,600	\$ 3,500
Hotel Accomodations		\$ 15,000	\$ 15,000	
			0	
Subtotal	\$ 15,000	\$ 208,700	\$ 223,700	\$ 25,500
<b>TOTAL EXPENSES</b>	<b>\$ 249,200</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 9,700		4%
Memberships			0
Tuitions/Enrollment Fees	\$ 137,500		61%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 12,000		5%
Foundation Support	\$ 8,000		4%
Private/ Individual Support	\$ 22,000		10%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0

			0
			0
Gov't Grants: Local			
			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 11,000		5%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Ad Sales	\$ 4,000		2%
		\$ 25,500	0
			0
			0
Department of Cultural Affairs Grants			
Festivals and Special Events Grant	\$ 4,500		2%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 208,700	\$ 25,500	7%

Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 223,700		
Total Revenues	\$ 249,200	Total In-Kind %	11%

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

**FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)**

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

**ORGANIZATION:** Film Life, Inc.

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

**PROJECT TITLE:** Plunge Culture and Creativity Conference

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 16,750.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2ND

**STATUS:** Organization - For-Profit

**DATE(S) OF EVENT:** 11-06-2014 through 11-09-2014

**EVENT LOCATION:** Eden Roc Resort, Regal South Beach Stadium 18,

**PROJECT SYNOPSIS:**

Grant funds are requested to support the Plunge Culture & Creativity Conference (PLUNGE), an exclusive multicultural gathering of professional people with a common interest in artistry, innovation and ingenuity. The three-day event will showcase extraordinary people at the vanguard of groundbreaking work in the arts, entertainment & media, food & lifestyle, and technology. PLUNGE will offer inspiring talks, culture classes, networking sessions, and showcases of innovative products and ideas.

**HOTEL CONFIRMATION:**

Eden Roc	201 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	4	21
Out of County	0	2
Out of State	7	172
Foreign	0	2
<b>TOTAL</b>	<b>11</b>	<b>197</b>

**MARKETING DETAILS:** To reach our target audience, we will execute a marketing campaign centered on peer-to-peer outreach, professional networks and multicultural organizations, along with a high concentration of electronic marketing in various media. The marketing tactics being used includes targeted promotion and advertising including the following:

- \* Print Ads in Magazines - Black Enterprise and Upscale magazines
- \* High Level Networking - Professional outreach and influencer events
- \* Social Media - Facebook, Twitter and Instagram Postings
- \* Direct Mail Campaign - Personal invitations to Film Life's professional network
- \* Digital Mail Campaign - individual email invitations and promotional e-blasts
- \* Online Advertising - ROS Banner ads on AOL and HuffPost, Banner ads on Black Enterprise Website

**PREVIOUS TDC FUNDING:** \$25,000 (12-13)

**OTHER GOVERNMENT FUNDING:**

Applied to VCA Tap - \$10,000

## **PROJECT NARRATIVE:**

The Plunge Culture & Creativity Conference (Plunge) is a multicultural networking event showcasing extraordinary people at the vanguard of groundbreaking work in the arts, entertainment and sports, lifestyle, media and technology. The event will be three days of inspiring talks, dynamic presentations and entertainment, and will attract professionals, influencers and artists from around the country to converge on Miami Beach.

Plunge 2014 kicks off with the "IT'S SO MIAMI" Welcome Reception the Eden Roc Resort Ocean Garden Pool on Thursday, November 6. Tastemakers and leading executives from major markets will attend the official conference kick-off party, mingle with local community leaders, and celebrate the flavors of Miami with hors d'oeuvres and an open bar featuring specialty cocktails and premium spirits.

Day two and three includes showcases of successful creative projects, and a film event featuring a screening of "Beyond the Lights" and talk with writer and director, Gina Bythewood. Visual presentations include behind the scenes of HBO's "Game of Thrones" musical complications and the making of Pharrell's "Happy" song and video. Entertainment at the event includes Miami Heat Dancers, DeeJay lessons and showcases and a "shark tank" like Innovation Slam competition event. Attendees also have the opportunity to dine out with a celebrity and get tips on being successful in the entertainment industry.

Targeted promotion and advertising feature both the Miami Beach as a destination as well as the Plunge event. High-level networking, a direct mail campaign, e-marketing (e-blasts and one-on-one solicitations) and a social media campaign, are all marketing efforts geared toward promoting Miami Beach as a welcoming and attractive destination for African Americans and other minorities.

Plunge print ads will be placed in 2 issues of Black Enterprise magazine, and e-blasts to their subscriber database. Plunge advertisement is included in print ads and e-mail marketing promoting Miami, in partnership with the GMCVB, as a destination for African American travelers. This includes 2 print ads in Uptown Magazine during the months of Sept. and Oct., web banners on AOL for 2 months, and a minimum of 14 e-blasts. Outdoor digital billboard as were also secured in 4 major markets - South Florida, New York, Atlanta and Los Angeles.

The event will also be promoted through partner events and websites, including the ABFF. Identifying events and partner organizations is ongoing and will continue through the October 30, 2014.

We have partnered with Eden Roc Resort as the host hotel for the event and will host most of our activities there. We have secured a minimum of 201 room nights and anticipate more from other area hotels. This event is open to the public. Event passes and tickets available on the Plunge Website and

through Eventbrite.com. There were approximately 180 people in attendance and there were 11 participants.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 1,000		\$ 1,000	
Personnel: Artistic	\$ 0		0	
Personnel: Technical/Production	\$ 5,000		\$ 5,000	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 6,000		\$ 6,000	
Marketing: Postage/Distribution	\$ 500		\$ 500	
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.	\$ 12,500		\$ 12,500	
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				
Production: Audio Visual	\$ 0		0	
Production: Set Design	\$ 0		0	
Food & Beverage (Eden Roc)	\$ 0		0	
Security & Hospitality	\$ 0		0	
			0	
Subtotal	\$ 25,000	0	\$ 25,000	0
<b>TOTAL EXPENSES</b>	<b>\$ 25,000</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 49,650		19%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other	\$ 150,000		57%
Rental Income			0
Corporate Support	\$ 30,000		11%
Foundation Support			0
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0

			0
Gov't Grants: Local			
Miami Beach VCA	\$ 10,000		4%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 239,650	0	9%

Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 264,650		
Total Revenues	\$ 264,650	Total In-Kind %	0

## Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)

Agenda Item No.: E-1

**ORGANIZATION:** Chopin Foundation of the United States, Inc.

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

**PROJECT TITLE:** Ninth National Chopin Piano Competition

**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:** 02-20-2015 through 03-01-2015

**EVENT LOCATION:** Miami-Dade County Auditorium, ,

### **PROJECT SYNOPSIS:**

Grant funds are requested to support the Ninth National Chopin Piano Competition which takes place in Miami only every five years. Open exclusively to American pianists, the Competition attracts the very best musicians from across the nation to perform at the Miami-Dade County Auditorium. The competition also draws a number of local, regional, national & international Chopin enthusiasts who attend the opening gala concert on February 20 and stay through the Finals and Award Ceremony on March 1.

### **HOTEL CONFIRMATION:**

Westin Colonade	151 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	50	1,660
Out of County	7	1,550
Out of State	24	300
Foreign	3	100
<b>TOTAL</b>	<b>84</b>	<b>3610</b>

**MARKETING DETAILS:** 1) Brochures, Postcards and Flyers are mailed throughout the season. They are also distributed to Miami-Dade and Broward county hotels, visitor centers, public libraries, bookstores, galleries, schools, music teachers associations and other public places (10,000+ brochures per season).

2) E-mail announcements are sent once a week during the season to a growing list of subscribers (approx. 3500 active contacts).

3) Polonaise Magazine is printed and mailed twice a year to music schools and teachers, young pianists, music organizations, and sponsors throughout the U.S. as well as to Foundation members, international Chopin Societies and Ministers of Culture in 43 countries, including Australia, Hong Kong, Japan, Russia, Turkey, Israel, Poland, France, Canada, Peru, Chile and Argentina. (3,500 per printing)

4) Website: The Chopin Foundation's home page ([www.chopin.org](http://www.chopin.org)) is linked to a number of major music schools and cooperating music organizations around the country, and to Chopin Societies around the world. International portals that promote Chopin's music such as the [www.ifcs.pl](http://www.ifcs.pl), [www.InfoChopin.pl](http://www.InfoChopin.pl) and [www.nifc.pl](http://www.nifc.pl), (the site of the Frederic Chopin National Institute in Warsaw), and other music pages of note, list our events and include links to our website.

5) Press Releases announcing our programs are sent to local, national and international media lists. Radio stations include: Classical South Florida 89.7 FM, WLRN, the NPR's Performance Today in Washington, DC, and WQXR in New York. Local and national media contacts include The Miami Herald, El Nuevo Herald, Diario Las Americas, Sun-Sentinel, Sun Post, South Florida Concert Review, New

Times, Miami Times, New York Times, the Polish Daily News of New York, the Polish Daily News of Chicago, White Eagle in Boston, and Los Angeles Times.

6) Paid Ads promoting the National Chopin Piano Competition are placed in selected print, electronic and radio media. Print ads are placed in: International Piano, Musical American Directory, Clavier Companion and Music Teachers National Association's Magazine, Miami Herald, Sun-Sentinel and more. Radio ads run on Classical South Florida, WLRN Public Radio and WDNA. E-blasts are sent through local outlets such as Organiste.net and Classical Connections.

7) Cultural Events Guides: Our season schedule is included in many electronic and printed local guides, such as www.miami.com, the GMCVB and the M-D Department of Cultural Affairs' Culture Shock calendar listings, the City of Coral Gables, and others. Our events frequently appear in the Weekend Calendar sections of the Miami Herald, El Nuevo Herald, Diario Las Americas and Sun-Sentinel.

8) We cross-promote our concerts with local presenters and music organizations, incl. St. Martha's Yamaha Series, Miami Friends of Chamber Music, Festival Miami, Coral Gables Congregational Church, the Miami International Piano Festival, the Adrienne Arsht Center, and more.

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

State of Florida - \$10,000

NEA - Pending

## **PROJECT NARRATIVE:**

In 2015, we will present the 9th edition of the National Chopin Piano Competition which is open exclusively to young talented American pianists between 17 and 30 years of age. Two top winners of the competition receive substantial cash prizes (1st prize \$75,000, 2nd prize \$35,000), and are automatically admitted to the Int'l Chopin Competition in October 2015. Four other finalists receive all-expense-paid trips to Poland to the Preliminary Round of that competition in April 2015.

The Ninth NCPC will begin with the Opening Gala Concert on Friday, Feb 20th, where all nine Competition jurors will perform to benefit the Chopin Foundation. Tickets are \$35 - \$45 (free for students & Chopin members.)

The preliminary Competition sessions will be held from February 21 to February 26 - from 9:30 am through 5 pm and are FREE and open to the public.

In the final round, 6 finalists will perform a Chopin's concerto with orchestra; 3 finalists on Saturday evening (February 28) and 3 on Sunday afternoon (March 1). On March 1, after the last performance, the Awards Ceremony will take place. Tickets to the Finals Part 1 are \$15 - \$25; tickets to Part II of the Finals and Awards Ceremony are \$25 - \$35 (free for students & Chopin members)

All finalists will be accompanied by the Chopin Foundation Orchestra comprised of local musicians and members of the FIU Symphony Orchestra, led by renowned Polish conductor, Grzegorz Nowak, Principal Associate Conductor of the Royal Philharmonic and artist-in-residence at FIU's School of Music.

During the 4 years leading up to the Competition, the Chopin Foundation actively recruits sponsors, volunteers and supporters locally, nationally and internationally. Great effort is made to reach out to local, state and national music teachers to recruit contestants - the very best American pianists performing today.

Negotiations with media sponsors, such as Classical South Florida begin years in advance. The WLRN, Miami Herald and other media outlets have offered a 50/50 buy match for advertising. Announcements have been made nationally and internationally through International Piano Magazine, MTNA magazine, Clavier Companion and the Julliard Journal for example.

A contract has been signed with the Westin Colonade in Coral Gables committing 150 room nights. Additional rooms will be made available to Competition attendees at special rates. Other hotels that have offered discounts to Competition attendees are Hotel St. Michel, also in Coral Gables and the Four Ambassadors Suites Hotel on Brickell Bay Drive.

In the world of classical music, Chopin is notorious for attracting the largest and most passionate audiences. Holding a national competition with international significance in Miami during February has historically attracted many tourists to the area. Support from the TDC will help the Competition's marketing efforts, help cover the costs of producing the event at the beautiful Miami-Dade County Auditorium, and artists' fees.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 66,000	\$ 66,000	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 12,500	\$ 54,500	\$ 67,000	
Outside Other Fees/Services		\$ 37,000	\$ 37,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 7,500	\$ 28,100	\$ 35,600	\$ 9,500
Marketing: Postage/Distribution		\$ 4,400	\$ 4,400	
Marketing: Web Design/ Support/ Maintenance		\$ 2,000	\$ 2,000	
Travel: In County		\$ 27,500	\$ 27,500	
Travel: Out of County		\$ 19,500	\$ 19,500	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	\$ 30,000
Equipment Purchase		\$ 2,200	\$ 2,200	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental		\$ 12,500	\$ 12,500	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 5,000	\$ 6,000	\$ 11,000	

Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 1,500	\$ 1,500	
Utilities		\$ 2,500	\$ 2,500	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 2,000	\$ 2,000	
Supplies/Materials		\$ 3,500	\$ 3,500	
Other Expenses				
Competition Prizes		\$ 159,000	\$ 159,000	
Competition Hospitality		\$ 20,000	\$ 20,000	
Other Competition costs		\$ 3,500	\$ 3,500	
			0	
			0	
Subtotal	\$ 25,000	\$ 451,700	\$ 476,700	\$ 39,500
<b>TOTAL EXPENSES</b>	<b>\$ 516,200</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 31,500		7%
Memberships			0
Tuitions/Enrollment Fees	\$ 2,250		0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 45,000	\$ 39,500	9%
Foundation Support	\$ 137,000		29%
Private/ Individual Support	\$ 95,000		20%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			
NEA	\$ 10,000		2%
			0
			0
Gov't Grants: State			

Florida State GPS	\$ 15,000		3%
			0
			0
Gov't Grants: Local			
			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 3,500		1%
Investment Income (Endowment)			0
Interest and Dividends	\$ 10,000		2%
Cash on Hand	\$ 42,950		9%
Other Revenues			
Competition Journal Ads	\$ 9,500		2%
			0
			0
			0
Department of Cultural Affairs Grants			
Cultural Advancement	\$ 50,000		10%
			0
			0

			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 451,700	\$ 39,500	5%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 476,700		
Total Revenues	\$ 516,200	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.: E-2**

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**ORGANIZATION:** Miami-Broward One Carnival Host Committee Inc. **GRANT REQUEST:** \$ 25,000.00

**PROJECT TITLE:** Miami Broward Carnival

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 15,000.00

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

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1ST

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 10-02-2014 through 10-12-2014

**EVENT LOCATION:** Miami-Dade County Fair and Expo Center, Perez Art Museum Miami,

**PROJECT SYNOPSIS:**

Grant funds are requested to support Miami Broward Carnival's celebration of 30 years of Miami Carnival at Miami-Dade County Fair and Expo on Sunday, October 12, 2014. Visitors attend Carnival from various cities throughout North America and the Caribbean, which impacts the tourism industry in Miami-Dade County. In addition to the Media Launch, there are various components to Carnival, ending with the Parade of Bands (mas troupes) and Festival. Carnival is important to the Caribbean community

**HOTEL CONFIRMATION:**

Miccosukee Resort	15
Comfort Suites	40

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	3,500	25,000
Out of County	2,500	20,000
Out of State	2,500	8,000
Foreign	1,500	1500
<b>TOTAL</b>	<b>10000</b>	<b>54500</b>

**MARKETING DETAILS:** Miami-Broward Carnival has traditionally been marketed via brochures, posters, flyers, radio, newspaper and some cable and television. In 2013 we moved more heavily into Social Media which was started in 2011 and resulted in a heavy influx of young (Gen-X and Gen-Y) participants and attendees. This includes Facebook, Twitter, You-Tube, Instagram and texts. To that end we have integrated a "Young Adult" Advisory Board which assists us in planning and promoting our events to a younger generation. Our website [www.miamibrowardcarnival.com](http://www.miamibrowardcarnival.com) has been updated and is more interactive. Emails will continue to be sent, as a slightly older generation prefers to receive that type of communication. In addition, Miami-Broward Carnival is featured on websites pertaining to Carnival and also to Caribbean events.

Using the information we received from the Greater Miami Convention & Visitors Bureau's 2013 survey, we are paying special attention to the populations of Orlando, Tampa and Jacksonville and with New York City, Atlanta, Washington, D.C. and Trinidad and Tobago.

We continue to produce color brochures, posters and flyers which are distributed at major carnivals around the world including New York, Toronto, England, Barbados, Antigua, Boston, Atlanta and Washington DC, as well as at all major Caribbean events in South Florida, Orange and Monroe Counties.

An agreement was reached with Clear Channel, and Carnival has been promoted on all their radio stations throughout the South Florida area commencing in July, 2014. In addition, we continue to work with local Caribbean radio stations in Orlando, Tampa and Jacksonville and the major Caribbean population centers in New York, Washington DC, Toronto, Atlanta and in specific islands of the Caribbean (Trinidad & Tobago being the leading market).

Television stations will once again include NBC, ABC and CBS in Miami, Comcast Cable and Gayelle TV in Trinidad & Tobago who all provide time for interviews, promotions, and live radio feeds.

Caribbean Airlines/Air Jamaica (now merged) promotes Carnival through their in-flight magazines and video programs and tourism promotional packages and we will once again work with tour operations that provide discounted group packages. Approximately 15,000 visitors are accommodated through these programs alone and more than 75,000 visitors flock to Miami for Carnival annually.

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

## **PROJECT NARRATIVE:**

Miami Carnival is a Parade of Masquerade Bands ("Troupes"). The parade takes place within Miami-Dade County Fairgrounds; it ends with a Festival and Concert inside the Fairgrounds. There are approximately 100 vending booths selling everything from Caribbean food to arts and crafts, CDs, t-shirts, flags, etc. Because of the love of Carnival which is inherent in people of Caribbean heritage, and because the organization has been insistent that only new mas costumes are permitted in the Parade it has become a powerhouse within the Carnival circuit. People come to Miami for the weather, but they also want to see the beautiful costumes and pageantry. Music Bands and DJs travel to Miami to participate in the parade and bring their followers with them.

The main event takes place on Sunday, October 12th at the Miami-Dade County Fairgrounds. This is a ticketed event; tickets range from pre-sale online discounted tickets of \$20 to "VIP" packages which includes food and a special viewing stage. The VIP tickets cost \$100.

The organization has a major media sponsor which is i-Heart Media (formerly Clear Channel), which has allowed us to promote Carnival all over the United States. In addition we have several Caribbean radio stations as sponsors, so we are interviewed and again promote Carnival. Those radio stations, being online, attract people in most States. On Social Media we promote contests and questions #MiamiCarnivalTurns30#, which has become very popular. Next week we will have a special "Text to Win" promotion, which we believe will bring a younger generation. We do not have a hotel sponsor, although the Greater Miami Convention & Visitors Bureau is providing us with rooms for members of radio show "The Breakfast Crew" who will attend our event as part of the i-Heart Media group. Since our artistes all major soca and calypso singers from the Caribbean, the younger generation will stay for the concert after the parade is ended.

The organization is the sole producer of the event; we are assisted by the Consulates of the Caribbean, many of whom attend. We are also assisted by representatives of the various Carnivals throughout North America who volunteer their time on the day of the event and help with administration.

Historically, the organization has a deadline of September 15th by which time all contracts and permits which allow for implementation of the event must be in place.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 128,615	\$ 128,615	
Personnel: Artistic	\$ 2,500	\$ 139,922	\$ 142,422	
Personnel: Technical/Production		\$ 51,453	\$ 51,453	
Outside Artistic Fees/Services	\$ 2,500	\$ 76,746	\$ 79,246	
Outside Other Fees/Services		\$ 18,542	\$ 18,542	
Marketing ADV/ PV/ Printing/ Publication	\$ 4,000	\$ 52,903	\$ 56,903	\$ 29,304
Marketing: Postage/Distribution		\$ 5,046	\$ 5,046	\$ 500
Marketing: Web Design/ Support/ Maintenance	\$ 1,000	\$ 2,500	\$ 3,500	\$ 1,500
Travel: In County		\$ 1,318	\$ 1,318	
Travel: Out of County		\$ 14,753	\$ 14,753	\$ 5,513
Equipment Rental		\$ 1,400	\$ 1,400	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 5,000	\$ 14,557	\$ 19,557	
Equipment Purchase		\$ 5,466	\$ 5,466	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 0	0	
Space Rental		\$ 14,000	\$ 14,000	\$ 3,500

Space Rental / for Performance, Exhibition, Event, etc.	\$ 10,000	\$ 38,806	\$ 48,806	
Mortgage/ Loan Payments		\$ 26,000	\$ 26,000	
Insurance		\$ 1,723	\$ 1,723	
Insurance / for Performance, Exhibition, Event, etc.		\$ 6,055	\$ 6,055	
Utilities		\$ 936	\$ 936	
Fundraising/ Development (Non-Personnel)		\$ 2,575	\$ 2,575	
Merchandise/ Concessions/ Gift Shops		\$ 0	0	
Supplies/Materials		\$ 5,137	\$ 5,137	
Other Expenses				
Police/Fire/Security		\$ 94,985	\$ 94,985	
Stage/Sound/Lights		\$ 32,085	\$ 32,085	\$ 3,800
Bleachers/Tents		\$ 29,955	\$ 29,955	\$ 3,000
Fencing		\$ 16,699	\$ 16,699	
Cleaning		\$ 11,175	\$ 11,175	
Subtotal	\$ 25,000	\$ 793,352	\$ 818,352	\$ 47,117
<b>TOTAL EXPENSES</b>	<b>\$ 865,469</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 566,899		69%
Memberships			0
Tuitions/Enrollment Fees	\$ 11,453		1%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 20,000	\$ 25,501	2%
Foundation Support			0
Private/ Individual Support	\$ 22,000	\$ 21,616	3%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			

		0
		0
		0
Gov't Grants: Local		
		0
		0
		0
Gov't Grants: The Children's Trust (Direct Funding)		0
Merchandise/ Concessions/ Gift Shop Revenues		0
Investment Income (Endowment)		0
Interest and Dividends		0
Cash on Hand		0
Other Revenues		
Concessions	\$ 93,000	11%
		0
		0
		0
Department of Cultural Affairs Grants		
FEST Grant 2014-15	\$ 80,000	10%
		0
		0
		0
		Grant Amount % of Total Cash

			Grant Amount % of Total Cash Revenues
Subtotal	\$ 793,352	\$ 47,117	3%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 818,352		
Total Revenues	\$ 865,469	Total In-Kind %	6%

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

**FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)**

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

**ORGANIZATION:** Lock and Key Productions, Inc

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

**PROJECT TITLE:** Pitbull's New Years Revolution

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 25,000.00

**PROJECT TYPE/CATEGORY:** Television

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1ST

**STATUS:** Organization - For-Profit

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

**EVENT LOCATION:** Thompson Hotel, Bayfront Park,

**PROJECT SYNOPSIS:**

Grant funds are requested to support the live from Miami television production of Pitbull's New Year's Revolution. The show will take place on 12/31/14 at locations to be determined in Miami/Dade County and will feature a who's who of musical guests and variety segments.

**HOTEL CONFIRMATION:**

Pending	

**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:** Promotion and marketing to be determined, but will be a combination of on-air and print materials.

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

The project is for Pitbull's New Year's Eve Revolution, a new highly-anticipated tentpole event, which will be LIVE on FOX (in over 106 million homes) for 3.5 hours (from 8p - 10p and continue from 11p - 1230a).

The show will feature musical performances from Pitbull and other artists and celebrities throughout the night. We are currently in the process of finalizing our "homebase" location, which will be in Miami, but we will also feature performances and other elements from other venues and locations throughout the county.

This will be a free event that is open for everyone to attend. We anticipate 10% of the attendees to be tourists.

The production will be in the Miami area from 12/26 - 1/3. We are still finalizing which hotel to house crew and talent. But we estimate our total room night needs to be 1000. We will be traveling in about 150-200 people and will be employing a crew and staff of approximately 300 people.

Endemol US is the production company and is part of Endemol, a leading producer of television programming specializing in unscripted and scripted genres for network and cable television. They are a leading producer of television programming specializing in unscripted and scripted genres for network and cable television. Endemol US produces hit series including "Big Brother" (CBS); "Wipeout" (ABC) "Sing Your Face Off" (ABC) and the syndicated daytime show "Steve Harvey." They are also known for some of the most popular non-scripted primetime programming in North America, including "Extreme Makeover: Home Edition" and "Fear Factor."

We also have several ancillary events. A pre-taped performance will happen at a to be determined club in Little Havana consisting of approximately 200 people.

We will also have correspondent check-ins from Ocean Drive and surrounding areas in Miami Beach consisting of approximately 200-1000 people.

Confirmed performers are Fifth Harmony, Fall Out Boy and Enrique Iglesias.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 52,500	\$ 52,500	
Personnel: Artistic		\$ 1,157,024	\$ 1,157,024	
Personnel: Technical/Production		\$ 2,855,439	\$ 2,855,439	
Outside Artistic Fees/Services	\$ 25,000	\$ 1,275,654	\$ 1,300,654	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication			0	
Marketing: Postage/Distribution		\$ 6,000	\$ 6,000	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 294,889	\$ 294,889	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 219,267	\$ 219,267	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 11,853	\$ 11,853	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 25,000	\$ 25,000	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event,		\$ 27,500	\$ 27,500	

etc.		\$ 27,500	\$ 27,500	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 5,925,126	\$ 5,950,126	0
TOTAL EXPENSES	\$ 5,950,126			

**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	\$ 0		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			0
Other Revenues			
FOX Funding	\$ 5,925,126		100%
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 5,925,126	0	0
Grant Amount	\$ 25,000		

Cash Revenues + Grant Amount	\$	5,950,126	
Total Revenues	\$	5,950,126	Total In-Kind 0%

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

**FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)**

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

**ORGANIZATION:** Miss Universe L.P., LLLP

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

**PROJECT TITLE:** 2014 Miss Universe Pageant

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 0.00

**PROJECT TYPE/CATEGORY:** Television

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1ST

**STATUS:** Organization - For-Profit

**DATE(S) OF EVENT:** 01-01-2015 through 01-28-2015

**EVENT LOCATION:** Florida International University , ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support administration, artistic, technical/production expenses related to the 2014 Miss Universe Pageant within Miami-Dade county, during on-site production. Grant funds will also be used for Marketing and PR purposes related to the promotion of the 2014 Miss Universe Pageant and the Greater Miami area. The pageant will take place on Sunday, January 25th live from the FIU arena. Events start approximately Jan 1st and lead up to the main event.

**HOTEL CONFIRMATION:**

Pending	

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	15	1500
Out of County	0	300
Out of State	40	500
Foreign	95	3100
<b>TOTAL</b>	<b>150</b>	<b>5400</b>

**MARKETING DETAILS: HOST SITE MARKETING STRATEGY - Summary**

Objective: Leverage the Miss Universe brand to enhance brand recognition for Host Locations by showcasing various tourism and business messaging points with 90 confidently beautiful women through our telecast, website, web videos, print, events and social media.

**Integrations:**

- Telecast Integration: Throughout the telecast, footage from all over Host City will be incorporated into segments highlighting historic locations, restaurants, shopping, etc. as chosen by the Host City and approved by the Miss Universe Production.
  - o EX. of Telecast Integration – All 90 contestants travel to the grand opening of a local restaurant. There will be shots of the contestants entering the location and cooking with the head chef.
- NBC Promotion: Additionally, for appx. 2 weeks prior to show, NBC will run :10-:30 second promotions as well as lower-third tune-in bumpers of footage from Host City to drive viewership during primetime NBC programs.
- Web Site: Once location and date of the show have been announced through a press release, MUO includes this information on the lead slot of our homepage's rolling banner. We also build a show page highlighting the host venue and participating hotels. This all occurs during peak traffic season for the MUO website.

- Friends and Family Rate: As an additional push, we include a Friends and Family Rate (for participating hotels) that is promoted through our website as well as an email blast to our opt-in user. (Approx. 660,000+ people)
- Web Videos – Prior to show, our in-house multimedia team works closely with all 90 contestants to create professional grade web videos in iconic places throughout Host City. For the 2013 MISS UNIVERSE Competition, we created more than 60 videos (varied in length) that created brand awareness for both Host City and Host Site.
- Social Media – Immediately upon arrival, contestants receive a Social Media "Cheat Sheet" with all official handles and hashtags of our host partners (hotels, host city, venue, etc.) to use during their time on location. In the past we have used social media in various instances to promote Host City and its marketing appeal.
  - o EX. @MISSUNIVERSE – “So happy to be on such a beautiful beach! @MiamiandBeaches #SoMiami #VisitMiami. #MISSUNIVERSE!”

Public Relations:

- Host Location Press Release: a one sheet that is put on the AP wire for international and domestic media outlets announcing where the MISS UNIVERSE Competition will be held.
- Sponsor Release: Announcing who the sponsors are for MISS UNIVERSE including tune-in information as well as host city/host venue information.
- Host/Musical Acts/Judges Release: Announcing who our judges and talent acts are including tune-in and host city and venue information. This is also when our talent (Host/Judges/Musical Talent) start their social media push about their appearances and /or performances.

Continued...Please reference attached files

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

The Miss Universe Pageant is an economic development initiative that can provide unprecedented media exposure and a substantial increase in tourism for our host locations. The pageant will organically integrate Miami's key cultural, tourism and business messaging points. That organic messaging is pushed to a massive global audience in approx. 190 countries and territories through TV, digital, print, event-based and social promotions. Credentialed members of the press who cover the event for weeks include outlets like NBC, CNN, BBC, USA Today, Telemundo, Univision, The Washington Post, The Associated Press, Reuters and many others.

The Live Telecast will be a 3-hour event aired on NBC and simulcast on Telemundo. 90 of the world's most confidently beautiful women will compete in swimsuit, evening gown and interview competitions to try and claim the coveted crown. Each show features celebrity hosts, correspondents, and judges, along with highly anticipated musical acts. The show backdrop and set design are inspired by the unique aspects of our Host City. The venue for the final competition will be FIU arena. There will be many events over the three-week period that will take place in the City of Doral throughout the month of January. These include appearances and charity events with our contestants, a Preliminary Competition, National Costume Show, a Gift Auction, Dress Rehearsal, Afterparty and the Final Telecast Pageant. There are also several cross-promotional events that we plan collaboratively with our Host City and partners. With 90 countries represented in our pageant, fans, family and friends travel to our Host City to show their support.

Currently, we are in partnership discussions with Trump National Doral Miami, the Hyatt, the Provident, the Intercontinental and Aloft to name a few. We anticipate utilizing a total of 5,400 room nights over the three-week period for contestants, staff, crew members and celebrity talent. This does not take into account the high volume of family, friends and fans that will travel to Miami to see the show.

All funding that we are working to secure from Miami-Dade County will be used in making our production even more influential, drawing 600+ million people's attention to the Greater Miami Area. These funds will help boost our promotional efforts on all digital, social, press and marketing platforms and raise awareness for the true tourism potential of our Host Location.

## **REVISIONS:**

The first Miss Universe Pageant was held in 1952, in Long Beach California. We expect final show and preliminary show attendance to be around 5,000 and 1,500, respectively. Many events are open to the public, some of which are organized by our sponsors and the City of Doral which may or may not be open to the public. Other event-portions of the competition will take place at Trump Doral, FIU campus and locations determined by participating host cities. (e.g. public park or restaurant)

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 0	\$ 50,000	\$ 50,000	
Personnel: Artistic	\$ 0	\$ 100,000	\$ 100,000	
Personnel: Technical/Production	\$ 0	\$ 500,000	\$ 500,000	
Outside Artistic Fees/Services	\$ 0	\$ 100,000	\$ 100,000	
Outside Other Fees/Services	\$ 0	\$ 62,500	\$ 62,500	
Marketing ADV/ PV/ Printing/ Publication	\$ 0	\$ 50,000	\$ 50,000	
Marketing: Postage/Distribution	\$ 0	\$ 2,500	\$ 2,500	
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 100,000	\$ 100,000	
Travel: In County	\$ 0		0	
Travel: Out of County	\$ 0	\$ 300,000	\$ 300,000	
Equipment Rental	\$ 0		0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 25,000	\$ 1,600,000	\$ 1,625,000	
Equipment Purchase	\$ 0		0	
Equipment Purchase / for Performance, Exhibition, Event, etc.	\$ 0	\$ 10,000	\$ 10,000	
Space Rental	\$ 0		0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 300,000	\$ 300,000	
Mortgage/ Loan Payments	\$ 0		0	
Insurance	\$ 0		0	
Insurance / for Performance, Exhibition, Event, etc.	\$ 0		0	
Utilities	\$ 0	\$ 50,000	\$ 50,000	

Fundraising/ Development (Non-Personnel)	\$ 0		0	
Merchandise/ Concessions/ Gift Shops	\$ 0		0	
Supplies/Materials	\$ 0	\$ 50,000	\$ 50,000	
Other Expenses				
Accommodations and per diem		\$ 1,200,000	\$ 1,200,000	
Other			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 4,475,000	\$ 4,500,000	0
<b>TOTAL EXPENSES</b>	<b>\$ 4,500,000</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 300,000		4%
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	\$ 1,200,000		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			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
license fees including Host fees	\$ 5,175,000		77%
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 6,675,000	0	0

Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 6,700,000		
Total Revenues	\$ 6,700,000	Total In-Kind %	0

## Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)

Agenda Item No.: G-1

**ORGANIZATION:** Miami Beach Bowl, LLC

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

**PROJECT TITLE:** Miami Beach Bowl

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 15,000.00

**PROJECT TYPE/CATEGORY:** Sport

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1ST

**STATUS:** Organization - For-Profit

**DATE(S) OF EVENT:** 12-18-2014 through 12-22-2014

**EVENT LOCATION:** Marlins Park, ,

### **PROJECT SYNOPSIS:**

Grant funds are requested to support the Miami Beach Bowl, which is a newly created postseason college football game, which will take place at Marlins Park on December 22. The bowl week schedule consists of five days of activities taking place in Miami-Dade County, with all team travel parties, bands, cheerleaders and fans staying in county hotel properties. The goal is to increase awareness of the county as a travel destination while increasing economic impact.

### **HOTEL CONFIRMATION:**

Eden Roc	500
Fontainebleau	625
Loews	600

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	200	7000
Out of County		
Out of State	300	17000
Foreign		
<b>TOTAL</b>	<b>500</b>	<b>24000</b>

**MARKETING DETAILS:** The Miami Beach Bowl has contracts in place to promote the 2014 event through social media and Public Relations efforts. Facebook posts, ads and promotions will be run throughout the college football season by The Connection in addition to Twitter posts. Trifecta Team will push press releases to local, regional and national media contacts to raise awareness for the event. Impressions will be calculated and reported post event if requested by the TDC.

ESPN will broadcast and distribute the event to over 90 million households across North America alone. ESPN will also discuss and promote the event on the family of networks (ESPN, ESPN2, ESPNU, etc.) throughout the month of December to increase viewership.

The Miami Beach Bowl will run local ads on [www.miaminewtimes.com](http://www.miaminewtimes.com) to increase local ticket sales (1,184,000 impressions). Pole banners will run through OAI for one month leading up to the game across several areas in Miami (306,180,000 impressions). The Miami Beach Bowl will hang pole banners throughout Miami-Dade County to increase local ticket sales while creating awareness to current tourists staying in the county.

The Miami Marlins and Fox Sports ran public address announcements during their games in September. A proof of performance can be documented after the MLB season and provided to the TDC if requested.

Other in-kind promotional/marketing contracts may be executed prior to the event.

Each participating team will promote the event on their respective websites throughout December. Based on a similar game with a similar timeslot on ESPN, we anticipate over 322 million impressions for

the county valued at over \$12,000,000.\*

\*Based on Joyce Julius and Associates independent study of the 2012 Beef O'Brady's Bowl St. Petersburg.

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

VCA- \$40,000 Granted

## **PROJECT NARRATIVE:**

The Miami Beach Bowl is a newly created postseason college football game under the ownership of the American Athletic Conference, which will take place at Marlins Park on December 22. The game has a six year contract with the NCAA and Miami Marlins to take place at Marlins Park. The bowl week schedule consists of four days of activities, including 10 events taking place throughout Miami-Dade County, with all team travel parties, bands, cheerleaders and fans staying in county hotel properties. A full bowl week event calendar is included in the attachments. The 2014 game will include Brigham Young University versus a school from the American Athletic Conference. Tickets range from \$45-\$60.

The Miami Beach Bowl's goal is to increase awareness of the county as a travel destination showcasing the market to the traveling teams and fans by promoting attractions and destinations through the website, social media, etc., while also increasing economic impact during a relatively and historically slower tourism week each year (December 18th – 22nd). Funding from the TDC will combine with those received from the Miami Beach VCA to assist with marketing, publicity and event production costs.

The Miami Beach Bowl will be promoted throughout the year on various websites, TV networks, print and social media and radio programs. Given the sheer scale of the event and the post-season implications of team performances, several markets (including but not limited to Utah and all markets covered as part of the landscape in the American Athletic Conference) will discuss the game by referring to it as the "Miami Beach Bowl" and thus giving exposure to the county. ESPN will also run promotional spots during December showcasing the Miami Beach Bowl log in addition to dozens of verbal mentions. "Miami Beach Bowl" will scroll on the bottom line of ESPN, ESPN2, ESPNU, etc. throughout December at a minimum. ESPN will promote and broadcast the game to its household distribution of over 90 million in North America alone for the next 8 years, while also broadcasting the Miami Beach Bowl live to dozens of countries internationally.

The bowl will also run ads on [www.miaminewtimes.com](http://www.miaminewtimes.com), and a pole banner advertisement program will be put in place throughout the county promoting the event. Social Media will be a key marketing platform for the Miami Beach Bowl with ads running on Facebook in addition to Twitter posts from September through the event. An independent study will be conducted by Joyce Julius and Associates to quantify impressions after the event, while retaining the Washington Economics Group to conduct a tourism impact study.

The bowl has contracted over 1,700 room nights at our headquarter properties, Fontainebleau, Loews Miami Beach and Eden Roc for the participating teams. Based on the calculations of having 17,000 people traveling to the county for an average of three nights with double occupancy, we anticipate 25,000 additional room nights.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 250,000	\$ 250,000	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 42,500	\$ 42,500	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services		\$ 20,000	\$ 20,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 10,000	\$ 75,000	\$ 85,000	
Marketing: Postage/Distribution		\$ 5,000	\$ 5,000	
Marketing: Web Design/ Support/ Maintenance	\$ 5,000	\$ 20,000	\$ 25,000	
Travel: In County		\$ 25,000	\$ 25,000	
Travel: Out of County		\$ 25,000	\$ 25,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 10,000	\$ 50,000	\$ 60,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 60,000	\$ 60,000	
Space Rental		\$ 75,000	\$ 75,000	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 415,000	\$ 415,000	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 25,000	\$ 25,000	
Utilities		\$ 17,000	\$ 17,000	

Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 80,000	\$ 80,000	
Other Expenses				
City Services		\$ 20,000	\$ 20,000	
Gifts		\$ 35,000	\$ 35,000	
Fulfillment/Hospitality		\$ 20,000	\$ 20,000	
Charity		\$ 20,000	\$ 20,000	
Team Payouts		\$ 1,200,000	\$ 1,200,000	
Subtotal	\$ 25,000	\$ 2,479,500	\$ 2,504,500	0
TOTAL EXPENSES	\$ 2,504,500			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 700,000		28%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other	\$ 510,000		20%
Rental Income			0
Corporate Support	\$ 1,030,000		41%
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	\$ 20,000		1%
			0

			0
Gov't Grants: Local			
VCA	\$ 40,000		2%
Miami Beach Centennial	\$ 35,000		1%
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 30,000		1%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
American Athletic Conference	\$ 114,500		5%
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 2,479,500	0	1%

Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 2,504,500		
Total Revenues	\$ 2,504,500	Total In-Kind %	0

## Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)

Agenda Item No.: H-1

**ORGANIZATION:** The Dance NOW! Ensemble, Inc.

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

**PROJECT TITLE:** Miami Beach at 100

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 5,000.00

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

**FUNDING CATEGORY:** Ongoing

**FUNDING YEAR:** 1ST

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 01-01-2015 through 03-31-2015

**EVENT LOCATION:** Fillmore Miami Beach Blackbox, North Beach Bandshell,

### **PROJECT SYNOPSIS:**

Grant funds are requested to support "Miami Beach at 100" March 27/28, 2015 at the Fillmore Miami Beach Black Box featuring premieres from the Artistic Directors with original music composed by long-time collaborator and Miami Guitar Trio Director Federico Bonacossa as well as the critically acclaimed ODISEA by NY based choreographer Carolyn Dorfman. Ancillary activity includes Fall in Love Under the Stars a free performance at the North Beach Bandshell March 21, 2015.

### **HOTEL CONFIRMATION:**

Pending	

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	19	350
Out of County		50
Out of State	1	70
Foreign		30
<b>TOTAL</b>	<b>20</b>	<b>500</b>

**MARKETING DETAILS: MARKETING:**

DNM marketing will include 5000 postcards, flyers and posters as well as e-blasts through constant contact reaching a list of over 3,000, and an updated website. Viral marketing through Facebook and Twitter will reach over 2,500 members directly, while paid advertising on Facebook will reach over 500,000 members.

Dance NOW! will be investing in a new EDDM (Every Door Direct Mail) card delivery program headed by DNM Vice President John Beadel, in order to reach patrons from a broad net of Miami Beach and surrounding area addresses. This direct mail program will reach both permanent and seasonal residents who may not be enlisted in the company's email list.

In 2014 DNM created a Ticket Sales and Promotions Director position to manage group sales and discounted tickets for each of the company's major events. Colleen Farnum, a Miami Arts veteran, will use her broad personal connection to reach new patrons for DNM.

In addition DNM has secured a concierge marketing partnerships again with the Fontainebleu and The Hotel, a Goldman Property both providing direct promotion of these performances.

MEDIA SPONSORS for the show will include Miami ArtZine, metrocitizen.com, WDNA radio as well as Around Town Magazine (offering a special promotion for local nonprofit dance companies). These sponsors will help to provide press release blasts, e-flyers, print and radio advertising, online previews, articles, reviews, event banners and listings. The county supported Artburst Miami.com will also provide

video previews and reviews of these events.

Please refer to the Marketing Details section within the application for DNM's complete marketing strategies.

**PREVIOUS TDC FUNDING:** {\$5,000 (13-14) - End Cycle}; \$5,000 (12-13); \$5,000 (11-12); \$5,000 (10-11); \$5,000 (09-10)

**OTHER GOVERNMENT FUNDING:**

Miami Beach Disciplines: Dance - \$7,000

## **PROJECT NARRATIVE:**

DNM celebrates Miami Beach in its Centennial Year with work from the Directors inspired by the Beach's rich and diverse history and architecture. DNM will also present the critically acclaimed *Odisea*, by NY based choreographer Carolyn Dorfman. Occurring in the height of the season increases the number of tourists looking for high quality dance; DNM's viral marketing targeted to reach tourists seeking dance events, its reputation for high quality productions and its visibility in the press all attract visitors to DNM's main seasonal event. In addition many seasonal residents have become fans of the company, joined the mailing list and attend performances on a regular basis.

*Fall in Love Under the Stars*, a free DNM performance featuring students from the company's school residencies and ATMA Dance Company, is an attractive option for tourists visiting the North Beach area seeking affordable cultural activities while also serving as a marketing tool for the following week's event.

Miami Beach at 100 - March 27 and 28, 2015- 8:30PM-Fillmore Miami Beach Black Box-1700 Washington Ave., Miami Beach - \$50 - \$10. Expected Spectators 400.

*Fall in Love Under the Stars* - March 21, 2015 - 7:00 pm. North Beach Bandshell - 7300 Collins Ave., Miami Beach - free Expected Spectators 250.

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

DNM's marketing campaign for this event includes: New Ticket Sales and Promotions Director, EDDM (Every Door Direct Mail) card delivery program, 5000 postcards, flyers and posters, e-blasts to over 3,000 names, website, viral and paid marketing through Facebook and Twitter reaching over 500,000, sponsorship from WDNA, AroundTown Magazine, Miami ArtZine, Metrocitizen.com, partnership with Artburstmiami.com, City of Miami Beach Centennial Marketing support, LHCC calendar listings, Miami Herald and El Nuevo "Season of the Arts"

At this time Dance NOW! is seeking hotel sponsorship from Mimeo district's New Yorker Boutique Hotel and South Beach's Betsy Hotel.

TDC funding contributes to artists' salaries and he extensive strategic marketing campaign that uses artistic content and reputation to focus media attention and attract previews; Facebook's marketing tools will identify out of town users who share combined interest of dance, arts, culture and Miami tourism.

Participating organizations are:

City of Miami Beach Public Relations Department

## GMCVB

### Timetable:

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

November: finalize rehearsal schedule, secure media sponsors and begin marketing;

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

January/February: rehearsal and viral marketing campaign begin, secure press coverage; posters printed and distributed;

March: performances, analyze surveys, final reports.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 5,000	\$ 5,000	
Personnel: Artistic	\$ 1,250	\$ 7,750	\$ 9,000	
Personnel: Technical/Production		\$ 2,500	\$ 2,500	
Outside Artistic Fees/Services		\$ 3,000	\$ 3,000	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 1,000	\$ 1,350	\$ 2,350	\$ 1,000
Marketing: Postage/Distribution	\$ 750	\$ 750	\$ 1,500	
Marketing: Web Design/ Support/ Maintenance			0	\$ 1,000
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 750		\$ 750	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	\$ 2,500
Space Rental / for Performance, Exhibition, Event, etc.	\$ 1,000	\$ 5,000	\$ 6,000	
Mortgage/ Loan Payments			0	
Insurance		\$ 250	\$ 250	
Insurance / for Performance, Exhibition, Event,	\$ 250		\$ 250	

etc.	\$ 250		\$ 250	
Utilities		\$ 500	\$ 500	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses				
Costumes		\$ 2,000	\$ 2,000	
Choreography/Music rights			0	\$ 1,500
			0	
			0	
			0	
Subtotal	\$ 5,000	\$ 28,100	\$ 33,100	\$ 6,000
<b>TOTAL EXPENSES</b>	<b>\$ 39,100</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 3,000		9%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support		\$ 2,000	0
Foundation Support	\$ 4,000		12%
Private/ Individual Support	\$ 3,100	\$ 1,500	9%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			
State of Florida	\$		0%

State of Florida	3,000		9%
			0
			0
Gov't Grants: Local			
Miami Beach CAC	\$ 7,000		21%
			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			
MB Fillmore rental Waiver	\$ 3,000		9%
LHCC Studio Rental Waiver		\$ 2,500	0
			0
			0
Department of Cultural Affairs Grants			
Hannibal Cox Jr	\$ 5,000		15%
			0
			0
			0

			Grant Amount % of Total Cash Revenues
Subtotal	\$ 28,100	\$ 6,000	15%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 33,100		
Total Revenues	\$ 39,100	Total In-Kind %	18%

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

**FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)**

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

**ORGANIZATION:** The Miami Bach Society, Inc.

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

**PROJECT TITLE:** Tropical Baroque Music Festival XVI

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 12,000.00

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

**FUNDING CATEGORY:** Ongoing

**FUNDING YEAR:** 1ST

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 02-25-2015 through 03-04-2015

**EVENT LOCATION:** Biltmore Hotel, St Philip's Methodist Church, Miami Beach Community Church

**PROJECT SYNOPSIS:**

Grant funds are requested to support marketing efforts for Tropical Baroque Music Festival XVI beginning February 25, 2015, with 4 concert segment in Coral Gables, including the yearly Biltmore Hotel fireworks concert, featuring Brian Neal and his Brass Miami performing early works for trumpet, trombone and tuba and real fireworks display. Tropical Baroque Music Festival XVI continues in Miami Beach for 3 superlative programs at Miami Beach Community Church, March 2 - March 4, 2015.

**HOTEL CONFIRMATION:**

Coral Gables Marriot Courtyard Inn	29 room nights
Clay Hotel	92 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	30	2500
Out of County	5	200
Out of State	46	100
Foreign	17	200
<b>TOTAL</b>	<b>98</b>	<b>3000</b>

**MARKETING DETAILS:** The marketing strategy for Tropical Baroque Music Festival XVI includes offering performances by the finest musicians schooled in the Baroque/Early Music repertory, holding the concerts in the most beautiful and acoustically superior venues possible and locating the performances in Coral Gables, an upscale community with culturally sophisticated and economically advantaged residents and community minded businesses as well as a plethora of other cultural groups. Timing the Festival events during the first week in March each year, when the weather in the rest of the continental United States as well as Europe is inclement, is also part of the strategy for attracting visitors to the Festival.

The Society has invited musicians from several European as well as South American countries to participate. The international community, through the musicians' consulates, is participating both socially and financially in the Festival.

Further marketing efforts will include sending brochures to the Bach Society's 21,000-person mailing list, distributing press releases to the local, national and international press and placing ads in the local national and international print and electronic media. The Bach Society will be utilizing its new ([www.tropicalbaroquemusicfestival.org](http://www.tropicalbaroquemusicfestival.org)) and updated web-site, on-line ticketing capabilities, Facebook and email blasts to promote the concerts.

Once again it will engage renowned local artist Lisa Remeny who provides a beautiful tropical painting of for its brochures, programs, fliers and posters, to promote the Festival. The latter will be distributed to businesses and sister cultural institutions to attract patrons to the exceptional musical event.

Greater efforts to engage the electronic media are being investigated. The Society has been approached by the new general manager of Classical South Florida to have a greater presence on the station. We are discussing live artist interviews at concerts and the possibility of live concert broadcasts as well.

Already featured on Coral Gables television both for promotional publicity and post-concert video

screenings of Festival performances, the Society will increase its efforts to be featured in the mainstream televised media. It is engaging a local producer to make videos of concerts to be used by our web-site and for making ads for local distribution to television stations for public service announcements and paid advertising.

Finally, in addition to taking out ads on the British website, Bach-Trac and Early Music Today, a European Magazine specializing in Early Music, the Society is adding national promotions in the Magazine of Early Music America, the premier supporter and promoter of Baroque and Early Music in the United States today.

**PREVIOUS TDC FUNDING:** \$10,000 (13-14); \$12,000 (12-13); \$8,000 (11-12); \$9,000 (10-11); \$10,000 (09-10); (\$6,000 (08-09) - End of Cycle); \$7,200 (07-08); \$8,000 (06-07); \$9,000 (05-06); \$10,000 (04-05)

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

The Tropical Baroque Music Festival XVI is an eight-day series of concerts, February 25 to March 4, 2015, presenting the very best of national and international Baroque artists. Considered one of the most prestigious Early Music festivals in the United States it is the only one of its kind in South Florida. The concerts add a musical dimension to the many other attractions for tourists -- world class restaurants, prestigious theaters, stunning art galleries and elegant shops. With beaches, golf courses, tennis courts and the draw of South Beach, Coconut Grove and Everglades National Park close at hand, there is something for every discriminating visitor to enjoy.

The Festival is divided into two parts, the first five concerts in Coral Gables, either at the Biltmore Hotel or close by and the final three at the Community Church on Lincoln Road on Miami Beach.

The schedule is as follows:

Feb. 25, Jean Rondeau

Feb. 26, Justin Kim, at the Biltmore Danielson Gallery.

Feb. 27, Dmitri Sinkovsky, St Philip's Methodist Church

Feb. 28, Fuoco e Genere, in a Biltmore ballroom.

Mar. 1, Brass Miami directed by trumpeter Brian Neal, with fabulous fireworks, in the Biltmore Hotel courtyard.

Mar. 2, Venice Baroque Orchestra, at the Community Church.

Mar. 3, Stilo Antico, at the Community Church

Mar. 4, The Academy of New Amsterdam, at the Community Church.

The Festival is a ticketed event, with children 18 and under receiving free admission. College and graduate students and New World Symphony Fellows pay \$5.00 admission. All other tickets range from \$30-\$70.

The artists performing in Coral Gables will be staying at the Coral Gables Marriott Courtyard Inn on LeJeune Road, occupying 29 hotel rooms.

Artists performing on Miami Beach will be staying at the Clay Hotel where rooms have been reserved for 92 room nights. The Biltmore Hotel in Coral Gables has been a strong supporter and sponsor since the beginning of the Festival and is the location of three of the Coral Gables concerts.

The Miami Herald has been a strong supporter of the Festival since its inception. Concerts are listed beforehand and coverage and reviews during the week.

Classical South Florida radio has promoted the Festival since its arrival here with numerous interviews and announcements of the various concerts. This year WDNA, a jazz station, is joining the bandwagon to bring special attention to the Baroque Jazz featured in the first concert. Coral Gables radio also alerts the public to the Festival.

Our marketing efforts target the general public and national and international tourists who follow Early

Music events around the United States and Canada, in Europe and Central and South America.  
Currently, The Bach Society's greatest need is funding for advertising, in the print and electronic media.  
Increased support from the TDC will help ameliorate this lack.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 60,000	\$ 60,000	\$ 40,000
Personnel: Artistic		\$ 11,000	\$ 11,000	\$ 11,000
Personnel: Technical/Production		\$ 15,000	\$ 15,000	
Outside Artistic Fees/Services		\$ 94,000	\$ 94,000	
Outside Other Fees/Services		\$ 25,400	\$ 25,400	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 13,000	\$ 38,000	\$ 10,000
Marketing: Postage/Distribution		\$ 8,300	\$ 8,300	
Marketing: Web Design/ Support/ Maintenance		\$ 300	\$ 300	
Travel: In County		\$ 29,070	\$ 29,070	
Travel: Out of County		\$ 22,200	\$ 22,200	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 5,900	\$ 5,900	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition,		\$ 00,000	\$	\$

Event, etc.		\$ 29,900	29,900	25,000
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 2,800	\$ 2,800	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 3,000	\$ 3,000	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 319,870	\$ 344,870	\$ 86,000
<b>TOTAL EXPENSES</b>	<b>\$ 430,870</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 45,000		13%
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	\$ 13,000	\$ 35,000	4%
Foundation Support	\$ 38,000		11%
Private/ Individual Support	\$ 144,770	\$ 51,000	42%
Other Private Support: Auxiliary Activities	\$ 15,000		4%
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			

		0
		0
		0
Gov't Grants: Local		
City of Coral Gables	\$ 3,000	1%
		0
		0
Gov't Grants: The Children's Trust (Direct Funding)		0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 1,100	0
Investment Income (Endowment)		0
Interest and Dividends		0
Cash on Hand		0
Other Revenues		
		0
		0
		0
		0
Department of Cultural Affairs Grants		
Fest Grant	\$ 60,000	17%
		0
		0
		0
		Grant Amount % of Total Cash Revenues

Subtotal	\$ 319,870	\$ 86,000	7%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 344,870		
Total Revenues	\$ 430,870	Total In-Kind %	25%

## Miami-Dade County Department of Cultural Affairs

**FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)**

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

**ORGANIZATION:** Village of Pinecrest - Pinecrest Gardens

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

**PROJECT TITLE:** 12th Annual Pinecrest Gardens Fine Arts Festival

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 6,000.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3RD

**STATUS:** Government - Municipal

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

**EVENT LOCATION:** Pinecrest Gardens, ,

### **PROJECT SYNOPSIS:**

Grant funds are requested to support the 12th Annual Pinecrest Gardens Fine Arts Festival to be held at the beautiful Pinecrest Gardens (former home of Parrot Jungle) in south Miami-Dade County on Saturday, January 10 through Sunday, January 11, 2015. This event is one of Florida's premiere juried art shows and will feature original art from 75 nationally and internationally recognized visual artists, as well as premiere jazz concerts, food, children's activities and the popular farmer's market.

### **HOTEL CONFIRMATION:**

Hotel Indigo	20 room nights

**TOURISM IMPACT PROJECTION:**

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

**MARKETING DETAILS:** A targeted marketing campaign will be undertaken in order to inform, inspire and motivate residents and visitors alike to visit Pinecrest Gardens to attend this annual festival and subsequent events. Efforts are already underway to market the event to the fine artists and performing artists and groups who will participate in the event. Successful involvement of artists of high quality, and a large number of public in attendance will combine to ensure the success of not only this 12th anniversary festival, but all events to be held in the future. We hope to accomplish this through a combination of print insertions in The Miami Herald, Miami New Times and the Community Newspapers. We will also go deep in selection of on-line placement in a wide range of web-based calendars. We will run paid advertisements on the local affiliates of ABC, CBS, FOX and NBC. We will also advertise on Radio AMOR (Spanish-language) and WLRN. We are also partnering with the Greater Miami Convention and Visitors Bureau to assist with marketing our event to area concierge desks.

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

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

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

The 12th annual Pinecrest Gardens Fine Arts Festival will be held over the weekend of January 10 and 11, 2015 throughout the beautiful grounds of Pinecrest Gardens in south Miami-Dade County. The Fine Art Festival will take place on Saturday, January 10 and Sunday, January 11, from 10:00 am until 5:00 pm daily. Admission to the event is free of charge and regular park admission for adults will also be waived in order to encourage maximum participation. The festival, now recognized as one of Florida's premiere juried art shows, is expected to once again attract over 18,000 area resident and visitors to the Gardens to enjoy two-days of exceptional art work, music performances, children's activities, food and our popular farmer's market on Sunday. Hotel Indigo located just off of US1 in the Dadeland area will serve as the official host hotel and is currently holding a block of 25 heavily discounted rooms for out of town attendees and participants.

The Fine Arts Festival features original art in five categories by 75 nationally and internationally recognized visual artists selected through a rigorous jury process. Categories include painting/drawing, photography, jewelry, sculpture and mixed media. In order to be considered for inclusion, artists submit images of their work and booth display to a "blind" panel of judges. Over \$3,500 in cash awards will once again be provided to artists. This includes three winners in each category and a Best in Show award.

This year Freddy Cole (brother of the famous Nat King Cole) will be performing during the event (Saturday, January 10th at 8pm), and additionally there will be free performances by singers, and other instrumentalists during the course of the event.

The event will be widely publicized to attract a growing number of tourists. Our historic designation and curiosity and nostalgia for our 78 year old attraction has already put us on the map of area attractions. All efforts are made to ensure that the festival displays the highest level of art possible in order to attract more out of town visitors. A targeted marketing campaign will be undertaken. We will run paid advertisements on the local affiliates of ABC, CBS, FOX and NBC. We will also advertise on Radio AMOR (Spanish-language) and WLRN. We will utilize our own database and any other of the performing group's databases involved in the program that will send e-blasts out on our behalf.

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

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration			0	
Personnel: Artistic		\$ 7,500	\$ 7,500	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 3,000	\$ 3,000	
Outside Other Fees/Services	\$ 4,500	\$ 4,000	\$ 8,500	
Marketing ADV/ PV/ Printing/ Publication	\$ 1,500	\$ 9,000	\$ 10,500	\$ 1,500
Marketing: Postage/Distribution	\$ 8,500	\$ 4,000	\$ 12,500	\$ 2,500
Marketing: Web Design/ Support/ Maintenance		\$ 500	\$ 500	
Travel: In County		\$ 1,200	\$ 1,200	
Travel: Out of County			0	
Equipment Rental		\$ 2,500	\$ 2,500	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 1,000	\$ 1,000	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 1,700	\$ 1,700	

Utilities		\$ 600	\$ 600	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 700	\$ 700	
Supplies/Materials		\$ 3,500	\$ 3,500	
Other Expenses				
Children's Area		\$ 2,500	\$ 2,500	\$ 500
Sanitation/Security		\$ 6,500	\$ 6,500	
			0	
			0	
			0	
Subtotal	\$ 14,500	\$ 48,200	\$ 62,700	\$ 4,500
TOTAL EXPENSES	\$ 67,200			

**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	\$ 24,500		39%
Corporate Support	\$ 10,000	\$ 3,500	16%
Foundation Support			0
Private/ Individual Support		\$ 1,000	0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0

			0
Gov't Grants: Local			
Village of Pinecrest	\$ 10,000		16%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 3,200		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	\$ 47,700	\$ 4,500	24%

Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 62,700		
Total Revenues	\$ 67,200	Total In-Kind %	7%

## Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 2nd Quarter (January 1 - March 31)

Agenda Item No.: J-5

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**ORGANIZATION:** Miami Dade County Office of Community Advocacy-Black Affairs Advisory Board **GRANT REQUEST:** \$ 5,000.00

**PROJECT TITLE:** Black History Month 2015 "South Dade Gospelfest" **SUBCOMMITTEE**  
**RECOMMENDATION:** \$ 5,000.00

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

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1ST

**STATUS:** Government - County

**DATE(S) OF EVENT:** 02-08-2015 through 02-08-2015

**EVENT LOCATION:** South Dade Cultural Arts Center, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support the marketing and artistic costs associated with the South Dade Gospel Fest in celebration of Black History Month. The event will be held on Sunday, February 8, 2015 at the South Dade Cultural Arts Center where it has been held for the previous three years. Each year the event has become more and more successful and funds are needed to support the effort to bring nationally recognized gospel talent to this exciting program.

**HOTEL CONFIRMATION:**

Pending	

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	65	841
Out of County	0	50
Out of State	10	
Foreign		
<b>TOTAL</b>	<b>75</b>	<b>891</b>

**MARKETING DETAILS:** The committee plans several methods of promoting this event through various electronic media including:

WDNA FM 88.9 WFOR TV 4 (CBS) WIOD AM 610 WLRN FM 91.3 WLTV TV 23 (Univision) WPBT TV 2 (PBS) WPLG TV 10 (ABC) WQAM AM 560 WSFL TV 39 (CW) WSUA AM 1260 WSVN TV 7 (Fox) WTVJ TV 6 (NBC) WZAB AM 880

Radio: WLRN (NPR), WEDR Miami, WHQT Hot 105, WMBM Gospel 1490, lite 105.1

Television: CBS Miami, Fox Miami, NBC Miami, ABC Miami; Comcast Community Partners (television)

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

The South Dade Gospelfest is slated to take place on Sunday, February 8, 2015 at the South Dade Cultural Arts Center located in Cutler Bay. This is the third year of this much anticipated cultural program, which is part of the Black Affairs Advisory Board's Heritage Planning Committee's Black History Month programming. Each year, the Black Affairs Advisory Board pays homage to the national Black History Month theme and features a month-long succession of events aimed at celebrating the African Diaspora here in Miami-Dade County.

This particular event was first suggested by a Miami-Dade County Commissioner who wanted to bring a more diversified audience to the South Dade Cultural Arts Center, which was largely underutilized by the South Dade African American community, even though it sits in their community's midst.

Part of the decision process sought to make sure that the program was both relevant and appealing to the audience which resulted in the decision to bring gospel music to the venue. Ticket prices were modest and essentially covered the costs associated with bringing the event to the SDCAC. Since the event was heavily subsidized, tickets prices were under \$10.00 per person. This was accomplished by using a mostly volunteer group of musicians and participants. The second year however, forced the committee to 'step up' its game and make sure that the entertainers were able to attract a larger crowd. This past year, program participants came not just from the South Dade area, but from the tri-county area and indicated that they wanted more participation and more competitive programming. Expenses were also incurred as a result of having to utilize union talent staging, lighting and other related items. Another addition was the incorporation of a marketing company that give the event more of a 'buzz' and the suggestion was made to honor churches that had a long history in the South Dade area. This generated interest from both the church and secular community who wanted to see their churches or pastors honored. Some of the participants' family members travelled from out of the Miami-Dade area to join in the celebration. Ticket prices this year will probably be under \$15.00 in order to keep the event affordable to the area residents who are typically in a TUA (Targeted Urban Area) and enjoy gospel music. Additionally, a number of senior citizens were provided transportation by local churches which allowed them to enjoy the event as well. Media sponsorship thus far has been minimal, however with the addition of a nationally recognized gospel artist, it is anticipated that this will generate/attract tourists to the event. Interestingly, the audience was not just limited to African Americans as a number of Anglo and Hispanic families enjoyed the concert as well.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 0	\$ 0	0	
Personnel: Artistic	\$ 0	\$ 10,000	\$ 10,000	
Personnel: Technical/Production	\$ 0	\$ 3,000	\$ 3,000	
Outside Artistic Fees/Services	\$ 0	\$ 400	\$ 400	
Outside Other Fees/Services	\$ 0	\$ 400	\$ 400	
Marketing ADV/ PV/ Printing/ Publication	\$ 5,000	\$ 0	\$ 5,000	
Marketing: Postage/Distribution	\$ 0	\$ 200	\$ 200	
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 0	0	
Travel: In County	\$ 0	\$ 0	0	
Travel: Out of County	\$ 0	\$ 0	0	
Equipment Rental	\$ 0	\$ 0	0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 3,600	\$ 3,600	
Equipment Purchase	\$ 0	\$ 0	0	
Equipment Purchase / for Performance, Exhibition, Event, etc.	\$ 0	\$ 0	0	
Space Rental	\$ 0	\$ 0	0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 3,650	\$ 3,650	
Mortgage/ Loan Payments	\$ 0	\$ 0	0	
Insurance	\$ 0	\$ 0	0	
Insurance / for Performance, Exhibition, Event, etc.	\$ 0	\$ 0	0	

Utilities	\$ 0	\$ 0	0	
Fundraising/ Development (Non-Personnel)	\$ 0	\$ 0	0	
Merchandise/ Concessions/ Gift Shops	\$ 0	\$ 0	0	
Supplies/Materials	\$ 0	\$ 500	\$ 500	
Other Expenses				
			0	
Videography, Awards, Photography, other expenses	\$ 0	\$ 3,000	\$ 3,000	
			0	
			0	
			0	
Subtotal	\$ 5,000	\$ 24,750	\$ 29,750	0
<b>TOTAL EXPENSES</b>	<b>\$ 29,750</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 8,750		32%
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	\$ 3,000	\$ 1,800	11%
Foundation Support			0
Private/ Individual Support	\$ 2,000	\$ 1,000	7%
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
			0
Gov't Grants: Local			
			0
CAN GRant	\$ 4,000		15%
			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	\$ 500		2%
Other Revenues			
Commissioner Cava	\$ 1,000		4%
Commissioner Moss	\$ 1,000	\$ 200	4%
Office of the Chair	\$ 1,000		4%
Office of the Mayor	\$ 1,000		4%
Department of Cultural Affairs Grants			
			0
			0
			0

			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 22,250	\$ 3,000	18%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 27,250		
Total Revenues	\$ 30,250	Total In-Kind %	11%

# FLAMENCO FESTIVAL MIAMI 2015

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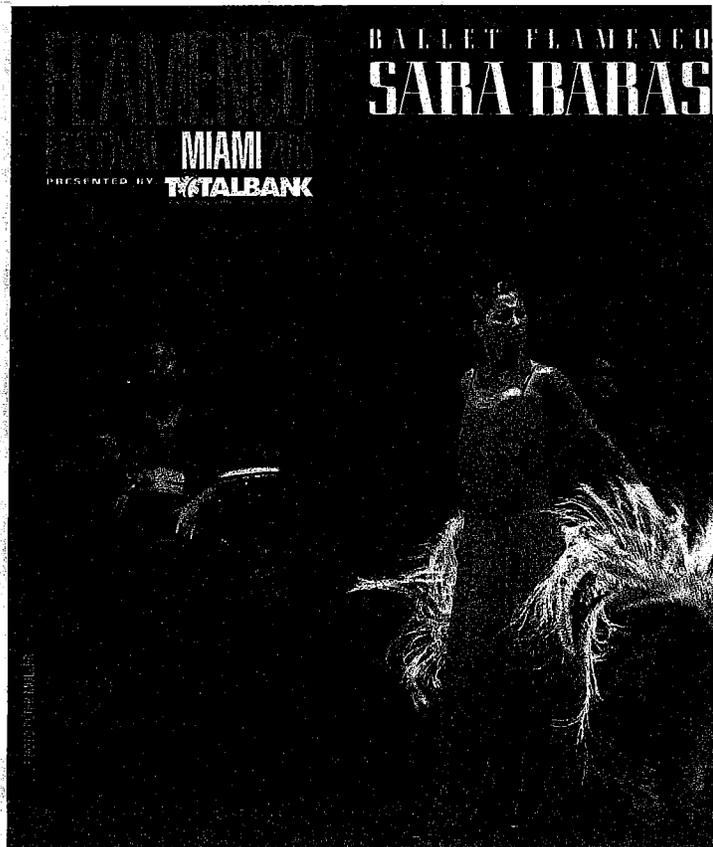
**"ARTISTRY OF THE HIGHEST CALIBER!"**  
Express (UK)



PHOTO PETER MULLER

## MARCH 12-14

ADRIENNE ARSHT CENTER | KNIGHT CONCERT HALL



## BALLET FLAMENCO SARA BARAS HEADLINES THE 8<sup>TH</sup> ANNUAL FLAMENCO FESTIVAL OF MIAMI!

Celebrated for her brilliant footwork and captivating stage presence, Sara Baras will lead a company of 10 dancers including guest artist Jose Serrano and 8 incredible flamenco musicians in a spectacular fusion of traditional flamenco and vibrant contemporary choreography! Baras has become internationally famous in a career that has spanned more than 20 years and earned her dozens of prestigious dance awards. Her career is influenced by the education that she received from the teacher who has had the biggest impact on her professional path, her mother Coñcha Baras.

**Adrienne Arsht Center**  
FOR THE PERFORMING ARTS OF MIAMI-DADE COUNTY