



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

Board of County Commissioners

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

March 26, 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
MARCH 26, 2015**

The Tourist Development Council (TDC) convened in the 6th floor Conference Room at the Stephen P. Clark Government Center, 111 Northwest First Street, Miami, Florida, at 10:30 a.m. on March 26, 2015. The members present were Chairman Bruno A. Barreiro, Mr. Stuart Blumberg, Mr. Hemant Patel, Mr. William Perry III, Mr. Gene Prescott, and Ms. Danielle Torres; (Commissioner Keon Hardemon, Ms. Olga Ramudo, and Commissioner Micky Steinberg were absent).

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

Chairman Bruno A. Barreiro called the meeting to order at 10:35 a.m.

I. Additions, Deletions, Withdrawals

There were no additions, deletions, or withdrawals from today's (03/26) 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 January 5, 2015 meeting

It was moved by Mr. Stuart Blumberg that the minutes of the January 05, 2015 Tourist Development Council (TDC) meeting be approved. This motion was seconded by Mr. Hemant Patel and upon being put to a vote, passed 6-0. (Commissioner Keon Hardemon, Ms. Olga Ramudo, and Commissioner Micky Steinberg were absent).

B. FY2014-2015 Second Funding Period's Deferred Applicant

1. Film Life, Inc.

Plunge Culture and Creativity Conference

Final Recommendation

\$16,750

Mr. Spring advised this item was deferred from the second funding period to allow the applicant to speak with Commissioner Hardemon. He noted the meeting occurred and all of the Commissioners' questions and concerns were addressed. It was moved by Mr. Stuart Blumberg that the deferred applicant Film Life, Inc. second funding period award recommendation by the TDC Subcommittee be approved. This motion was seconded by Mr. Hemant Patel and upon being put to a vote, passed 6-0. (Commissioner Keon Hardemon, Ms. Olga Ramudo, and Commissioner Micky Steinberg were absent).

IV. Reports and Discussion Items

**A. Updated Budget/Financial Position and Funding Recommendations for
FY2014-15 Third Funding Period**

Mr. Spring advised this was the third funding period of the fiscal year and advised this period covers events held from April – June 2015. He noted the overall TDC budget was \$ 1,294,047 which included a little more than \$119,000 that was carried over from last year. He also stated there was an unusual high amount of applicants for the third quarter which has put a strain on the budget. Mr. Spring announced thirty-three (33) applications were received for the third quarter requesting a total of \$495,000.00 in funding. He stated thirty-one (31) applicants were non-profit and two (2) for-profit, eleven (11) applicants were new or first time projects, sixteen (16) were Continuing projects and six (6) were eligible under the Ongoing projects category. Mr. Spring noted the TDC subcommittee met and a total of \$260,700.00 has been recommended and leaves \$156,583.00 for the remainder of the year. He advised this amount was higher than originally reported to the subcommittee due to the fact that Ms. Benjamin reviewed applicants who have not used their allocation and recaptured additional funds for the fourth quarter. He commented this was an adequate amount for the fourth quarter, but it does not leave that much in the reserves to make adjustments.

V. Citizens' Presentations

Mr. Spring explained the procedures regarding today's (03/26) 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 – Third Funding Period

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

VI. A-1. Aqua Foundation for Women, Inc.

Aqua Girl

Final Recommendation

\$6,750

Ms. Caitlin Wood appeared before the Council representing the foregoing applicant, and stated they provide scholarships and grants to various programs for women and noted the funds raised from this event would filter back into those programs. She stated the event would be held May 13th -17th, 2015. Ms. Wood advised that tickets were selling fast and they have sold 937 tickets, 250 rooms have been

booked and they were confident they would reach their goal of having 350 hotel rooms booked for this event. She thanked the TDC for their time and support.

**VI. A-3. Council of International Fashion Designers, Inc. Final Recommendation
Miami Fashion Week \$9,000**

Ms. Beth Sobol representing the foregoing applicant thanked the Council for their continued support and advised this was the 17th year for the event. She commented, they have new partnerships, they also have their own television show called "This Is Miami", which was broadcast to 97 million households and they also stream the show live to more than 600,000 people. Ms. Sobol added the event has been moved to the end of May, to present a resort show. She stated they have 1,300 room nights booked with their partner hotels and designers coming from all over the world to attend Miami Fashion Week.

**VI. A-4. Florida Grand Opera, Inc. Final Recommendation
The Consul by Gian Carlo Menotti \$12,000**

Mr. Brendan Glynn appeared before the Council and advised this was the 74th season, but it was the first of the "Made In Miami Series". He noted that all of the room nights have been covered, they have partnered with Hotel Intercontinental and the Betsy Hotel. Mr. Glynn stated they were also able to secure hotel and dinner packages in an effort to bring patrons from Broward, Monroe and Palm Beach County to Dade County for this event, since it was a South Florida premier. He commented this event draws opera lovers from everywhere and historically their ticket buyers were from thirty-three countries, forty-seven states and every county in South Florida.

**VI. A-6. Miami Chamber Music Society Final Recommendation
Mainly Mozart Festival \$9,000**

Mr. Mark Jaffe representing the foregoing applicant stated the festival has been in South Florida for the past twenty-two seasons and was highly respected by the local community. He noted the festival brings guest star musicians of an international caliber as well as local artists. He indicated there would be a high level of interest in these concerts, because they would be presented during the off-season in South Florida. Mr. Jaffe advised there were a total of eleven concerts that would be held on Sundays from April – June. He commented they were able to attract diverse audiences and requested the Council consider an increase of \$5,000 and he also thanked the TDC for their continued support.

**VI. A-7. Miami International Jazz Fest Final Recommendation
2015 Miami International Jazz Fest \$13,500**

Mr. Arturo Campa appeared before the Council and stated the festival was back for their second year and an additional night has been added. He noted they have seventeen rooms blocked at the Cambria Suites Hotel and have received support for free marketing and advertising from Channel 33. Mr. Campa advised they would be offering a free Master Class at Miami Senior High School on May 3, 2015, for all interested students in Miami-Dade County and he asked the Council to consider awarding the full requested amount of the grant.

**VI. A-15. Tigertail Productions, Inc. Final Recommendation
Tigertail International & Special Events \$13,500**

Ms. Mary Luft representing the foregoing applicant stated the event has been in existence for thirty-five years and noted they have fifty events taking place in the month of the April and she was very thankful for the support from the TDC.

It was moved by Mr. Stuart Blumberg that the FY 2014-2015 TDC third 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 (03/26) meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. A-1.	Aqua Foundation for Women, Inc. Aqua Girl	\$6,750
VI. A-2.	Arts Ballet Theatre of Florida, Inc. Great Moments from Opera, Ballet, and Zarzuela	\$9,000
VI. A-3.	Council of International Fashion Designers, Inc. Miami Fashion Week	\$9,000
VI. A-4.	Florida Grand Opera, Inc. The Consul by Gian Carlo Menotti	\$12,000
VI. A-5.	Indie Film Club Miami Ace Ventura Pet Detective Experience	\$5,000
VI. A-7.	Miami International Jazz Fest, Inc. 2015 Miami International Jazz Fest	\$13,500
VI. A-8.	Miami Momentum Dance Company, Inc. Miami Dance Festival 2015	\$7,000
VI. A-9.	Miami Piano Circle, Inc. American Grands	\$5,400
VI. A-10.	Miami River Fund, Inc. Free 19 th Annual Miami Riverday	\$8,000
VI. A-11.	South Florida Autism Charter Schools, Inc. 8 th Annual Miami International Agriculture Horse & Cattle Show	\$6,300
VI. A-12.	Teatro Avante, Inc. XXX International Hispanic Theatre Festival of Miami	\$15,750
VI. A-13.	The Greater Miami Festivals and Events Association, Inc. GMFEA 3 rd Annual Conference & Exhibition	\$5,000

VI. A-14. The Miami Foundation a/f/a PhilanthroFest International, Inc. \$10,000
PhilanthroFest 2015 Carnival of Dreams

VI. A-15. Tigertail Productions, Inc. \$13,500
Tigertail International & Special Events

This motion was seconded by Mr. Hemant Patel and upon being put to a vote, the vote passed 6-0. (Commissioner Keon Hardemon, Ms. Olga Ramudo, and Commissioner Micky Steinberg were absent).

Mr. Michael Spring advised there was a conflict of interest with Mr. Gene Prescott and he would not be able to vote on the following application.

Agenda Item No	Organization Name	Final Recommendation
VI. A-6.	Miami Chamber Music Society Mainly Mozart Festival	\$9,000

It was moved by Mr. Stuart Blumberg that the FY 2014-2015 TDC third funding period award recommendation by the TDC Subcommittee for the foregoing applicant in VI-A Section of Special Events/Promotions (Non-Profit) –Continuing be approved. This motion was seconded by Ms. Danielle Torres and upon being put to a vote, the vote passed 5-0. (Commissioner Keon Hardemon, Ms. Olga Ramudo, and Commissioner Micky Steinberg were absent and Mr. Gene Prescott abstained from voting).

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

VI. B-8.	Zoological Society of Florida Dinosaurs Live! At Zoo Miami	Final Recommendation \$10,000
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Ms. Patricia Tanski representing the foregoing applicant appeared before the Council and noted they requested \$25,000 in funding for their special exhibit “Dinosaurs Live”. She advised the attendance has exceeded their predicted amount of 250,000 visitors and should reach an attendance rate of more than 300,000 by the end of the exhibit. Ms. Tanski noted they do not keep track of the number of rooms booked, but they do have special rates with hotels near the zoo and in Homestead. In response to Mr. Blumberg’s question, Ms. Tanski clarified that the \$400 million in revenue was for the entire Zoological Society of Florida and the \$457,000 in expenses was specific to this exhibit which included the fees associated for marketing staff, which is why funding was requested.

VI. B-5.	Mad Cat Theatre Company, Inc. Mad Cat Theatre at the 2015 South Beach Comedy Festival	Final Recommendation \$2,500
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Ms. Ann Anthony appeared before the Council and stated they were a first time applicant. She noted since the application was submitted their role in the festival had expanded and subsequently would be involved with every night of the festival. Ms. Anthony advised there were some secured hotels in the South Beach area, but commented they would be conducting an exit survey to get feedback from the patrons regarding their hotel stay and locations. Ms. Anthony and asked the Council to increase the funding amount in the light of the changes mentioned today.

VI.	B-7.	West Arts West End Arts Festival	Final Recommendation \$7,500
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Mr. Jose Luis Castillo stated the festival would take place on the April 18 & 19th in the West End of the County and they have partnered with Florida International University in efforts to draw more people to the area.

Mr. Spring advised two applicants in section VI-B received a staff recommendation of \$0, due to the applicant lack of due diligence. He noted staff would continue to work with these organizations in the future to obtain a complete application.

It was moved by Mr. Stuart Blumberg that the FY 2014-2015 TDC third period award recommendations by the TDC Subcommittee for the applications in VI-B Section of Special Events/Promotions (Non-Profit) – First-Time including those who did not make a presentation at today’s (03/26) meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. B-1.	Fire Haus Projects. Inc. Altered Arts Festival	\$2,500
VI. B-2.	France-Florida Foundation for the Arts, Inc. Films on the Beach	\$2,500
VI. B-3.	Leadership Prep Foundation, Inc. The newly organized Coconut Grove Carnival Festival	\$0
VI. B-4.	Living Arts Trust, Inc. d/b/a O Cinema Hyphenated-American Series	\$5,000
VI. B-5.	Mad Cat Theatre Company, Inc. Mad Cat Theatre at the 2015 South Beach Comedy Festival	\$2,500
VI. B-6.	Martin Luther King Economic Development Corporation – Martin Luther King Candlelight Memorial and Gospel Concert	\$0
VI. B-7.	West Arts West End Arts Festival	\$7,500
VI. B-8.	Zoological Society of Florida Dinosaurs Live! At Zoo Miami	\$10,000

This motion was seconded by Mr. Hemant Patel and upon being put to a vote, the vote passed 6-0. (Commissioner Keon Hardemon, Ms. Olga Ramudo, and Commissioner Micky Steinberg were absent).

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

It was moved by Mr. Stuart Blumberg that the FY 2014-2015 TDC third period award recommendations by the TDC Subcommittee for the applications in VI-C Section of Special Events/Promotions (Non-Profit) – Ongoing including those who did not make a presentation at today’s (03/26) meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. C-1.	Dr. Martin Luther King, Jr., Parade and Festivities Committee, Inc. Dr. Martin Luther King Jr. Parade and Festivities	\$10,000
VI. C-2.	Miami Gay & Lesbian Film Festival, Inc. 17th Annual Miami Gay and Lesbian Film Festival	\$25,000
VI. C-3.	Michael-Ann Russell Jewish Community Center, Inc. Festival Yachad – Israeli Folk Dance Festival	\$7,000
VI. C-4.	National LGBTQ Task Force Winter Party Festival	\$10,000
VI. C-5.	New World Symphony, Inc. New World Symphony’s Season Finale with MTT and Anne-Sophie Mutter	\$12,500

This motion was seconded by Mr. William Perry III and upon being put to a vote, the vote passed 6-0. (Commissioner Keon Hardemon, Ms. Olga Ramudo, and Commissioner Micky Steinberg were absent).

D. Sports (Non-Profit) - Continuing

VI. D-1.	Greater Miami Billfish Tournament, Inc. Yamaha Contender Miami Sportfishing Tournament	Final Recommendation \$13,500
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Ms. Judy Layne representing the foregoing applicant appeared and thanked the Council for the continued support over the years and noted this was the 34th annual tournament. She advised this year the name was changed to the Greater Miami Sportsfish tournament to expand the participation. Ms. Layne stated they have proudly donated \$725,000 to marine conservation education and various scholarship programs. She noted they do a tremendous amount of marketing and advertising, including twelve sport fishing magazines and local publications. Ms. Layne indicated they do not block hotel rooms, but do have some host hotels.

It was moved by Mr. Stuart Blumberg that the FY 2014-2015 TDC third funding period award recommendation by the TDC Subcommittee for the foregoing applicant in VI-D Section of Sports (Non-Profit) – Continuing be approved. This motion was seconded by Mr. Hemant Patel and upon being put to a vote, the vote passed 6-0. (Commissioner Keon Hardemon, Ms. Olga Ramudo, and Commissioner Micky Steinberg were absent).

E. Sports (Non-Profit) – Ongoing

It was moved by Mr. William Perry III that the FY 2014-2015 TDC third funding period award

recommendation by the TDC Subcommittee for the applicant in VI-E Section of Sports (Non-Profit) – Ongoing be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. E-1.	Miami Northwest Express Track Club, Inc. 40th Annual Northwest Track and Field Classic	\$15,000

This motion was seconded by Mr. Hemant Patel and upon being put to a vote, the vote passed 6-0. (Commissioner Keon Hardemon, Ms. Olga Ramudo, and Commissioner Micky Steinberg were absent).

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

Agenda Item No	Organization Name	Final Recommendation
VI. F-1.	Sweat Records, Inc. Sweatstock Festival 2015	\$2,500

Ms. Lauren Reskin appeared before the Council and stated Sweat Records has been open for ten years and put on thousands of events, specifically the last six years they have promoted a free festival for homegrown artists, which garner tons of press and exposure. She noted they have been featured in the New York Times, CNN and various national magazines. Ms. Reskin advised they have now confirmed Iggy Pop as the headliner for this year’s festival and respectfully request and increase of funding to \$1,500.

It was moved by Mr. Stuart Blumberg that the FY 2014-2015 TDC third funding period award recommendation by the TDC Subcommittee for the foregoing applicant in VI-F Section of Special Events/Promotions (For-Profit) – First-Time be approved. This motion was seconded by Mr. Hemant Patel and upon being put to a vote, the vote passed 6-0. (Commissioner Keon Hardemon, Ms. Olga Ramudo, and Commissioner Micky Steinberg were absent).

G. Sports (For-Profit) – First-Time

Mr. Spring advised staff recommendation was \$0, since this event occurred eight months ago and was out of the window for TDC support.

It was moved by Mr. Stuart Blumberg that the FY 2014-2015 TDC third funding period award recommendation by the TDC Subcommittee for the applicant in VI-G Section of Sports (For-Profit) – First-Time be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. G-1.	Wright Islam Holdings, LLC. South Beach Invitational	\$0

This motion was seconded by Mr. Hemant Patel and upon being put to a vote, the vote passed 6-0. (Commissioner Keon Hardemon, Ms. Olga Ramudo, and Commissioner Micky Steinberg were absent).

Mr. Blumberg suggested the TDC staff meet with the staff from the Miami Beach Visitors and Convention Authority (VCA) to continue to work out an understanding between the two organizations

regarding events that are held solely on Miami Beach. He commented the applicants should be directed to request funding from Miami Beach VCA prior to requesting funds from the TDC. Ms. Benjamin noted this information was mentioned in the application process and the TDC guidelines request them to list any funding received from the VCA and she also indicated they were encouraged to reach out to the VCA. Mr. Spring commented the staff would meet with the VCA staff to obtain a better understanding of the process and if needed, coordinate a joint committee meeting.

In response to Mr. Patel's question regarding the budget and the increase of applications received, Mr. Spring stated the application traffic is hard to predict, but has stayed steady except for this third quarter. He noted when the budget is presented for the next fiscal year adjustments will be made for all of four quarters to reflect the increase in activity for the third quarter, which will allow for more flexibility in the budget.

Mr. Blumberg commended staff on the success of the cultural program, and noted the cultural community was growing so there may be a steady increase in third quarter applicants. He stated before the next budget cycle, it may be necessary to address requesting additional funding for the TDC and the continued growth.

It was moved by Mr. Blumberg and seconded by Ms. Torres that the meeting be adjourned. Hearing no further questions or comments the meeting adjourned at 11:22 am.



Chairman Bruno A. Barreiro
Tourist Development Council



TOURIST DEVELOPMENT COUNCIL

March 26, 2015

Prepared by: Tawana Parker

EXHIBITS LIST

NO.	DATE	ITEM #	DESCRIPTION
1	03/26/2015	-	Memorandum to the TDC Members Re: Scheduled Meeting
2	03/26/2015	-	Agenda
3	03/26/2015	-	Roll Call
4	03/26/2015	-	Application Summary Worksheet
5	03/26/2015	-	Memorandum Re: Budget Recommendations for FY 2014-2015 Third Funding Period
6	03/26/2015		Applications for Third Funding Period
7	03/26/2015	A-15	Tigertail Productions, Inc. – Tigertail International & Special Events
8	03/26/2015	D-1	Greater Miami Billfish Tournament, Inc. – Yamaha Contender Miami Sportfishing Tournament
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MEMORANDUM

CLERK OF THE BOARD

2015 MAR 24 AM 9:50

TO: Tourist Development Council Members

DATE:

CLERK, CIRCUIT COURT
March 20, 2015 COUNTY OF
MIAMI-DADE COUNTY, FLA.
#1

FROM: Honorable Bruno Barreiro
Chairperson
Tourist Development Council

SUBJECT: Tourist Development
Council FY 2014-2015
Third Quarter Funding
Meeting

The Tourist Development Council's FY 2014-2015 Third Quarter Funding Meeting has been scheduled for **Thursday, March 26, 2015 at 10:30 am**. Please note that the hearing is scheduled to take place at the **Stephen P. Clark Center, located at 111 NW First Street**. The meeting will be held on the 6th floor in the Department of Cultural Affairs' front conference room. To this effect, I am enclosing the agenda package for this meeting.

TDC Members: Stuart L. Blumberg
Commissioner Keon Hardemon
Hemant Patel
William Perry, III
Gene Prescott
Olga Ramudo
Commissioner Micky Steinberg
Danielle Torres

c: Honorable Carlos A. Gimenez, Mayor
Michael Spring, Senior Advisor, Office of the Mayor/Director, Department of Cultural Affairs
Marlene Avalo, Legislative Assistant, Office of the Chairperson
Monica Rizo, Assistant County Attorney
Christopher Agrippa, Director, Clerk of the Board Division
Madelin Rizzo, Finance Department
Mario Santana, Budget Analyst, Office of Management and Budget
Henry Sori, Director, Community Information and Outreach
William Talbert, President and Chief Executive Officer, Greater Miami Convention and Visitors Bureau
Al West, Vice President, Finance, Greater Miami Convention and Visitors Bureau



Panel Meeting
Thursday, March 26, 2015 10:30 AM
Stephen P. Clark Center
111 NW First Street
6th Floor, Front Conference Room
Miami, Florida

AGENDA

I. Additions, Deletions, Withdrawals

II. Conflict of Interest

III. Items for Approval

A. Minutes of the January 5, 2015 Meeting

B. FY2014-2015 Second Funding Period's Deferred Applicant

1. Film Life, Inc.

\$16,750

Plunge Culture and Creativity Conference

IV. Reports and Discussion Items

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

V. Citizens' Presentations

VI. Grant Applications and Recommendations - Third Funding Period

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

	Request	Subcommittee Recommendation
1. Aqua Foundation for Women, Inc. <i>Aqua Girl</i>	25,000	6,750
2. Arts Ballet Theatre of Florida, Inc. <i>Great Moments from Opera, Ballet, and Zarzuela</i>	15,000	9,000
3. Council of International Fashion Designers, Inc. <i>Miami Fashion Week</i>	25,000	9,000
4. Florida Grand Opera, Inc. <i>The Consul by Gian Carlo Menotti</i>	25,000	12,000
5. Indie Film Club Miami <i>Ace Ventura Pet Detective Experience</i>	12,000	5,000
6. Miami Chamber Music Society <i>Mainly Mozart Festival</i>	15,000	9,000
7. Miami International Jazz Fest, Inc. <i>2015 Miami International Jazz Festival</i>	15,000	13,500
8. Miami Momentum Dance Company, Inc. <i>Miami Dance Festival 2015</i>	15,000	7,000
9. Miami Piano Circle, Inc. <i>AMERICAN GRANDS</i>	15,000	5,400

	Request	Subcommittee Recommendation
10. Miami River Fund, Inc. <i>Free 19th Annual Miami Riverday</i>	15,000	8,000
11. South Florida Autism Charter Schools, Inc. <i>8th Annual Miami International Agriculture Horse & Cattle Show</i>	7,000	6,300
12. Teatro Avante, Inc. <i>XXX International Hispanic Theatre Festival of Miami</i>	25,000	15,750
13. The Greater Miami Festivals and Events Association, Inc. <i>GMFEA 3rd Annual Conference & Exhibition</i>	5,000	5,000
14. The Miami Foundation a/f/a/ PhilanthroFest International, Inc. <i>PhilanthroFest 2015 Carnival of Dreams</i>	15,000	10,000
15. Tigertail Productions, Inc. <i>Tigertail International & Special Events</i>	13,500	13,500
B. Special Events/Promotions (Non-Profit) – First Time		
1. Fire Haus Projects, Inc. <i>Altered Arts Festival</i>	5,000	2,500
2. France-Florida Foundation for the Arts, Inc. <i>Films on the Beach</i>	4,500	2,500
3. Leadership Prep Foundation, Inc. <i>The newly organized Coconut Grove Carnival Festival</i>	25,000	0
4. Living Arts Trust, Inc. d/b/a O Cinema <i>Hyphenated-American Series</i>	15,000	5,000
5. Mad Cat Theatre Company, Inc. <i>Mad Cat Theatre at the 2015 South Beach Comedy Festival</i>	5,000	2,500
6. Martin Luther King Economic Development Corporation <i>Martin Luther King Candlelight Memorial and Gospel Concert</i>	15,000	0
7. West Arts <i>West End Arts Festival</i>	7,500	7,500
8. Zoological Society of Florida <i>Dinosaurs Live! at Zoo Miami</i>	25,000	10,000
C. Special Events/Promotions (Non-Profit) -- Ongoing		
1. Dr. Martin Luther King, Jr., Parade and Festivities Committee, Inc. <i>Dr. Martin Luther King, Jr. Parade and Festivities</i>	15,000	10,000
2. Miami Gay & Lesbian Film Festival, Inc. <i>17th Annual Miami Gay and Lesbian Film Festival</i>	25,000	25,000
3. Michael-Ann Russell Jewish Community Center, Inc. <i>Festival Yachad - Israeli Folk Dance Festival</i>	11,000	7,000
4. National LGBTQ Task Force <i>Winter Party Festival</i>	10,000	10,000

	Request	Subcommittee Recommendation
5. New World Symphony, Inc. <i>New World Symphony's Season Finale with MTT and Anne-Sophie Mutter</i>	15,000	12,500
D. Sports (Non-Profit) – Continuing		
1. Greater Miami Billfish Tournament, Inc. <i>Yamaha Contender Miami Sportfishing Tournament</i>	15,000	13,500
E. Sports (Non-Profit) – Ongoing		
1. Miami Northwest Express Track Club, Inc. <i>40th Annual Northwest Track and Field Classic</i>	15,000	15,000
F. Special Events/Promotions (For-Profit) – First Time		
1. Sweat Records, Inc. <i>Sweatstock Festival 2015</i>	5,000	2,500
G. Sports (For-Profit) – First-Time		
1. Wright Islam Holdings, LLC <i>South Beach Invitational</i>	25,000	0

Adjournment



Panel Meeting
Thursday, March 26, 2015 10:30 AM
Stephen P. Clark Center
111 NW First Street
6th Floor, Front Conference Room
Miami, Florida

Citizens' Presentations

VI. Grant Applications and Recommendations - Third Funding Period

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

	Request	Subcommittee Recommendation
1. Aqua Foundation for Women, Inc. <i>Caitlin Wood</i>	25,000	6,750
3. Council of International Fashion Designers, Inc. <i>Beth Sobol</i>	25,000	9,000
4. Florida Grand Opera, Inc. <i>Brendan Glynn</i>	25,000	12,000
6. Miami Chamber Music Society <i>Mark Jaffe</i>	15,000	9,000
7. Miami International Jazz Fest, Inc. <i>Arturo Campa</i>	15,000	13,500
B. Special Events/Promotions (Non-Profit) – First Time		
8. Zoological Society of Florida <i>Patricia Tanski</i>	25,000	10,000
C. Special Events/Promotions (Non-Profit) -- Ongoing		
4. National LGBTQ Task Force <i>Michael Bath</i>	10,000	10,000
D. Sports (Non-Profit) – Continuing		
1. Greater Miami Billfish Tournament, Inc. <i>Judy Layne</i>	15,000	13,500
F. Special Events/Promotions (For-Profit) – First Time		
1. Sweat Records, Inc. <i>Lauren Reskin</i>	5,000	2,500

Adjournment

TOURIST DEVELOPMENT COUNCIL

Roll Call Sheet for - 03/26/2015

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

NOTE: Five (5) members constitute a quorum

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
III. B-1	Film Life, Inc.	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			25,000					8,250	R	0

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. A-1	Aqua Foundation for Women, Inc.	6,750	Aqua Girl	05/13/15 to 05/17/15	25,000	Continuing / 2nd	7,500	10,000	0.9	6,000	R	
VI. A-2	Arts Ballet Theatre of Florida, Inc.	9,000	Great Moments from Opera, Ballet, and Zarzuela	04/06/15 to 05/22/15	15,000	Continuing / 2nd	10,000	10,000	0.9	6,000	R	
VI. A-3	Council of International Fashion Designers, Inc.	9,000	Miami Fashion Week	05/27/15 to 05/31/15	25,000	Continuing / 5th	10,500	15,000	0.6	16,000	R	
VI. A-4	Florida Grand Opera, Inc.	12,000	The Consul by Gian Carlo Menotti	05/09/15 to 05/16/15	25,000	Continuing / 3rd	15,000	15,000	0.8	13,000	R	
VI. A-5	Indie Film Club Miami	5,000	Ace Ventura Pet Detective Experience	05/01/15 to 05/01/15	12,000	Continuing / 2nd	5,000	5,000	0.9	7,000	R	
VI. A-6	Miami Chamber Music Society	9,000	Mainly Mozart Festival	04/26/15 to 05/21/15	15,000	Continuing / 2nd	10,000	10,000	0.9	6,000	R	
VI. A-7	Miami International Jazz Fest Inc.	13,500	2015 Miami International Jazz Festival	05/01/15 to 05/03/15	15,000	Continuing / 2nd	15,000	15,000	0.9	1,500	R	
VI. A-8	Miami Momentum Dance Company, Inc.	7,000	Miami Dance Festival 2015	04/04/15 to 05/29/15	15,000	Continuing / 4th	8,000	10,000	0.7	8,000	R	
VI. A-9	Miami Piano Circle, Inc.	5,400	AMERICAN GRANDS	05/09/15 to 05/09/15	15,000	Continuing / 2nd	6,000	6,000	0.9	9,600	R	
VI. A-10	Miami River Fund, Inc.	8,000	Free 19th Annual Miami Riverday	04/11/15 to 04/11/15	15,000	Continuing / 3rd	9,000	10,000	0.8	7,000	R	
VI. A-11	South Florida Autism Charter Schools, Inc.	6,300	8th Annual Miami International Agriculture Horse & Cattle Show	04/10/15 to 04/12/15	7,000	Continuing / 2nd	7,000	7,000	0.9	700	R	
VI. A-12	Teatro Avante, Inc.	13,750	XXX International Hispanic Theatre Festival of Miami	08/18/15 to 07/26/15	25,000	Continuing / 2nd	17,500	17,500	0.9	9,250	R	
VI. A-13	The Greater Miami Festivals and Events Association, Inc.	5,000	GMFEA 3rd Annual Conference & Exhibition	06/18/15 to 06/18/15	5,000	Continuing / 2nd	5,000	5,000	0.9	0	R	
VI. A-14	The Miami Foundation AFA PhilanthroFest International, Inc.	10,000	PhilanthroFest 2015 Carnival of Dreams	04/11/15 to 04/11/15	15,000	Continuing / 3rd	11,250	12,500	0.8	5,000	R	
VI. A-15	TigerTall Productions, Inc.	13,500	TigerTall International & Special Events	04/11/15 to 08/30/15	13,500	Continuing / 2nd	15,000	15,000	0.9	0	R	
Subtotals:		135,200			242,500					107,300	R	0

*D = Direct R = Reimbursement

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI B-1	File Haus Projects, Inc.	2,500	Altered Arts Festival	04/01/15 to 06/30/15	5,000	First Time	N/A	N/A	N/A	2,500	R	R
VI B-2	France-Florida Foundation for the Arts, Inc.	2,500	Films on the Beach	04/02/15 to 04/30/15	4,500	First Time	N/A	N/A	N/A	2,000	R	R
VI B-3	Leadership Prep Foundation Inc.	0	The newly organized Coconut Grove Carnival Festival	06/11/15 to 06/14/15	25,000	First Time	N/A	N/A	N/A	25,000	R	R
VI B-4	Living Arts Trust, Inc. db/a O Cinema	5,000	Hyperated-American Series	04/01/15 to 06/30/15	15,000	First Time	N/A	N/A	N/A	10,000	R	R
VI B-5	Mad Cat Theatre Company, Inc.	2,500	Mad Cat Theatre at the 2015 South Beach Comedy Festival	04/08/15 to 04/08/15	5,000	First Time	N/A	N/A	N/A	2,500	R	R
VI B-6	Martin Luther King Economic Development Corporation	0	Martin Luther King Candlelight Memorial and Gospel Concert	04/04/15 to 04/04/15	15,000	First Time	N/A	N/A	N/A	15,000	R	R
VI B-7	West Arts	7,500	West End Arts Festival	04/11/15 to 04/12/15	7,500	First Time	N/A	N/A	N/A	0	R	R
VI B-8	Zoological Society of Florida	10,000	Dinosaurs Live! at Zoo Miami	01/24/15 to 05/10/15	25,000	First Time	N/A	N/A	N/A	15,000	R	R
Subtotals:		30,000			102,000					72,000		0

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI C-1	Dr. Martin Luther King, Jr. Parade and Festivities Committee, Inc.	10,000	Dr. Martin Luther King, Jr. Parade and Festivities	01/02/15 to 01/19/15	15,000	Ongoing	10,000	10,000	N/A	5,000	R	R
VI C-2	Miami Gay & Lesbian Film Festival, Inc.	25,000	7th Annual Miami Gay and Lesbian Film Festival	04/24/15 to 05/03/15	25,000	Ongoing	15,000	25,000	N/A	0	R	R
VI C-3	Michael Ann Russell Jewish Community Center, Inc.	7,000	Festival Yachad - Israeli Folk Dance Festival	05/31/15 to 06/05/15	11,000	Ongoing	5,000	7,000	N/A	4,000	R	R
VI C-4	National LGBTQ Task Force	10,000	Winter Party Festival	03/04/15 to 03/09/15	10,000	Ongoing	10,000	10,000	N/A	0	R	R
VI C-5	New World Symphony, Inc.	12,500	New World Symphony's Season Finale with MTT and Anne-Sophie Mutter	04/13/15 to 04/26/15	15,000	Ongoing	7,500	12,500	N/A	2,500	R	R
Subtotals:		64,500			76,000					11,500		0

Sports
Non-Profit Organizations (Continuing - Formula Reduction)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI D-1	Greater Miami Billfish Tournament, Inc.	13,500	Yamaha Contender Miami Sportfishing Tournament	04/23/15 to 04/25/15	15,000	Continuing / 2nd	15,000	15,000	0.9	1,500	R	R
Subtotals:		13,500			15,000					1,500		0

*D=Direct R=Reimbursement

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. E-1	Miami Northwest Express Track Club, Inc.	15,000	10,000	40th Annual Northwest Track and Field Classic	06/12/15 to 06/14/15	15,000	Ongoing	15,000	10,000	N/A	5,000	R	0
Subtotals:		15,000	10,000			15,000					5,000	R	0

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. F-1	Sweat Records, Inc.	2,500	2,500	Sweatstock Festival 2015	04/18/15 to 04/18/15	5,000	First Time	N/A	N/A	N/A	2,500	R	0
Subtotals:		2,500	2,500			5,000					2,500	R	0

Sports

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	Wright Islam Holdings, LLC	0	7,500	South Beach Invitational	08/15/14 to 8/17/14	25,000	First Time	N/A	N/A	N/A	17,500	R	0
Subtotals:		0	7,500			25,000					17,500	R	0

Beginning Balance for FY 2014-2015: 1,175,000
 Carry-over/Recaptured Funds: 119,047
 Total Available for FY 2014-2015: 1,294,047

Beginning Balance for 3rd Funding Quarter: 215,273
 Total in the Reserve Fund: 5,889
 Remaining Balance for the Program: 156,583

Total number of Applications: 33
 Grant request grand total: 480,500
 Request to recommendation grand total: 217,300
 Subcommittee Recommendation Grand Total: 277,450
 Final Panel Recommendation Grand Total: 0

*D = Direct R = Reimbursement



MEMORANDUM

Date: March 26, 2015

To: Honorable Bruno Barreiro, Chairperson
and Members
Tourist Development Council

From: Michael Spring, Director
Department of Cultural Affairs 

Subject: Budget Recommendations for FY 2014-2015 Third Funding Period

FY 2014-2015 Available Budget

The allocation of funds to the Tourist Development Council's budget for fiscal year 2014-2015 is \$1,294,047. 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, \$119,047 was carried over from FY 2013-2014.

3rd Funding Period Overview

There are thirty-three (33) applications requesting a total of \$495,500 for the third funding period. Of these 33 applications, thirty-one (31) are from non-profit organizations requesting a total of \$465,500; and two (2) applications are from for-profit organizations requesting \$30,000.

Eleven (11) of these 33 organizations represent New and/or First-time projects to the Tourist Development Council; sixteen (16) are Continuing projects; and six (6) are eligible under the Ongoing projects category (i.e., nonprofit organizations that have completed a five year TDC funding cycle). The appropriate formulas have been applied in determining funding recommendations for applicant organizations that fall into the Continuing projects categories subject to the organizations' satisfying eligibility requirements and meeting program criteria.

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

Recommended Allocation for this Funding Period

A total of \$260,700 has been recommended for 29 organizations by the TDC Subcommittee for this third funding period. In addition, \$16,750 has been recommended for one (1) organization that was deferred from the second quarter funding period. The remaining balance for the program as appropriated at the beginning of the year is \$156,583. The current balance in the Reserve Fund is \$5,889. Reserve funds are available to address unforeseen or needed adjustments and/or unanticipated major project requests.

<u>Funding Period/Category</u>	<u>Budgeted + Allocations</u>	<u>Set-Aside +</u>	<u>Reserve</u>	<u>Actual Recommended = /Expended # of grants</u>	<u>Remaining Balance</u>
First Funding Period	\$ 315,850	\$ 124,400	\$ 14,025	\$ 454,275 ³⁵	\$
Second Funding Period	364,527		35,323	\$ 399,850 ³²	
Third Funding Period	215,273		62,177	\$ 277,450 ³⁰	
Fourth Funding Period	156,583				156,583
Reserve	117,414				5,889
Set-Aside Grants	124,400				
TOTAL	\$1,294,047	\$ 124,400	\$ 111,525	\$ 1,131,575 ⁹⁷	\$ 162,472

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					\$1,294,047
Total TDC First Funding Period Allocations					\$454,275
Total TDC Second Funding Period Allocations					\$399,850
Continuing <i>(Reduction Formula)</i> Projects - Funding Formula Amounts (# of requests)	\$ 151,950 (16)	\$ 13,500 (1)	N/A	N/A	\$ 165,450 (17)
Ongoing Projects <i>(Beginning New Cycle)</i> - Recommended Amounts (# of requests)	\$ 64,500 (5)	\$ 15,000 (1)	N/A	N/A	\$ 79,500 (6)
New and/or First- time Projects - Recommended Amounts (# of requests)	\$ 32,500 (7)		N/A	N/A	\$ 32,500 (7)
Total Recommended for Second Funding Period (# of requests)	\$ 248,950 (28)	\$ 28,500 (2)	N/A	N/A	\$ 277,450 (30)
Balance Remaining (4th Quarter + Reserve)					\$ 162,472

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

Miami-Dade County Department of Cultural Affairs

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

Agenda Item No.: 111.B-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
TOTAL	11	197

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
TOTAL EXPENSES	\$ 25,000			

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 - 3rd Quarter (April 1 - June 30)

Agenda Item No.: A-1

ORGANIZATION: Aqua Foundation for Women, Inc.

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: Aqua Girl

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: 05-13-2015 through 05-17-2015

EVENT LOCATION: Radio Bar, The Betsy, Dream Nightclub

PROJECT SYNOPSIS:

Grant funds are requested to support Aqua Girl 2015 (May 13th-17th) at the National Hotel. Aqua Girl is an annual national women's week designed to promote the visibility, health and equality of lesbian, bisexual and transgender women and showcase a variety of LGBT artists. This year there will be many cultural and social events across Miami and Miami Beach including dance parties, pool parties, speed dating, sip and savor and fitness challenge.

HOTEL CONFIRMATION:

National Hotel	350 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	120	1200
Out of County	15	550
Out of State	5	2050
Foreign	0	200
TOTAL	140	4000

MARKETING DETAILS: "Our marketing plan focuses on bringing in tourist from outside the United States such as Canada, as well as drawing from national locations such as Atlanta, New York, New Jersey, Pennsylvania and Washington, DC area. Additionally, we will market to women from Florida, outside of our tri-county area.

To attract international visitors we are partnering with LBT event planners in Canada to reach the Canadian communities. The planners will be promoting Aqua Girl® through various means such as eblasts, printed materials and videos at events.

For national visitors we are planning an aggressive campaign that includes print ads, banner ads on sites that are frequented by LBT women, eblasts from organizations that market to LBT women, as well as reaching new press. We also have a partnership with the Diana Shore weekend, the largest for profit LBT women's event in the country. Additionally we will have flyers at Pride and party events in various cities across the United States.

To attract Floridians we are partnering with party planners in several cities across the state to help us. We will have flyers at state-wide Pride and party events. "

We are in the process of attempting to again secure the Derek and Romain Show.

PREVIOUS TDC FUNDING: \$7,500 (13-14); \$5,000 (12-13); \$5,000 (11-12); \$5,000 (10-11); \$5,000 (07-08); \$5,000 (05-06)

OTHER GOVERNMENT FUNDING:

MBVCA \$27,350

PROJECT NARRATIVE:

Aqua Girl is a National Festival week geared toward the lesbian, bisexual, and transgender women's community it is produced by Aqua Foundation for Women. Aqua Girl consists of cultural and social event across Miami and Miami Beach including upscale dinner, dance parties, pool parties and a VIP event. Aqua Girl 2015 is May 13th -17th and has currently 10 events planned with potentially 4 more to be offered. Tickets range from \$12 - \$95. All events are open to the public provided they are appropriate age, have purchased tickets, etc. We expect approximately 5000 attendees total.

We work with a host hotel, the National Hotel (where we have 350 room nights blocked), which serves as the central meeting place for our out-of-town visitors as well as locals. The festival focuses on highlighting LBT female artist and performers from across the country and has hosted a variety of comedians, djs, singers, artists, drag kings, tv personalities and designers. Aqua Girl's line up of performances and events have made it a must on the travel schedule of LBT women from across the country and the world with a record of continuous tourist growth every year since its inception. This years specific events include a VIP Cocktail Reception, wine tasting event at The Betsy, a fitness challenge, 2 different evening dance parties, and 3 pool parties. We're hosting these events at a variety of popular locations including Score, Trade, Radio Bar, The Betsy and the National.

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

Each year the event has grown in scope and we continue to promote the weekend, Miami & Miami Beach as it expands to become an entire week of events and the largest non-profit women's week in the U.S. We would be grateful to have TDC support and funding this year and we would be able to focus those funds on international and national targeted marketing opportunities designed to continue to grow our national attendance and visibility.

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

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 0	\$ 23,500	\$ 23,500	\$ 0
Personnel: Artistic	\$ 0	\$ 18,000	\$ 18,000	\$ 0
Personnel: Technical/Production	\$ 0	\$ 5,000	\$ 5,000	\$ 0
Outside Artistic Fees/Services	\$ 0	\$ 0	0	\$ 0
Outside Other Fees/Services	\$ 0	\$ 0	0	\$ 0
Marketing ADV/ PV/ Printing/ Publication	\$ 10,000	\$ 21,500	\$ 31,500	\$ 7,500
Marketing: Postage/Distribution	\$ 0	\$ 500	\$ 500	\$ 0
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 5,000	\$ 5,000	\$ 0
Travel: In County	\$ 0	\$ 0	0	\$ 0
Travel: Out of County	\$ 0	\$ 0	0	\$ 0
Equipment Rental	\$ 0	\$ 0	0	\$ 0
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 8,000	\$ 8,000	\$ 0
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	\$ 0	0	\$ 0
Mortgage/ Loan Payments	\$ 0	\$ 0	0	\$ 0
Insurance	\$ 0	\$ 3,000	\$ 3,000	\$ 0
Insurance / for Performance, Exhibition, Event, etc.	\$ 0	\$ 0	0	\$ 0

Utilities	\$ 0	\$ 0	0	\$ 0
Fundraising/ Development (Non-Personnel)	\$ 0	\$ 0	0	\$ 0
Merchandise/ Concessions/ Gift Shops	\$ 0	\$ 7,500	\$ 7,500	\$ 0
Supplies/Materials	\$ 0	\$ 2,000	\$ 2,000	\$ 0
Other Expenses				
Event Production: Sound and Lighting	\$ 5,000	\$ 8,000	\$ 13,000	\$ 0
Ticketing and Cash Management, Food and Beverage	\$ 0	\$ 21,500	\$ 21,500	\$ 14,500
Shuttles, Valet, Cleaning and Security	\$ 0	\$ 15,500	\$ 15,500	\$ 0
City Services	\$ 0	\$ 4,000	\$ 4,000	\$ 0
			0	
Subtotal	\$ 15,000	\$ 143,000	\$ 158,000	\$ 22,000
TOTAL EXPENSES	\$ 180,000			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 36,650		23%
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	\$ 10,000	\$ 17,000	6%
Foundation Support	\$ 0		0
Private/ Individual Support	\$ 0	\$ 5,000	0
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			
Miami Beach VCA	\$ 27,350		17%
			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	\$ 44,000		28%
Other Revenues			
Program Sales	\$ 7,000		4%
Bar Sales	\$ 18,000		11%
			0
			0
Department of Cultural Affairs Grants			
	\$ 0		0
			0
			0

			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 143,000	\$ 22,000	9%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 158,000		
Total Revenues	\$ 180,000	Total In-Kind %	14%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: A-2

ORGANIZATION: Arts Ballet Theatre of Florida, Inc

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: Great Moments from Opera, Ballet, and Zarzuela

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: 04-06-2015 through 05-22-2015

EVENT LOCATION: Miami Dade County Auditorium, Arts Ballet Theatre of Florida,

PROJECT SYNOPSIS:

Grant funds are requested to support a performance of "Great Moments from Opera, Ballet and Zarzuela" at the Miami Dade County Auditorium (MDCA) on May 17, 2015. This program will be co-presented by MDCA, The Opera Atelier, and Arts Ballet Theatre of Florida. This program will include different disciplines such as: ballet, visual arts, etc, and will feature the collaboration of different local organizations such as Arts Ballet Theatre of FI, Florida Chamber Orchestra and Amazonia Vocal Ensemble.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	145	1825
Out of County		500
Out of State		100
Foreign		
TOTAL	145	2425

MARKETING DETAILS: This project benefits from the combined marketing plans of the several participating organizations. In addition to Arts Ballet's promotions, MDCA and The Opera Atelier will promote the event to their audiences. Arts Ballet regularly distributes press releases in three languages - English, Spanish and Russian - regarding upcoming performances and information on the company that is of interest to the community. Announcements are made in various local publications relevant to entertainment and events in the community. Flyers, Postcards, and Brochures are distributed to approximately 9,000 persons throughout the year, several times a year.

Through participation in Golden Ticket and Culture Shock, our programs are accessible to a larger audience. Advertisements are placed in Dancer, Pointe, and Dance magazines, and in local newspapers. Aroundtown Magazine 8 ads a year; Dance Magazine of Florida 6 a year; Miami Art Guide 4 a year; Reklama (Russian) 6 a year; full page Sun Post 2 a year; Sun Sentinel 2 a year; Herald 2 a year; Dance Magazine 2 a year; El Nuevo Herald 2 a year, CG Latin Tourism Magazine 4 a year.

Online:

Organiste.net 8 campaigns a year

Floridaconcertflyers 6 campaigns a year

MAG 4 campaigns a year

Miamiartzine 4 campaigns a year

NewTimes 4 campaigns a year

Radio and online:

Actualidad Radio1020 (latin) continuous campaign a year by agreement (in-exchange)

Classical South Florida 4 campaigns a year by agreement

MAG 6 campaigns a year by agreement

Arts Ballet Theatre is a member of Miami Artburst which provides promotional support to the company. It is also a member of The Venezuelan Business Club, the Venezuelan Chamber of

Commerce, the Aventura Marketing Council and the North Miami Beach Chamber.

The internet has also proven to be an excellent resource for free and low-cost publicity. The organization's web site serves as a highly informative, well-designed marketing tool that provides information to the general public on dance, performances and programs (www.artsballettheatre.org).

Email distribution of promotional material reaching a large audience South Florida has proven to be a very successful marketing tool. Arts Ballet has an active YouTube channel with videos of performances, with 225,206 video views and 299 subscribers (as of January, 2015). Our FaceBook page has 2,849 Likes, and the organization is active on Twitter with 4,463 followers.

We continue to explore avenues to expand our social media presence in order to gain new patrons and supporters. We work with collaborating organizations such as DanceNow, Amazonia and TOA to cross promote events. Additionally, our marketing staff regularly attend seminars and conferences held by the Arts & Business Council and the MDDoCA to seek new and more efficient means of promoting our company to the community. Arts Ballet produces marketing materials in Spanish and in Russian to attract a more diverse audience.

Events held in the studio have attracted standing room only audiences.

Media sponsorships comes from: Classical South florida, actualidad Radio 1020 1040, Diario Las Americas, Miami Diario, El Venezolano TV, Mira TV, Integrate News, Radio La Rumbera, Mundo Fox. All advertising, posters and postcards, e-flyers include the logos of these media sponsors. Marketing efforts include interviews, and articles in all media, electronic flyers send through Organiste, Classical Music Lovers, South Florida Classics, and our own database of 6,790 email addresses.

Ads will be placed in Miami New Times, Miami Herald, Diario Las Americas, Sun Sentinel, CG Magazine, Riverwalk Magazine, Aventura Magazine, among many others.

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

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

"Great Moments from Opera, Ballet and Zarzuela" will take place at Miami Dade County Auditorium (MDCA). It will consist of staged moments from famous operas, ballets and zarzuelas with orchestral accompaniment and featuring collaborations of international star Paquito D'Rivera, Arts Ballet Theatre of Florida, Florida Chamber Orchestra and Amazonia Vocal Ensemble, and a cast of excellent artists. A special feature will be the preview premiere of Cecilio Valdés, Rey de la Habana, an opera-zarzuela with music by Paquito D' Rivera. This varied program will be co-presented by MDCA . The repertory includes selections from: I Pagliacci, La Boheme, La Traviata, Ballo in Maschera, Nozze di Figaro, Maria la O, Fuga con Pajarillo and Alma Llanera. The excellence of this unique program will be of interest to tourists. The concert will take place at MDCA on May 17, 2015. The event is open to the general public and tickets vary from \$10-\$75. Additional free master classes and seminars will take place at Arts Ballet's studios during the week from May 11 to the 16.

Tourists and visitor audiences from Broward and Palm Beach counties particularly, as well as throughout the state, will be enticed to come to MDCA for this performance attracted by the reputation of Grammy award winning artist Paquito D'Rivera, who has an international following as well as the popularity of the organizations participating and through a strong marketing plan and use of social media.

Marketing efforts are described in detail in the Marketing section. This project in particular greatly benefits from the combined marketing reach of the several participating organizations and international star Paquito D'Rivera.

Both Arts Ballet and Opera Atelier will share responsibilities and resources to cover marketing to their own patron bases, press, promotions, rehearsal space, catering and any other miscellaneous expenses. Arts Ballet has hired 305PR to promote the event in print, TV, Radio and social media. Additionally Arts Ballet has agreements with Actualidad Radio 1020, Classical South Florida, Miami Diario and MiraTV. Marketing is in English, Spanish and Russian.

The Miami Hilton Cabana will be the sponsor as per agreement. Five rooms have been already blocked. TDC funding will enhance Arts Ballet's tourism attractiveness by supporting a unique production where all type of audiences can enjoy Ballet, Opera and zarzuela through collaboration of The Opera Atelier, Paquito D'Rivera, Amazonia Ensemble and the Florida Chamber Orchestra. Each of the participating organizations must seek funding for its part of the production. The Opera Atelier is committed to cover the expenses associated with paying their artists and renting the theatre. Arts Ballet is requesting funding for the production of the costumes, headpieces, shoes and the artistic fees involved with the ballet. Pre-production meetings and rehearsals are already in progress.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 6,800	\$ 6,800	\$ 1,000
Personnel: Artistic		\$ 5,000	\$ 5,000	
Personnel: Technical/Production	\$ 500	\$ 5,000	\$ 5,500	
Outside Artistic Fees/Services	\$ 10,000	\$ 12,500	\$ 22,500	
Outside Other Fees/Services		\$ 1,700	\$ 1,700	
Marketing ADV/ PV/ Printing/ Publication	\$ 2,000	\$ 3,650	\$ 5,650	\$ 2,000
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 750	\$ 750	
Travel: In County	\$ 1,000	\$ 1,500	\$ 2,500	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 1,500	\$ 1,500	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.			0	

Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 200	\$ 200	
Supplies/Materials		\$ 800	\$ 800	
Other Expenses				
Ballet Shoes	\$ 500	\$ 1,000	\$ 1,500	
Costumes	\$ 1,000	\$ 4,350	\$ 5,350	
Props		\$ 1,750	\$ 1,750	
			0	
			0	
Subtotal	\$ 15,000	\$ 46,500	\$ 61,500	\$ 3,000
TOTAL EXPENSES	\$ 64,500			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:	\$		44%
Other	27,150		
Rental Income			0
Corporate Support	\$	\$ 1,000	2%
	1,000		
Foundation Support	\$		5%
	3,000		
Private/ Individual Support	\$	\$ 2,000	21%
	13,000		
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			
			0
			0
			0

Gov't Grants: State			
			0
			0
			0
Gov't Grants: Local			
			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 1,500		2%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 850		1%
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0

			Grant Amount % of Total Cash Revenues
Subtotal	\$ 46,500	\$ 3,000	24%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 61,500		
Total Revenues	\$ 64,500	Total In-Kind %	5%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: A-3

ORGANIZATION: Council of International Fashion Designers, Inc. **GRANT REQUEST:** \$ 25,000.00

PROJECT TITLE: Miami Fashion Week

SUBCOMMITTEE

RECOMMENDATION: \$ 9,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

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

EVENT LOCATION: Miami Beach Convention Center, Eden Roc Resort,

PROJECT SYNOPSIS:

Grant funds are requested to support the promotional and marketing activities of Miami Fashion Week to help increase attendance of our guests traveling to Miami for the event. Funds will be used to market Miami-Dade County a a fashion and business hub to designers, press, buyers, and VIP guests throughout Europe, The Middle East, Asia Pacific, the Caribbean and Latin America. The project activities will take place at the Miami Beach Convention Center and Eden Roc Resort May 26-31, 2015.

HOTEL CONFIRMATION:

Lord Balfour	Pending
Dorchester	Pending
Surfcomber	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	10	3,000
Out of County	10	1,500
Out of State	30	2,500
Foreign	100	3,000
TOTAL	150	10000

MARKETING DETAILS: Worldwide advertising will soon begin with MFW media partners providing both on and off line advertising and promotion for the event. Promotions will include full page color advertising, on line promotions and event coverage, sweepstakes with VIP ticket give-aways and travel packages for the winners provided by MFW sponsors and hotel partners.

MFW also has a very comprehensive social media marketing strategy in place utilizing multiple accounts on Facebook, Twitter, Instagram and YouTube including over 100 international ""Ambassadors"" and fashion bloggers.

The event will host fashion shows by approximately 50+ international designers, educational seminars and Master Classes for the designers and students studying the creative arts, a host of private and public special events and after parties throughout Miami Beach and Wynwood/Design District, concerts with leading and emerging artists and a celebrity star-studded international awards ceremony as the closing event.

Five hours per day of live-streaming will continue with media partner Terra.com with anticipated overall impressions and viewership for the event at over 600,000,000 worldwide including North, South and Central America, the Caribbean, Europe, India, Asia Pacific and the Middle East.

MFW will also self-produce the 2nd edition of a one-hour television special in English and Spanish for international broadcast with partners E! Entertainment Latin America and VME Media, Inc. Content will include footage of Miami Beach and Miami-Dade County promoting the destination as a world class fashion and business hub.

Final contracts with additional media partners are in negotiations.

Committed media partners are E! Entertainment Latin America, VME Media, Inc., Show Business Digital, People en Espanol Magazine and .com, Terra.com, The On Air Company, B.V., Gruppo Mediaset Italia and TVE Internacional providing on and off line advertising and promotion for the event as well as television coverage. Additionally, local media buys in radio, cable TV and periodicals are planned and will be confirmed closer to the event dates.

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

OTHER GOVERNMENT FUNDING:

MBVCA \$50,000

PROJECT NARRATIVE:

Celebrating 17 years, Miami Fashion Week® is the largest Latin American and international fashion event in the US and one of the top 5 in the world. The 2015 event will continue with our new branding and a new season....RESORT! MFW is the most technologically advanced fashion event in the world with the addition of our new interactive on-line buyers program and daily live-streaming to hundred's of thousand's of viewers worldwide. MFW is the world's 1st to host resort collections by providing a platform in one of the world's greatest resort cities, MIAMI! Attending are over 700 international press, 70+ of the world's top and emerging designers with pop-up television studio sets for live and taped filming during the event. Among other VIP designers, special guests are the world renowned designers, Agatha Ruiz de la Prada and Andres Sarda from Spain.

Special philanthropic events will be hosted in the months leading up to MFW with proceeds benefiting the scholarship fund of the Miami Fashion Week Foundation (501C-3) promoting education in the creative arts.

Master classes, educational seminars, Culinary Style Café and the star-studded designer recognition awards on closing night are other event highlights. Discounted hotel rates are available through our hotel partners with a variety of offerings from boutique to luxury hotels in Miami Beach including the Eden Roc, Dorchester, The Palms, Circa 39, Lord Balfour, Richmond Hotel, Surfcomber and South Beach Group with the Chelsea, Catalina, Riviera and Croydon Hotels with 1,280 room nights on soft hold for our guests booking needs.

All events, parties and activities will be at the Miami Beach Convention Center and Eden Roc Resort between May 26 - 31, 2015. Event tickets range from VIP special access at \$500 to general admission at \$50 per guest. Over 10,000 guests are expected and all events are open to the public.

International advertising is planned with MFW media partners People en Español, VME Media, E! Entertainment Latin America, Show Business Digital, The On Air Company B.V., Gruppo Mediaset Italia, TVE International and Terra.com; please see media plan for preliminary details. This unique property is a very worthwhile use of TDC funds as it supports the continued growth of Miami Beach and Miami-Dade County as the promotional and business hub of not only the expanding Latin American market, but international fashion industries (specifically European) through quality tourism and business initiatives. Support continues for our local student and emerging designers and Miami's fashion industry through our mentoring and scholarship initiatives. Additionally, it supports a wide variety of television organizations, Internet and print media exposure to the international press featuring the City of Miami Beach as a quality high-profile business and tourist destination with over 607 million global media impressions for the 2014 event. Additional elements will be added closer to event dates.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 50,000	\$ 50,000	
Personnel: Artistic		\$ 60,000	\$ 60,000	
Personnel: Technical/Production		\$ 40,600	\$ 40,600	
Outside Artistic Fees/Services		\$ 135,000	\$ 135,000	
Outside Other Fees/Services		\$ 30,500	\$ 30,500	
Marketing ADV/ PV/ Printing/ Publication	\$ 12,500	\$ 30,700	\$ 43,200	
Marketing: Postage/Distribution		\$ 5,000	\$ 5,000	
Marketing: Web Design/ Support/ Maintenance	\$ 12,500	\$ 30,700	\$ 43,200	
Travel: In County		\$ 26,000	\$ 26,000	
Travel: Out of County		\$ 20,000	\$ 20,000	
Equipment Rental		\$ 98,000	\$ 98,000	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental		\$ 25,000	\$ 25,000	

Space Rental / for Performance, Exhibition, Event, etc.			0	\$ 25,000
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 3,500	\$ 3,500	
Utilities		\$ 14,000	\$ 14,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 30,000	\$ 30,000	
Other Expenses				
Security			0	\$ 5,000
Tel/Internet		\$ 6,000	\$ 6,000	
Office, etc.		\$ 30,000	\$ 30,000	
			0	
			0	
Subtotal	\$ 25,000	\$ 635,000	\$ 660,000	\$ 30,000
TOTAL EXPENSES	\$ 690,000			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 66,000		10%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 135,000		20%
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other	\$ 30,500		5%
Rental Income			0
Corporate Support	\$ 248,500	\$ 25,000	38%
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
			0

Gov't Grants: State			0
			0
			0
Gov't Grants: Local			
Miami Beach VCA	\$ 50,000		8%
			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	\$ 105,000		16%
Other Revenues			
Security		\$ 5,000	0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0

			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 635,000	\$ 30,000	4%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 660,000		
Total Revenues	\$ 690,000	Total In-Kind %	5%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: A-4

ORGANIZATION: Florida Grand Opera, Inc.

GRANT REQUEST: \$ 25,000.00

PROJECT TITLE: The Consul by Gian Carlo Menotti

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: 05-09-2015 through 05-16-2015

EVENT LOCATION: Adrienne Arsht Center for the Performing Arts of Miami-Dade County, Florida
Grand Opera, Inc., Actors' Playhouse at the Miracle Theater

PROJECT SYNOPSIS:

Grant funds are requested to support FGO in attracting national and international audiences to its debut of Gian Carlo Menotti's The Consul. Five performances will play at the Adrienne Arsht Center for the Performing Arts, May 9-16, 2015. This production is part of FGO's "Made for Miami" series, which presents one opera every season that will resonate with the South Florida community. Visitors will experience a story that is representative of the exile and immigrant nature of Miami.

HOTEL CONFIRMATION:

Extended Stay America	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	83	10,462
Out of County	20	1,900
Out of State	14	287
Foreign	8	38
TOTAL	125	12687

MARKETING DETAILS: FGO's strategic marketing plan and budget is designed to engage the opera community across the country and around the world.

DIRECT MARKETING – Past ticket buyers account for a large portion of return patrons. FGO will use direct marketing initiatives including mail and email to target past ticket buyers and snowbirds outside of South Florida. This is a very inexpensive marketing tool that has proven to be very cost effective.

PRINT MEDIA - Specific community and business newspapers will be used to promote The Consul, as well as inserts in the local editions of The New York Times. Also, niche publications including South Florida Gay News, Edge Miami, Wired Weekly, The Jewish Journal, and other similar publications will help round out the print media mix.

INTERNET/SOCIAL MEDIA - FGO will continue to utilize social media and pay-per-click internet campaigns to attract new and younger patrons to the opera. Social media marketing translates to over 8,845 fans on Facebook (as of 1/9/2015), 493 total subscribers to the FGO YouTube page with over a half a million total views (as of 1/9/2015), and 8,987 current followers on Twitter (as of 1/9/2015). Pay-per-click activities include the Google Network, Facebook, and Yahoo as well as targeted on-line media outlets including Kiplinger, Jewish Journal, NY Times, Bloomberg, FoxNews.com, and Broadway World to name a few. FGO also utilizes internet re-targeting, specifically for patrons who visit the FGO website and begin the process of making a purchase, but abandon the shopping cart before finalizing their purchase. FGO is able to serve up online advertising to third party websites with specific messaging based on the production they were recently viewing.

COLLABORATIONS - As each season's programming is developed, FGO reaches out to other organizations in the community that serve similar markets, in order to develop collaborative marketing

campaigns. FGO works with the Adrienne Arsht Center for the Performing Arts of Miami-Dade and various arts and cultural institutions on cross-promotions of season events. For The Consul, FGO has established a number of significant collaborations with various universities and cultural institutions to offer community events that visit the various underlying themes of The Consul. Some of these collaborations include: The University of Miami, Florida International University, and The Wolfsonian, to name a few. Additionally, FGO will work with the Miami International Cultural Alliance representing 20 Consulate Generals as well as individual social, community, and chamber groups that represent various cultural groups. These collaborations will reach out into universities, religious organizations, and cultural organizations to create additional programming for The Consul, reflecting the connections of the opera to the South Florida community.

FGO will receive TV spots as an in-kind donation from WPBT. Media channels, selected to reach FGO's target demographic, may include local morning and evening network news, HGTV, Food Network, CNN, Fox News, Discovery, and A&E Channels. Radio promotions will target adult contemporary radio stations such as The Coast 97.3 FM, Lite 101.5, WLRN public radio and the classical radio station WKCP.

PREVIOUS TDC FUNDING: \$15,000 (13-14); \$15,000 (11-12); {\$5,000 (10-11) - End of cycle}; \$5,000 (09-10); \$5,000 (08-09); \$5,000 (07-08) ;\$5,000 (05-06)

OTHER GOVERNMENT FUNDING:

NEA - \$30,000

FL Dept of Cultural Affairs - \$25,000

PROJECT NARRATIVE:

FGO will close its 74th season with Gian Carlo Menotti's, *The Consul*, a company premiere, at the Adrienne Arsht Center for the Performing Arts. The production is part of FGO's "Made for Miami" Series, focused on having one program each season that is representative of the South Florida Community. The program will run from Saturday, May 9 through Saturday, May 16 with 5 performances throughout. Ticket prices range from \$12 to \$250.

Although FGO's mainstage performances regularly attract a significant number of tourists, this unique and relevant opera in combination with FGO's aggressive marketing efforts will surely attract an international audience. As an opera that, although written in a pre-Cold War-era, remains significantly relevant to many Americans, predominantly in South Florida, FGO is confident that *The Consul* will generate an audience of over 10,000 with tourist attendance at more than 2,500.

FGO's marketing strategy, budgeted at \$60,000, is a multi-channel approach that includes local, national and international radio, television, print, and digital media. Digital and social media will be a heavy part of FGO's marketing efforts to include a younger audience and advertising in publications including *Departures Magazine*, *Los Angeles Times*, *New York Times*, *UK's Opera Now*, *Washington Post*, *Variety Magazine*, *Selecta Magazine*, *Miami Herald*, *Nuevo Herald*, *Opera News*, and *Opera America* will garner interest from the international community.

To further *The Consul*'s notoriety, FGO's PR department will invite national and international critics to review the performance. Targeted media includes *The Associated Press*, *New York Observer*, *Revista Pro-Opera (Mexico)*, *The Guardian (UK)*, *Toronto Star (Canada)*, *The Wall Street Journal*, to name a few. To accommodate the many tourists, artists, designers, and production staff involved in the production, FGO is currently working with area hotels and corporate lodging such as *Extended Stay America* and *Hotel Intercontinental* to sponsor rooms for visiting artists, creative staff, and guests. VIP packages are being designed to attract a broader visitor base and encourage extended stays in Miami-Dade before and after the performance. An exciting after opera event at the Adrienne Arsht Center's newly opened *BRAVA* restaurant, ticketed at \$150, will add a touch of glamour to Opening Night for those patrons who wish to meet and dine with the artists.

Media and hotel sponsorship, as well as marketing is ongoing and not secured at this time. Digital and print advertising begins on 4/27 and extends through 5/16, Direct mail begins on 5/1, Radio and TV begins 4/27 and ends 5/16. FGO will continue to work with media partners until the end of the performance run and will then compile data regarding the success of media used to market and promote the production.

Funding support from the TDC will allow FGO to add targeted direct mail and media placements in

additional markets such as Chicago, New York City, and Boston.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration			0	
Personnel: Artistic		\$ 16,629	\$ 16,629	
Personnel: Technical/Production		\$ 60,764	\$ 60,764	
Outside Artistic Fees/Services		\$ 257,900	\$ 257,900	
Outside Other Fees/Services		\$ 237,315	\$ 237,315	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 35,000	\$ 60,000	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 50,747	\$ 50,747	
Travel: Out of County			0	
Equipment Rental		\$ 16,000	\$ 16,000	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 3,250	\$ 3,250	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 168,767	\$ 168,767	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 6,643	\$ 6,643	
Utilities			0	
Fundraising/ Development				

(Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 4,500	\$ 4,500	
Other Expenses				
Sets & Costumes		\$ 59,750	\$ 59,750	
Freight & Hauling		\$ 39,900	\$ 39,900	
Royalties		\$ 38,107	\$ 38,107	
Parking & Mileage		\$ 15,816	\$ 15,816	
Production & Music Misc.		\$ 8,100	\$ 8,100	
Subtotal	\$ 25,000	\$ 1,019,188	\$ 1,044,188	0
TOTAL EXPENSES	\$ 1,044,188			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 459,188		44%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:			0
Other			0
Rental Income			0
Corporate Support	\$ 25,000		2%
Foundation Support	\$ 30,000		3%
Private/ Individual Support	\$ 375,000		36%
Other Private Support:			0
Auxiliary Activities			0
Other Private Support:			0
Special Event Proceeds			0
Gov't Grants: Federal			
NEA	\$ 30,000		3%
			0
			0
Gov't Grants: State			
FL Dept of Cultural Affairs	\$ 25,000		2%

		0
		0
Gov't Grants: Local		
		0
		0
		0
Gov't Grants: The Children's Trust (Direct Funding)		0
Merchandise/ Concessions/ Gift Shop Revenues		0
Investment Income (Endowment)		0
Interest and Dividends		0
Cash on Hand		0
Other Revenues		
		0
		0
		0
		0
Department of Cultural Affairs Grants		
Miami-Dade County Dept of Cultural Affairs MCI	\$ 75,000	7%
		0
		0
		0
		Grant Amount % of Total Cash Revenues

Subtotal	\$ 1,019,188	0	2%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 1,044,188		
Total Revenues	\$ 1,044,188	Total In-Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: A-5

ORGANIZATION: Indie Film Club Miami

GRANT REQUEST: \$ 12,000.00

PROJECT TITLE: Ace Ventura Pet Detective Experience

SUBCOMMITTEE
RECOMMENDATION: \$ 5,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

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

EVENT LOCATION: Jungle Island (Garden Outpost), ,

PROJECT SYNOPSIS:

Grant funds are requested to support Indie Film Club Miami's creation of an immersive cinematic experiences around the iconic and Miami beloved film ACE VENTURA PET DETECTIVE. We will craft an interactive installations around the film, building the very best moment to watch a movie. This event will take place on May 1st, 2015, at the Garden Outpost of Jungle Island of Parrot Jungle (1111 Parrot Jungle Trail, Miami, FL 33132). It will be open to the public.

HOTEL CONFIRMATION:

Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		750
Out of County		500
Out of State		250
Foreign		0
TOTAL	0	1500

MARKETING DETAILS: We will rely heavily on a social media strategy, with special emphasis on Facebook, Twitter feeds and updates on our organizational website. We will also produce post cards to advertise the event, as well as contact several local media outlets, including potentially the Miami New Times, Miami Herald, the University of Miami radio station, etc. The event's involvement with several of its key players, including musician Tone Loc, Guinness and the involvement of the Miami Dolphins (specifically their cheerleaders and mascot), will ensure broad marketing reach as each party will promote the event on their ends. IFCM has also reached out to BBQ films, who have agreed to lead their own independent marketing efforts with regards to this event. Through these mediums, we expect a a broad city and state level reach, drawing crowds from throughout Florida, with some, limited national reach.

At present, we do not have any specific radio and television stations committed to covering the event. Efforts are being made to contact various local outlets, particularly those we've worked with before on previous projects and have a standing relationship with, including the Miami New Times, the Miami Herald, the Sun Sentinel, Tropicult, and WVUM.

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

OTHER GOVERNMENT FUNDING:

Knight Foundation - \$50,000

PROJECT NARRATIVE:

On Friday, May 1st, Filmgate Miami will bring *Ace Ventura: Pet Detective* to life in a zoo... The Miami Dolphins' mascot has been kidnapped once again, and Miami's favorite pet detective needs our audience's help. Participants will join Ventura and his animal friends on the Garden Outpost at Jungle Island for an interactive exhibition of the film. Guests will be invited to interact with animals, learn the tools of the pet detective trade, and solve the case with Ace. The experience will include live music, theatrical performances, original artwork and set design, appearances by the Miami Dolphin cheerleaders, Dan Marino and mascot, a laces-out kicking contest hosted by Ray Finkle himself, a new Guinness World Record attempt and much more. With musical guest Tone Loc. This is a ticketed event. Tickets will be \$25 for students, \$35 for adults. *Ace Ventura: Pet Detective* is a perfect choice to for this immersive experience. Aside from being a beloved iconic comedy, it is centered around South Florida. With a plot centered around the Miami Dolphins, it's able to showcase many of South Florida's strengths and beauties. Not only will the event bring tourists from around the state and nationally, the event itself will become a celebration of our community. Our marketing efforts will rely heavily on social media (Facebook, Twitter, Instagram, etc.) and partnerships with our various contributors, including BBQ Films, Dan Marino and the Miami Dolphins, Tone Loc, etc. These forces will draw tourists from around Florida and on a national level. While we presently have no media or hotel sponsors, we plan to approach various local outlets, many of whom we have established prior relationships with. On the media level, these include The Miami New Times, the Miami Herald, Sun Sentinel, WVUM, and Tropicult. With regard to hotels these include, but aren't limited to The Betsy, The Carlton, and Loews Hotel. Funding from the Tourist Development Council would go a long way toward helping us realize the program's vision as well as Since many of our contributors have strong South Florida ties themselves, including Tone Loc, Dan Marino, etc, receiving funds from the Miami Dade Cultural Affairs Office will indicate to them our commitment to South Florida. While the event is wholly an IFCM event, we will seek some assistance with BBQ films for advice (they have orchestrated similar events in the past, though not to this scale) and promotional/marketing endeavors. At present, we have obtained the venue and the necessary partnerships to execute the event (Dan Marino, Tone Loc, the Miami Dolphins, etc.) . All lans will be finalized by mid-to-late February, and a heavy focus on marketing/promotion will take place after that. As the event approaches, these campaigns more frequent and progressively more enticing.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 45,000	\$ 45,000	\$ 15,000
Personnel: Artistic	\$ 4,000	\$ 32,400	\$ 36,400	\$ 17,000
Personnel: Technical/Production		\$ 19,000	\$ 19,000	\$ 11,000
Outside Artistic Fees/Services	\$ 2,000		\$ 2,000	\$ 8,500
Outside Other Fees/Services		\$ 21,000	\$ 21,000	\$ 2,500
Marketing ADV/ PV/ Printing/ Publication	\$ 2,000		\$ 2,000	\$ 4,500
Marketing: Postage/Distribution		\$ 19,000	\$ 19,000	
Marketing: Web Design/ Support/ Maintenance		\$ 3,500	\$ 3,500	
Travel: In County		\$ 12,000	\$ 12,000	\$ 2,000
Travel: Out of County		\$ 1,500	\$ 1,500	\$ 1,500
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 11,000	\$ 11,000	\$ 3,900
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 1,700	\$ 1,700	\$ 4,500
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 4,000	\$ 4,000	\$ 8,000	\$ 5,000

Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 1,500	\$ 1,500	
Utilities			0	
Fundraising/ Development (Non-Personnel)		\$ 1,000	\$ 1,000	\$ 1,500
Merchandise/ Concessions/ Gift Shops		\$ 2,500	\$ 2,500	\$ 1,000
Supplies/Materials		\$ 5,000	\$ 5,000	\$ 5,000
Other Expenses				
Office		\$ 900	\$ 900	
Hotel rooms		\$ 19,000	\$ 19,000	\$ 3,100
			0	
			0	
			0	
Subtotal	\$ 12,000	\$ 200,000	\$ 212,000	\$ 86,000
TOTAL EXPENSES	\$ 298,000			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 39,000		18%
Memberships	\$ 7,500		4%
Tuitions/Enrollment Fees	\$ 19,000		9%
Contracted Services: Outside Programs/ Performances	\$ 17,000		8%
Contracted Services: Special Exhibition Fees	\$ 2,000		1%
Contracted Services: Other	\$ 8,500		4%
Rental Income			0
Corporate Support	\$ 12,000	\$ 55,000	6%
Foundation Support			0
Private/ Individual Support	\$ 11,000	\$ 31,000	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		
Miami Beach Visitors Authority Grant (?)	\$ 35,000	17%
		0
		0
Gov't Grants: The Children's Trust (Direct Funding)		0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 3,072	1%
Investment Income (Endowment)		0
Interest and Dividends		0
Cash on Hand		0
Other Revenues		
Knight Foundation Grant	\$ 50,000	24%
		0
		0
		0
Department of Cultural Affairs Grants		
Cultural Affairs Grant	\$ 7,928	4%
		0

			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 212,000	\$ 86,000	0
Grant Amount			
Cash Revenues + Grant Amount	\$ 212,000		
Total Revenues	\$ 298,000	Total In-Kind %	41%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: A-6

ORGANIZATION: Miami Chamber Music Society

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: Mainly Mozart Festival

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: 04-26-2015 through 06-21-2015

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

PROJECT SYNOPSIS:

Funds are requested to support the XXII edition of the Mainly Mozart Festival. The landmark festival will present world class visiting guest artists and showcase the finest South Florida classical musicians. 8 adult concerts will be presented at the Biltmore Hotel in Coral Gables on consecutive Sundays, April 26- June 14, 2015. Season Finale concert on June 21, 2015 - at Knight Concert Hall, Arsht Center. In addition, the festival will present 2 interactive educational concerts for children.

HOTEL CONFIRMATION:

The Biltmore Hotel	45 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	45	4000
Out of County	13	
Out of State	15	300
Foreign	2	100
TOTAL	75	4400

MARKETING DETAILS: In its 22 years of presenting highest-level classical music concerts in Miami-Dade County, Mainly Mozart Festival has established a solid and devoted local following. By utilizing proven marketing techniques, including social media and online advertising, as well as hard-copy flyers and radio advertisements, the festival will open different and new audiences to the world of live classical chamber music.

Specific efforts and tools used to achieve marketing goals:

- Radio: Classical South Florida (weekly ads), WLRN - South Florida Arts Beat, WVUM 90.5 (one weekly spot)
- TV: NBC MIAMI, TeleMiami
- Media Support: UM School of Communications, Department of Cinema and Interactive Media
- Email: Direct Mail, Mass emails to the MMF email database via MailChimp; Email campaign services such as Organiste, Florida Concert Flyers, Miami Art Guide MAG, Miami Art Zine
- Website: Launch the re-designed Mainly Mozart Festival website featuring online tickets purchasing option, concert listing and calendar, artists biographies, featured videos and touristic information for the visitors.
- Social Media: Facebook, Twitter
- Print Media: Print invitations sent out twice – in February and April, Brochures and flyers, Newspapers such as the Miami Herald, El Nuevo Herald and regional publications (local Coral Gables, Pinecrest, Palmetto Bay, Coconut Grove, etc papers)
- Online Advertising: On websites such as South Florida Classical Review, Organiste and Miami Art Guide MAG

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

Additionally, for its 2015 season the festival has established partnerships with major South Florida organizations. These are:

The Biltmore Hotel

The Florida Grand Opera

The Miami City Ballet

University of Miami Frost School of Music

Miami Children's Choir

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

Lastly, the Miami Mozart Festival has a strong online presence, both through our website, newsletter, Facebook, and Twitter, and will utilize these online connections to enlarge our audience base.

Sponsors include:

Radio:

Classical South Florida (weekly advertisements)

WLRN - South Florida Arts Beat (a special)

WVUM 90.5 (weekly spots)

TV:

NBC MIAMI (one dedicated spot)

TeleMiami (one dedicated spot)

Media Support:

UM School of Communications, Department of Cinema and Interactive Media. Includes pre-festival video support, support for each concert that include special video and lighting needs and post-production for a series of videos featuring various performances and the behind-the-scenes aspects of the festival."

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

OTHER GOVERNMENT FUNDING:

Community Grants - \$7,500

PROJECT NARRATIVE:

Produced by the Miami Chamber Music Society (MCMS) the Mainly Mozart Festival XXII will be build on the success of prior events to feature 9 adult programs and 2 specifically for children. The concerts will be held on consecutive Sunday afternoons for a total attendance of over 4,000 residents and visitors to Miami-Dade County. The festival will take place on consecutive Sundays starting on April 26, 2015 and ending on June 21, 2015. 8 concerts taking place at the Biltmore Hotel. Season Finale concert on June 21, 2015 - at the Knight Concert Hall of the Arsht Center. The children's concerts will take place on Saturdays: May 16 and June 6 at the Biltmore Hotel.

The festival offers affordable tickets: Individual at \$25, season subscription (9 concerts) is \$200. Student and Children's Concerts tickets are \$5. \$5 tickets will also be offered in partnership with Culture Shock.

The festival will include performances by the renowned Juilliard String Quartet, famed Israeli soprano Chen Reiss, Dallas Orchestra Concertmaster Alexander Kerr, a rising star violinist Francisco Fullana, and an award-winning pianist Grace Fong. Well-loved local groups such as the Bergonzi, Amernet, Delray and String Quartets as well as an exciting new Miami-based orchestra NuDeco (the 2015 Knight Foundation Grant recipient) will also perform.

Young Artist award will be given to provide an invaluable educational and performance opportunity for a deserving instrumentalist residing in South Florida. Additionally, there will be a number of concerts produced jointly with some of the major South Florida cultural organizations: Florida Grand Opera, Miami City Ballet, and the Miami Children's Chorus.

The festival will market creatively and vigorously to not only maintain, but also to continue to grow our audience base both locally and on the national level. Traditional advertising (radio, TV, print) as well as social media will be employed in order to draw for both locals and visitors. Among those are: Classical South Florida, WLRN, WVUM 90.5. TV: NBC MIAMI, TeleMiami. Email campaigns via MailChimp, Organiste, Florida Concert Flyers, MAG, Miami Art Zine; Print media such as Miami Herald, El Nuevo Herald and regional publications (local Coral Gables, Pinecrest, Palmetto Bay, Coconut Grove, etc papers). Lastly online advertising targeting local and international readers such as South Florida Classical Review, Organiste, Miami Art Guide MAG and Facebook

We estimate that by the strategic use of various media campaigns MMF XXII will reach more than 1,000,000 listeners and viewers over the course of the festival. The significant marketing effort will create a truly world-class trend-setting music festival with a sustainable base of both local and visiting patrons as described in the MARKETING DETAILS Section of this application. The festival's hotel sponsor is the Biltmore Hotel

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

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 25,000	\$ 25,000	\$ 5,000
Personnel: Artistic			0	\$ 2,500
Personnel: Technical/Production			0	\$ 5,000
Outside Artistic Fees/Services	\$ 9,000	\$ 39,650	\$ 48,650	
Outside Other Fees/Services		\$ 9,000	\$ 9,000	\$ 6,000
Marketing ADV/ PV/ Printing/ Publication	\$ 4,000	\$ 11,000	\$ 15,000	\$ 4,000
Marketing: Postage/Distribution		\$ 2,000	\$ 2,000	
Marketing: Web Design/ Support/ Maintenance			0	\$ 3,000
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 2,000	\$ 4,000	\$ 6,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	

Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)		\$ 7,000	\$ 7,000	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 500	\$ 500	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 98,150	\$ 113,150	\$ 25,500
TOTAL EXPENSES	\$ 138,650			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 26,350		23%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:			0
Other			0
Rental Income			0
Corporate Support	\$ 15,000	\$ 6,000	13%
Foundation Support	\$ 15,300		14%
Private/ Individual Support	\$ 24,000	\$ 19,500	21%
Other Private Support:			0
Auxiliary Activities			0
Other Private Support:			0
Special Event Proceeds			0
Gov't Grants: Federal			0
			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	\$ 10,000		9%
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Community Grants	\$ 7,500		7%
			0
			0

			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 98,150	\$ 25,500	13%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 113,150		
Total Revenues	\$ 138,650	Total In-Kind %	23%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: A-7

ORGANIZATION: Miami International Jazz Fest Inc.

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: 2015 Miami International Jazz Festival

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: 05-01-2015 through 05-03-2015

EVENT LOCATION: Miami Senior Highschool Auditorium, Manuel Artime Theater, Cubo Ocho Cultural Arts Center

PROJECT SYNOPSIS:

Grant funds are requested to support the 2nd annual Miami International Jazz Festival kicking off Friday, May 1st at the Cuba Ocho Cultural Arts Center and continuing Saturday, May 2nd at the Manuel Artime Theatre and closing Sunday, May 3rd at the Miami Senior High School Auditorium. This festival features world-renowned artists such as Jimmy Bosch, Lew Soloff, Johnny "Dandy" Rodriguez and other equally talented musicians and artists over the three day festival.

HOTEL CONFIRMATION:

Best Western - Miami Springs	17 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	15	930
Out of County	4	250
Out of State	9	30
Foreign	2	20
TOTAL	30	1230

MARKETING DETAILS: Miami International Jazz Fest utilizes a wide-ranging, multi-layered marketing strategy for events and programs. MIJF's overall marketing goal is to increase the general public awareness of the many diverse and unique cultural traditions within jazz as an art form, and to promote attendance and participation in the festival. MIJF seeks to reach an audience that is reflective of the community and world from which jazz has developed. Therefore, festivals and programs are promoted bi-lingually in English and Spanish. The following marketing efforts proved effective for the inaugural season and will be continued:

- Promotions via social media outlets including Facebook, Twitter, and YouTube.
- MIJF's website, www.miamiinternationaljazzfest.org, acted as an epicenter for information on events, ticketing, artists, sponsorship, and outreach programs
- Press releases circulated to a variety of local and international media outlets.
- Interviews and Live Broadcast performances were conducted on local English and Spanish television stations including WLRN TV (Spanish programming Channel 17), CBS (Channel 33), and SBS TV (Channel 22)
- Interviews were conducted on local English and Spanish radio stations including WDNA 88.9FM, WLRN 91.3 FM Tropical Currents, Radio Actualidad (1020 AM), and Radio Caracol (1260 AM).
- Editorials were submitted to local newspapers highlighting the Miami International Jazz Festival.
- Presentations were made to local public and private decision-makers.
- 10,000 promotional event flyers were produced and distributed to regional visitor centers, local hotels, music stores, event locations, tourism organizations and other key target locations across South Florida.
- Event venues co-promote the events through e-blasts and flyer distribution

MIJF is committed to growing its audience and continues to develop innovative ideas to reach a new jazz and music audience. The 2nd annual festival has an increased marketing budget geared towards buying

more ad space on radio and in newspapers as well as obtaining additional TV media promotions.

The Miami International Jazz Festival is currently seeking Media Sponsorship from The Miami Herald and WLRN to facilitate additional marketing efforts for the 2nd annual festival. No sponsors are currently solidified. An update will be made available at the time of panel.

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

OTHER GOVERNMENT FUNDING:

Community Grants - \$7,500

PROJECT NARRATIVE:

The second annual Miami International Jazz Festival (MIJF) will be a three-day event kicking off at Cuba Ocho Cultural Arts Center on May 1, 2015 featuring the Yorgis Oricelaya Jazz Ensemble, original jazz film footage and interaction with the musicians involved with the festival. The festival continues on May 2, 2015 At the Manuel Artime Theater featuring an All-Star Ensemble of Latin Jazz players which includes percussionist Orestes Vilato, trombonist Jimmy Bosch, percussionist Johnny "Dandy" Rodriguez, and others. On May 3, 2015 the festival closes at Miami Senior High School Auditorium with featured performances by Lew Soloff, Ronnie Cuber, Emmet Cohen, and the UM Jazz Band. Ticket prices for the performances will range from \$15 to \$45. No ancillary events are planned for this festival. Over 1,200 people are expected to attend to enjoy award winning international and multicultural performers contracted for this festival.

Developing international cultural relationships is a keystone of Miami International Jazz Fest, Inc. The MIJF operations seek to attract the best of international and national musicians. Many of the talented artists have toured the world and are internationally-renowned recording artists. The vision for the organization is to promote the festival as an international tourist attraction. By contracting artists that have an international appeal, this festival can be marketed on a global basis in order to generate international tourism to Miami-Dade County.

Miami International Jazz Fest utilizes a wide-ranging marketing strategy for events. MIJF's marketing goal is to increase the public awareness of the diverse and unique cultural traditions within jazz as an art form, and to promote attendance and participation in the festival. The festival is promoted bi-lingually in English and Spanish via the MIJF website, social media, newspaper ads and features in the Miami Herald/Nuevo Herald, El Sentinel, and radios announcements and live interviews on WLRN, WDNA, Radio Caracol, and Radio Actualidad. MIJF has had successes in obtaining interviews on local TV stations such as CBS (Channel 33) and WLRN TV (Spanish programming Channel 17). Other outlets have promised interviews such as Channel 10. Promotional flyers are distributed to regional visitor centers, hotels, tourism organizations and other key locations across South Florida.

MIJF has 17 room nights blocked for the project at Cambria Suites Miami Airport Blue Lagoon which will act as the hotel sponsor for the festival. TDC funds will offset the contractual fees for obtaining world-renowned artists and allow for increased marketing efforts to advance the festival in its second year of operations and to promote to new audiences.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 0	0	\$ 1,000
Personnel: Artistic		\$ 0	0	
Personnel: Technical/Production			0	\$ 1,800
Outside Artistic Fees/Services	\$ 12,000	\$ 9,400	\$ 21,400	
Outside Other Fees/Services		\$ 16,700	\$ 16,700	
Marketing ADV/ PV/ Printing/ Publication	\$ 3,000	\$ 3,750	\$ 6,750	
Marketing: Postage/Distribution		\$ 700	\$ 700	
Marketing: Web Design/ Support/ Maintenance		\$ 500	\$ 500	
Travel: In County		\$ 700	\$ 700	
Travel: Out of County		\$ 5,000	\$ 5,000	
Equipment Rental		\$ 0	0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 500	\$ 500	
Equipment Purchase		\$ 0	0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 0	0	
Space Rental		\$ 0	0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 3,100	\$ 3,100	\$ 1,300
Mortgage/ Loan Payments		\$ 0	0	
Insurance		\$ 0	0	
Insurance / for Performance, Exhibition, Event,		\$ 0	\$ 0	

etc.		\$ 000	\$ 000	
Utilities		\$ 0	0	
Fundraising/ Development (Non-Personnel)		\$ 2,000	\$ 2,000	
Merchandise/ Concessions/ Gift Shops		\$ 0	0	
Supplies/Materials		\$ 0	0	
Other Expenses				
Per Diem for Artists		\$ 1,000	\$ 1,000	
Lodging for Artists		\$ 1,700	\$ 1,700	
Incidentals (refreshments, luggage fees)		\$ 500	\$ 500	
Security (2 Policemen)		\$ 350	\$ 350	
			0	
Subtotal	\$ 15,000	\$ 46,500	\$ 61,500	\$ 4,100
TOTAL EXPENSES	\$ 65,600			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 29,000		47%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 10,000		16%
Foundation Support			0
Private/ Individual Support		\$ 4,100	0
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			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Community Grants Program	\$ 7,500		12%
			0
			0
			0

			Grant Amount % of Total Cash Revenues
Subtotal	\$ 46,500	\$ 4,100	24%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 61,500		
Total Revenues	\$ 65,600	Total In-Kind %	7%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: A-8

ORGANIZATION: Miami Momentum Dance Company, Inc.

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: Miami Dance Festival 2015

SUBCOMMITTEE

RECOMMENDATION: \$ 7,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-04-2015 through 05-29-2015

EVENT LOCATION: Colony Theater, Aventura Performing Arts Center, Miami-Dade County Auditorium

PROJECT SYNOPSIS:

Grant funds are requested to support the Miami Dance Festival April 5 - May 29, 2015. Four world premiere works! Guest Artists Carolyn Dorfman Dance Co. (NYC), plus Momentum Dance Co., Ballet Flamenco La Rosa with guest artists from Spain, Family Day, Water Ballet, panel discussion, lecture/demonstration, film screening, informal performances, master classes. Locations include Aventura, Dade County Auditorium, Colony Theater and other Miami Beach venues, North Miami, Coral Gables, Downtown.

HOTEL CONFIRMATION:

Days Inn - North Beach	40 room nights
The national Hotel	20 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	40	3,263
Out of County	4	300
Out of State	12	150
Foreign	3	60
TOTAL	59	3773

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

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

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

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

- Mailings of Miami Dance Festival postcard to mailing lists: Momentum, appropriate segments of Arts & Business Council/Miami Herald South Florida Arts Database, Dance Now, Ballet Flamenco La Rosa, Miami-Dade College Cultural Affairs, Miami Beach Arts Council, New World School of the Arts, and other related lists
- Extensive promotional package with WLRN
- E-flyers to Momentum's elist of 5,000, and all lists detailed above plus New Times elist and Miami Herald elist
- Posters & flyers distributed at art, dance & music stores, community centers, libraries, youth centers, museums, restaurants, etc.
- Momentum website (www.momentumdance.com) will provide up to the minute information on all

activities, including ticket information and advance ticket sales

- Online ticketing through Momentum's online ticketing service
- Youth marketing through Facebook wall and Twitter
- Press releases and packets to all local media, and selected state and national media covering dance and the arts, lifestyle, etc. Press materials are available in English, Spanish, French and Creole.
- Print & radio advertisement in local media: extensive sponsorship package with WLRN; advertisement in Miami Herald, New Times, El Nuevo Herald, Diario Las Americas, SunPost, several Caribbean-based neighborhood publications. Spanish language radio stations TBA
- PSA's to all local media for distribution
- Print Advertisement: Dance Magazine, Tendu Magazine, Miami Herald, El Nuevo Herald, New Times, Sun Sentinel, Miami Art Guide
- E-marketing: Miami Herald, New Times, Social Miami, Miami Art Guide, Art About Town, Dance Magazine of Miami
- Free listings in publications by Miami-Dade Cultural Affairs Council, Greater Miami Visitor & Convention Bureau, Florida Dance Association, and other trade publications.

Meida Sponsorship: WLRN - matches all advertising dollars spect with an equal amount of radio advertisement In-Kind, plus extensive coverage on the WLRN website, live preview interview Alive on South Beach - one show dedicated to the Festival (international audience)

PREVIOUS TDC FUNDING: \$8,000 (13-14); \$9,000 (10-11); \$10,000 (09-10); End of Cycle -\$7,290 (08-09); \$7,290 (07-08); \$10,000 (06-07); \$9,000 (05-06); \$10,000 (04-05)

OTHER GOVERNMENT FUNDING:

Miami Beach Discipline Grants - Dance. Requested \$20,000. Awarded \$8,500

YAM - \$3,000

City of Coral Gables - \$1,200

Florida AIE - \$5,000

Florida Fast Track - \$1,500

PROJECT NARRATIVE:

Miami Dance Festival 2015

April 4 - Momentum Dance Company. 2:00 PM & 8:00 PM. Colony Theater, Miami Beach. General Admission \$25 in advance, \$30 day of show. Students & Seniors \$15. Two world premieres.

April 14 – Lecture/Performance by NYC-based Carolyn Dorfman Dance Company. Miami Dade College Wolfson Campus, Black Box Theater. 6:00 PM. Admission Free.

April 18 – Guest Company: Carolyn Dorfman Dance Company in the Florida Premiere of "Interiors". Aventura Performing Arts Center. 8:00 PM. Tickets \$25-\$70, Students \$12.

April 19 – Community Dance Celebration. PAN, North Miami. 2:00 PM. Tickets: \$20 General Admission, \$10 Students & Seniors. Ballet Flamenco La Rosa, Tango Axis, The Dance Now! Ensemble, Momentum Dance Company, the TOC Project, independent choreographers.

April 22 - Festival Film Night. Miami Beach Cinematheque. General Admission \$12, Students & Seniors \$10. "The Turning Point" with an informal talk.

April 29 – Artists in Collaboration, performance/discussion. 6:00 PM. Coral Gables Public Library. Admission Free. Performances of dance works created collaboratively followed by a panel discussion.

May 9 - Festival Family Day, for ages 3-10 and families. 11:00 AM. Coral Gables Public Library & 2:00 PM, Miami Beach Regional Library. Admission Free. "Alice in Wonderland" and a movement workshop for kids.

May 14 – Arts at St. John's, collaborative improvisational program with Brazilian percussionist J.J. Freire. 7:00 PM. St. John's on the Bay, Miami Beach. Admission Free. Experimental improvisation in dance and music.

May 21 - An Evening of Water Ballet. National Hotel, Miami Beach. 6:30 PM. Admission Free. Premiere of a new water ballet. Suitable for all age groups.

May 23 & 24 – Ballet Flamenco La Rosa premieres a new Flamenco dance drama, "El Padre", by Ilisa Rosal featuring live music and Guest Artists from Spain. 8:00 PM. Miami-Dade County Auditorium. Tickets: \$25-\$50, Students & Seniors \$12.

Tourists will be attracted through national outreach: advertisement in national publications and online, social media outreach, existing reputation of the Festival, Around Town Magazine distributed to hotels. Public Relations: South Florida-based Jessica Wade, Inc. & national public relations and social media specialist Toni Thomas

Advertisement: print mailers, national arts and lifestyle online and print publications; local and state advertisement to arts and lifestyle publications including print, radio and online.

Current media sponsors: WLRN Public Radio, Miami Beach TV, Around Town Magazine.

Jessica Wade, Inc. is tasked with identifying additional media sponsors.

Current hotel sponsors: Days Inn, South Beach, National Hotel. Currently 67 room nights are booked. TDC funds will be used for guest artists, marketing, advertisement and public relations.

Co-sponsoring organizations include: Miami Dade College, Wolfson Campus, Ballet Flamenco La Rosa, PAN, Miami Beach Cinematheque, National Hotel, Miami-Dade County Public Library System.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 8,000	\$ 8,000	\$ 1,000
Personnel: Artistic		\$ 16,600	\$ 16,600	
Personnel: Technical/Production		\$ 3,000	\$ 3,000	
Outside Artistic Fees/Services	\$ 2,000	\$ 11,000	\$ 13,000	\$ 2,000
Outside Other Fees/Services		\$ 2,800	\$ 2,800	
Marketing ADV/ PV/ Printing/ Publication	\$ 13,000	\$ 5,000	\$ 18,000	\$ 1,200
Marketing: Postage/Distribution		\$ 300	\$ 300	
Marketing: Web Design/ Support/ Maintenance		\$ 300	\$ 300	
Travel: In County		\$ 300	\$ 300	
Travel: Out of County			0	\$ 3,000
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 400	\$ 400	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 2,200	\$ 2,200	\$ 6,000
Mortgage/ Loan Payments			0	
Insurance			0	

Insurance / for Performance, Exhibition, Event, etc.		\$ 600	\$ 600	
Utilities		\$ 500	\$ 500	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 400	\$ 400	
Supplies/Materials		\$ 200	\$ 200	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 51,600	\$ 66,600	\$ 13,200
TOTAL EXPENSES	\$ 79,800			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 18,000		27%
Memberships			0
Tuitions/Enrollment Fees	\$ 2,000		3%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 5,000	\$ 400	8%
Foundation Support	\$ 3,000		5%
Private/ Individual Support	\$ 4,000	\$ 1,000	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		
Florida AIE	\$ 5,000	8%
Florida Fast Track	\$ 1,500	2%
		0
Gov't Grants: Local		
City of Miami Beach	\$ 8,500	13%
City of Coral Gables	\$ 1,200	2%
		0
Gov't Grants: The Children's Trust (Direct Funding)		0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 400	1%
Investment Income (Endowment)		0
Interest and Dividends		0
Cash on Hand		0
Other Revenues		
City of Miami	\$ 3,000	0
Miami Dade College	\$ 3,000	0
WLRN Public Radio	\$ 3,000	0
Arts & Business Council, WLRN, Miami-Dade Public Library System	\$ 2,800	0
Department of Cultural Affairs Grants		

YAM	\$ 3,000		5%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 51,600	\$ 13,200	23%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 66,600		
Total Revenues	\$ 79,800	Total In- Kind %	20%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: A-9

ORGANIZATION: Miami Piano Circle, Inc.

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: AMERICAN GRANDS

SUBCOMMITTEE

RECOMMENDATION: \$ 5,400.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 05-09-2015 through 05-09-2015

EVENT LOCATION: New World Center, ,

PROJECT SYNOPSIS:

Grant funds are requested to support AMERICAN GRANDS, an original work of ten grand pianos simultaneously playing arrangements of J.P. Sousa, Scott Joplin, MacDowell, Gottschalk, and Ives, performed by Miami-based concert pianists from around the globe and supplemented by a stunning lighting design to take place at the New World Center in Miami Beach on May 9, 2015 at 8:00 p.m.

HOTEL CONFIRMATION:

None	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	21	650
Out of County	2	50
Out of State	0	30
Foreign	2	20
TOTAL	25	750

MARKETING DETAILS: Our media campaign includes purchased advertising of AMERICAN GRANDS in the Miami Herald's Season of the Arts issue which ran in October, and South Florida Arts Guide, which ran in November. We have also purchased two ads to run in the Neighbors Section, Zone 6, two weeks prior to our event. Press releases will be sent to over 100 South Florida and national media outlets and the event will be promoted through e-mail campaigns to in-house and borrowed mailing lists. The event will be listed with the Greater Miami Visitor and Convention Bureau's publications and disseminated through the City of Miami Beach Communications Department, and will be aired on Key Biscayne local Channel 77.

We will advertise in Playbill of the New World Symphony one month prior to the event with ½ page color ads, hitting a target audience for our show. NWS is providing three eblasts this year to their mailing list.

Our radio campaign with Classical South Florida last year included 15 prime-time spots on WKCP 89.7 between Wednesday, May 14-Saturday May 17, reaching 144,000 different listeners. This year, we will also purchase the same advertising, projected to reach approximately the same amount of people (data from Nielsen Audio).

Key Biscayne Local Channel 77, our media sponsor, which generates 20,000+ viewers, which is a small, but very targeted 'snowbird' audience of an elderly demographic who enjoy classical concerts. will be airing the event (date TBD) with a pre-performance interview, and Radio Caracol 1360 AM interviews in Spanish and English airing within the week before the performance.

We participate in Miami-Dade County Culture Shock and Golden Ticket (discount and free prices for ages 13-22, and seniors, respectively).

Beginning this year, we will implement a Groupon campaign, which will exponentially increase our reach and marketing efforts.

On all social media posts concerning American Grands, we boost the post on our Facebook page (www.facebook.com/miamipianocircle), narrowing the target audience to people indicating interests in classical music and piano, within a 10-mile radius of Miami. This sponsored content increases our exposure exponentially, and has been proven to work by studying the automatically generated ticket sales reports from the New World Center following the posts, and by simply evaluating the increase in comments and 'likes' following the posts.

We also have an aggressive print flyer campaign, encompassing relevant area businesses such as music schools, music stores, restaurants and retail. Each pianist involved in the production also distributes and promotes to their affiliations of employment (church, synagogue, schools, universities, private students, other performance-based ensembles and music series). We distribute 5000 flyers in the Miami Beach, Design District, and Coral Gables/South Miami areas, which we have found to have the largest draw for classical music audiences, according to our last survey.

Key Biscayne Local Channel 77, our media sponsor, which generates 20,000+ viewers, makes up a small but very targeted 'snowbird' audience of an elderly demographic who enjoy classical concerts. Channel 77 will be airing the event (date TBD) with a pre-performance interview, and Radio Caracol 1360 AM interviews in Spanish and English airing within the week before the performance.

PREVIOUS TDC FUNDING: \$6,000 (13-14)

OTHER GOVERNMENT FUNDING:

Fast Track Grant - Florida Division of Cultural Affairs - \$2,500

Developing Arts in Neighborhoods - \$7,400

PROJECT NARRATIVE:

Miami Piano Circle will present AMERICAN GRANDS on May 9, 2015 at 8:00 p.m. at the New World Center in the heart of South Beach. This original concert piece of TEN GRAND PIANOS PLAYING SIMULTANEOUSLY, enhanced with customized lighting design, includes works by American composers of the early 20th Century: John Philip Sousa, MacDowell, Gottschalk, Ives, and Scott Joplin, arranged for 10 pianos by Miami-based award-winning pianists/composers Dionisio and Kristin Camacho. The ten pianos will be tiered on three different levels of the Mainstage, for optimal visual and acoustic effect. The lighting design will be executed by Luke Kritzeck, head lighting technician at the New World Center and former Cirque du Soleil lighting designer. The music of AMERICAN GRANDS will be complemented by different colors and textures projected onto the protruding white exteriors of the New World Center mainstage.

All ten performers are renowned Miami-based pianists from all across the world, all with international concertizing experience who will perform under the baton of internationally renowned Miami-based pianist and conductor Georgi Danchev.

Tickets are \$30. We participate in the County's Culture Shock program (\$5 tickets for students age 13-22) and Golden Ticket (free for seniors). We provide blocks of tickets to Miami Children's Chorus, and the Salvation Army Music Outreach program, a program which provides free music training after school for at-risk area high school students. The total number of complimentary blocks is 120.

Our marketing efforts include print and electronic media, with listings on purchased and borrowed mailing lists. Our media buys/impressions contracted so far are:

1,500,000 : Miami Herald Season of the Arts (Sept. 21 issue – ¼ page ad)

South Florida Arts Guide (Oct. – ¼ page ad)

Miami Herald Neighbors Section Zone 6 (2 full-page, color ads)

144,000 : Classical 89.7 FM (15 spots + bonus spots as time allows – prime time a.m. and p.m.)

20,000 : Our Media Sponsor: Key Biscayne – airing of the event on Channel 77, with a pre-performance interview, and 1360 AM providing pre-performance interviews the week of.

TDC funding will allow us to continue to attract tourists to a classical arts offering in Miami Beach by using the funds granted toward our marketing and advertising efforts (specifically the Miami Herald, Classical 89.7 FM, and boosting our related social media posts) as well as contribute toward our venue cost, which includes in the rental a strong reach toward non-residents, proven by their provided eblasts and the accompanying effect on box office sales demographics.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 9,000	\$ 9,000	
Personnel: Artistic		\$ 500	\$ 500	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 7,500	\$ 7,500	
Outside Other Fees/Services		\$ 3,000	\$ 3,000	\$ 4,000
Marketing ADV/ PV/ Printing/ Publication	\$ 3,000	\$ 4,900	\$ 7,900	
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.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 12,000	\$ 2,000	\$ 14,000	\$ 5,000
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 900	\$ 900	
Utilities			0	

Fundraising/ Development			0	
(Non-Personnel)				
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 27,800	\$ 42,800	\$ 9,000
TOTAL EXPENSES	\$ 51,800			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 7,900		18%
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	\$ 2,500	\$ 3,000	6%
Foundation Support	\$ 3,000		7%
Private/ Individual Support	\$ 4,500	\$ 6,000	11%
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		
Fast Track Grant - Florida Division of Cultural Affairs	\$ 2,500	6%
		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		
Developing Arts in Neighborhoods Grant	\$ 7,400	17%
		0

			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 27,800	\$ 9,000	35%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 42,800		
Total Revenues	\$ 51,800	Total In-Kind %	21%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: A-10

ORGANIZATION: Miami River Fund, Inc.

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: Free 19th Annual Miami Riverday

SUBCOMMITTEE

RECOMMENDATION: \$ 8,000

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

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

EVENT LOCATION: Lummus Park, ,

PROJECT SYNOPSIS:

Grant funds are requested to support the free 19th Annual Miami Riverday Festival, (April 11, 2015, Lummus Park Historic District, 250 NW North River Drive, 1-6 PM) a unique event celebrating the history, culture and environment of the Miami River. The festival features a variety of activities for everyone including: Miami River boat tours, live music from local bands, paddleboard races, historic re-enactors in Wagner Homestead (1856) Fort Dallas (1844), 20 environmental education booths, etc.

HOTEL CONFIRMATION:

None	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	50	2,350
Out of County	50	1,350
Out of State		1,150
Foreign		1,150
TOTAL	100	6000

MARKETING DETAILS: The Miami Riverday 2015 Marketing Plan consists of the following:

TV Media: Channel 10

Radio: Advertisements on Several Spanish Broadcast System (SBS) radio stations

Print Media: Advertisements and or mentions in the Miami Herald / El Nuevo Herald, New Times, Miami Today, Diario de las Americas, etc

Internet: Web site advertisements and promotional email blasts and / or social networking by the Miami River Commission, City of Miami, Miami-Dade County, Greater Miami Chamber of Commerce, Greater Miami Convention and Visitors Bureau, South Florida Water Management District

Street Banners: 20 street banners (size 6' x 3') strategically placed in high traffic areas, such as Coconut Grove, US-1, SW 8 ST, Miami River

Fliers and Posters: 7,500 bilingual Miami Riverday 2015 fliers will be distributed throughout the community by MRFI; 10 bilingual posters will be installed in City of Miami-owned kiosks along the publicly accessible Miami River Greenway

PREVIOUS TDC FUNDING: \$9,000 (13-14); \$10,000 (12-13); \$5,000 (11-12) End of Cycle; \$5,600 (10-11); \$6,400 (09-10); \$7,200 (08-09); \$8,000 (07-08) Started new cycle; \$8,000 (02-03); \$7,200 (01-02); \$8,000 (00-01)

OTHER GOVERNMENT FUNDING:

FIND - \$1,000

SFWMD - \$10,000

Community Grants - \$10,000

PROJECT NARRATIVE:

The Miami River Fund Inc is applying to partially fund the FREE 19th Annual Miami Riverday Festival. Miami Riverday celebrates the unique culture of the Mixed-use and multicultural neighborhoods and attracts tourists via free Miami River Boat tours, live music by Spam Allstars and Suenalo, local cuisine, historic re-enactments in the 1844 Fort Dallas and the 1856 Wagner Homestead. This year the free Annual Miami Riverday festival will be celebrated on Saturday, April 11, 2015, 1 PM - 6 PM, in the Lummus Park Historic District, 250 NW North River Drive. The free 19th Annual Miami Riverday festival will continue attracting tourists via offering free Miami River Boat Tours, 2 live music bands (Spam Allstars and Luis Bofil and Band), children activities (art education, rock climbing, face painting, obstacle course, etc) and much more. One of Miami's most popular tourist areas is Downtown, and Miami Riverday is located minutes away and/or walking distance from several major hotels frequented by tourists, including but not limited to: the Hyatt Regency, Riverpark Hotel, Mandarin Oriental, Hotel Intercontinental, Conrad Miami, J.W. Marriott, Radisson, etc. totaling over 4,000 hotel rooms. The Downtown Development Authority and the Greater Miami Convention and Visitor's Bureau assist in marketing Miami Riverday to hotels. Miami Riverday marketing includes TV - Channel 10, Print ads in Miami Herald, Nuevo Herald, Diario de las Americas, Radio ads on El Zol, Romance and Clasica, 7,500 bilingual flyers, 19 bilingual posters in Riverwalk kiosks, 20 large street banners, internet postings and email blast outs. The Radio Sponsors are Shake 108 and SBS Radio stations Romance, El Zol and Clasica (WQMC, WRMA, WXDJ) and the print media sponsors are Herald, Nuevo Herald, Diario de Las Americas. We will again be directly contacting 10 major hotels with 4,000 rooms within walking distance from free 19th Annual Riverday. TDC funding would be used for marketing which is critical to advise tourists of this free opportunity. There are over 20 environmental organizations involved in providing information from their free educational booths. We estimate 6,100 people will attend the free 19th Annual Miami Riverday.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 1,000	\$ 2,500	\$ 3,500	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 5,000	\$ 5,000	
Outside Other Fees/Services	\$ 3,410	\$ 25	\$ 3,435	
Marketing ADV/ PV/ Printing/ Publication	\$ 8,798	\$ 11,000	\$ 19,798	\$ 4,709
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	\$ 1,000
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 896	\$ 7,570	\$ 8,466	\$ 500
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental		\$ 2,420	\$ 2,420	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance		\$ 1,341	\$ 1,341	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities			0	

Fundraising/ Development (Non-Personnel)		\$ 478	\$ 478	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 327	\$ 327	
Other Expenses				
Miami River Boat Tours	\$ 896	\$ 3,230	\$ 4,126	\$ 6,000
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 33,891	\$ 48,891	\$ 12,209
TOTAL EXPENSES	\$ 61,100			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income			0
Corporate Support	\$ 12,891	\$ 12,209	26%
Foundation Support			0
Private/ Individual Support			0
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			

FIND	\$ 1,000	2%
SFWMD	\$ 10,000	20%
		0
Gov't Grants: Local		
		0
		0
		0
Gov't Grants: The Children's Trust (Direct Funding)		0
Merchandise/ Concessions/ Gift Shop Revenues		0
Investment Income (Endowment)		0
Interest and Dividends		0
Cash on Hand		0
Other Revenues		
		0
		0
		0
		0
Department of Cultural Affairs Grants		
Community Grant	\$ 10,000	20%
		0
		0
		0

			Grant Amount % of Total Cash Revenues
Subtotal	\$ 33,891	\$ 12,209	31%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 48,891		
Total Revenues	\$ 61,100	Total In-Kind %	25%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: A-11

ORGANIZATION: South Florida Autism Charter Schools, Inc.

GRANT REQUEST: \$

7,000.00

PROJECT TITLE: 8th Annual Miami International Agriculture Horse & Cattle Show

SUBCOMMITTEE

RECOMMENDATION: \$

6,300.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-10-2015 through 04-12-2015

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

PROJECT SYNOPSIS:

Grant funds are requested to support the 8th Annual Miami International Agriculture Horse & Cattle Show, sponsored by Miami-Dade County, Commissioner Javier D. Souto, and the Miami Horse Council. This event is open to the public and will take place on April 10, 11, and 12, 2015 at the Ronald Reagan Equestrian Center at Tropical Park. This event attracts tourists from the USA and South America, and also provides farmers, ranchers and local businesses the opportunity to promote their businesses.

HOTEL CONFIRMATION:

Springhill Suites Airport South Hotel	20 rooms
Biltmore Hotel	20 rooms

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	300	52600
Out of County		2500
Out of State		1200
Foreign		
TOTAL	300	56300

MARKETING DETAILS: The 8th Annual Miami International Agriculture Horse & Cattle Show (MIAHCS) is advertised in several foreign and domestic business publications, through local newspapers (Miami Herald and El Nuevo Herald), English/Spanish radio (Univision Radio, KISS Radio, and advertising time on Comcast TV, WSVN-7, and Univision. Additional marketing strategies include: outdoor advertising, internet marketing, street banners & posters, signs in government buildings, and event website. MIAHCS attracts tourists to Miami-Dade County from all over the USA and South America, and promotes Miami as an international gateway to domestic markets in the agriculture and livestock industries, which both have a considerable presence in Miami and the State of Florida. Tourists and members of the local community come to participate in and/or witness the Cattle Judging, as well as cattle and horse exhibitions. Average attendance for the 3-day event is 60,000.

Miami International Airport will be displaying banners marketing the event, free of charge. Greater Miami Convention & Visitors Bureau will also be providing free advertising.

PREVIOUS TDC FUNDING: \$7,000 (13-14); End of Cycle - \$9,000 (12-13); \$10,500 (11-12); \$12,500 (10-11); \$2,000 (09-10); \$15,000 (08-09)

OTHER GOVERNMENT FUNDING:

State Budget (for advertising) - \$25,000

Miami Dade County general fund - \$150,000

PROJECT NARRATIVE:

The proposed project is the 8th annual Miami International Agriculture Horse & Cattle Show (MIAHCS), to be held in the Ronald Reagan Equestrian Center at Tropical Park on April 10, 11 & 12, 2015. Parking is free; admission is \$3.00 per person, and free for children 12 and under. MIAHCS celebrates international culture with 40 live music acts & 20 horse exhibitions of Paso Fino, P.R.E. Andalusian, and Paso Peruano horses, paired with international folklore performances. Medieval Times, an entertainment establishment in Orlando, Florida, provides 3 free shows with live performances of jousting knights, horsemanship skills and falconry. MIAHCS will host 40 food trucks in the food court area, as well as a family-friendly Kid Zone with rides and entertainment. The Commercial Vendor Area features local businesses, local artists, and farmers/ranchers promoting their industries. South Florida Autism Charter School hosts an Autism Information Booth, and provides information regarding community resources.

MIAHCS attracts tourists to Miami-Dade County from all over the USA and South America, and promotes Miami as the international gateway to domestic markets in the agriculture and livestock industries, both of which have a considerable presence in South Florida. The horse and cattle exhibitions and events appeal to both international and local visitors, with an average 60,000 in attendance for the duration of the three-day event.

MIAHCS is marketed in several foreign and domestic business publications to attract individuals from the international cattle industry. The event is marketed locally through multi-lingual advertising in local newspapers, including El Nuevo Herald, The Miami Herald, and Community Newspapers; through English and Spanish radio, including Univision Radio and KISS Radio; and through advertising time on local television productions on Comcast TV, WSVN-TV and Univision. Additional marketing strategies include outdoor advertising, internet marketing, street banners and posters in government buildings and transit systems, libraries and government centers, MDC Parks & Recreation website, and the MIAHCS website.

There are no official Media Sponsors; however, Miami International Airport and the Greater Miami Convention & Visitors Bureau be providing free advertising for the event. Hotel Sponsors include Spring Hill Suites Airport South Hotel, and 25 rooms will be blocked for this event. MIAHCS is a great opportunity for tourists to visit South Florida and learn about the cattle and agriculture industries while enjoying international music and culture, and horse/folklore exhibitions.

TDC funding is being requested to assist in expenses related to equipment rental (tents, golf carts) and event insurance.

MIAHCS is produced by Miami-Dade County, Commissioner Javier D. Souto, MDC Parks & Recreation, South Florida Horse Council, and South Florida Autism Charter School.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 24,000	\$ 24,000	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 23,381	\$ 23,381	
Outside Other Fees/Services		\$ 150,000	\$ 150,000	
Marketing ADV/ PV/ Printing/ Publication		\$ 35,000	\$ 35,000	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 2,047	\$ 2,047	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental	\$ 4,500	\$ 9,422	\$ 13,922	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 3,630	\$ 3,630	
Equipment Purchase		\$ 6,000	\$ 6,000	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental		\$ 5,940	\$ 5,940	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance	\$ 2,500	\$ 0	\$ 2,500	

Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses				
Police and fire services		\$ 16,000	\$ 16,000	
ITD charges		\$ 2,580	\$ 2,580	
			0	
			0	
			0	
Subtotal	\$ 7,000	\$ 278,000	\$ 285,000	0
TOTAL EXPENSES	\$ 285,000			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 53,000		19%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:			0
Other			0
Rental Income			0
Corporate Support			0
Foundation Support			0
Private/ Individual Support			0
Other Private Support:			0
Auxiliary Activities			0
Other Private Support:			0
Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0

State Budget (for advertising)	\$ 25,000	9%
		0
		0
Gov't Grants: Local		
Miami Dade County general fund	\$ 150,000	53%
		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		
Fundraising	\$ 50,000	18%
		0
		0
		0
Department of Cultural Affairs Grants		
		0
		0
		0
		0

			Grant Amount % of Total Cash Revenues
Subtotal	\$ 278,000	0	2%
Grant Amount	\$ 7,000		
Cash Revenues + Grant Amount	\$ 285,000		
Total Revenues	\$ 285,000	Total In-Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: A-12

ORGANIZATION: Teatro Avante, Inc.

GRANT REQUEST: \$ 25,000.00

PROJECT TITLE: XXX International Hispanic Theatre Festival of Miami

SUBCOMMITTEE
RECOMMENDATION: \$
15,750.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 06-18-2015 through 07-26-2015

EVENT LOCATION: Adrienne Arst Center for the Performing Arts, Miami-Dade County Auditorium, Miami Dade College InterAmerican Campus

PROJECT SYNOPSIS:

Grant funds are requested to support the award-winning XXX International Hispanic Theatre Festival of Miami, presenting 16 productions from six countries, at several venues in Miami-Dade County. The comprehensive educational component includes post-performance forums, theatre conference, workshops, exhibits, book presentation and the International Children's Day celebration.

HOTEL CONFIRMATION:

Hotel Chateaubleau in Coral Gables	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	35	6500
Out of County		600
Out of State	30	300
Foreign	60	100
TOTAL	125	7500

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

Major support from Univision 23 and Unimas (highest Hispanic ratings), Univision Radio (Mix 98.3, Amor107.5, UnivisionAmerica Miami 1140 AM, Radio Mambi WAQI710AM), Mega TV, America TV, County and educational channels.

PREVIOUS TDC FUNDING: \$17,500 (13-14); (End of cycle - \$10,000 (12-13); \$7,000 (11-12); \$8,000 (10-11); \$15,000 (09-10); \$10,000 (08-09)

OTHER GOVERNMENT FUNDING:

National Endowment - \$60,000

State of Florida Division of Cultural Affairs - \$25,000

Village of Key Biscayne - \$1,500

Cultural Advancement - \$100,000

PROJECT NARRATIVE:

The XXX INTERNATIONAL HISPANIC THEATRE FESTIVAL (IHTF) OF MIAMI kicks off with the Official Poster Unveiling event to be held on June 18, 2015 at the Miami-Dade County Auditorium. Featured productions of contemporary and classical works by renowned Hispanic playwrights from throughout the world will be showcased from July 9 – 26, 2015. The IHTF will host 16 productions from 6 countries: Argentina, Brazil, Chile, Mexico, Spain, and the U.S. This year, the IHTF will be held in more venues throughout Miami-Dade County: Adrienne Arsht Center, Teatro Prometeo, Miami Dade College-Wolfson and InterAmerican Campuses, Koubek Center and Theatre, Miami-Dade County Auditorium and Key Biscayne Community Center.

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

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

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

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 82,000	\$ 82,000	
Personnel: Artistic		\$ 75,000	\$ 75,000	
Personnel: Technical/Production	\$ 5,000	\$ 15,000	\$ 20,000	
Outside Artistic Fees/Services	\$ 10,000		\$ 10,000	
Outside Other Fees/Services		\$ 1,800	\$ 1,800	
Marketing ADV/ PV/ Printing/ Publication	\$ 5,000	\$ 37,000	\$ 42,000	\$ 15,000
Marketing: Postage/Distribution		\$ 3,000	\$ 3,000	
Marketing: Web Design/ Support/ Maintenance		\$ 10,000	\$ 10,000	
Travel: In County		\$ 5,000	\$ 5,000	
Travel: Out of County		\$ 95,000	\$ 95,000	\$ 25,000
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental		\$ 60,000	\$ 60,000	\$ 35,000
Space Rental / for Performance, Exhibition, Event, etc.			0	

Mortgage/ Loan Payments			0	
Insurance		\$ 3,000	\$ 3,000	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities		\$ 9,000	\$ 9,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 8,200	\$ 8,200	
Other Expenses				
Educational Component		\$ 10,000	\$ 10,000	
Production expenses	\$ 5,000	\$ 6,000	\$ 11,000	
Room & Board		\$ 30,000	\$ 30,000	
			0	
			0	
Subtotal	\$ 25,000	\$ 450,000	\$ 475,000	\$ 75,000
TOTAL EXPENSES	\$ 550,000			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 60,000		13%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 10,000		2%
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 90,000	\$ 75,000	19%
Foundation Support	\$ 53,000		11%
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			
National Endowment for the Arts	\$ 60,000		13%
			0

		0
Gov't Grants: State		
State of Florida Division of Cultural Affairs	\$ 25,000	5%
		0
		0
Gov't Grants: Local		
Village of Key Biscayne	\$ 1,500	0
Cultural Advancement	\$ 100,000	21%
Miami-Dade County Auditorium	\$ 36,000	8%
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		
Funding Arts Network	\$ 6,000	1%
Miami Dade College	\$ 8,500	2%
		0
		0
Department of Cultural Affairs Grants		
		0
		0

			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 450,000	\$ 75,000	5%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 475,000		
Total Revenues	\$ 550,000	Total In-Kind %	16%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: A-13

ORGANIZATION: The Greater Miami Festivals and Events Association, **GRANT REQUEST:** \$
Inc. 5,000.00

SUBCOMMITTEE

PROJECT TITLE: GMFEA 3rd Annual Conference & Exhibition **RECOMMENDATION:** \$
5,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 06-25-2015 through 06-25-2015

EVENT LOCATION: University of Miami Bank United Center Complex, ,

PROJECT SYNOPSIS:

Grant funds are requested to support GMFEA's 3rd annual regional conference & exhibition, composed of workshops, an exhibition and a performance showcase, to promote artists, craftsmen, vendors, performers and support services to the festival & event production community. The event will be held at UM's Bank United Center on June 18, 2015. The first two conference sold-out and results of the after event survey clearly indicated the need for such an event was long overdue in our community.

HOTEL CONFIRMATION:

Holiday inn University of Miami	5 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	150	330
Out of County	50	75
Out of State	5	0
Foreign	0	
TOTAL	205	405

MARKETING DETAILS: GMFEA is requesting funds to enhance the 3rd annual GMFEA Conference & Exhibition. The event will provide educational workshops, promote artists, craftsmen, performers and support vendors to the festival & event producers in the region. Through providing our local special events & Festivals with the tools to enhance their events, it is expected that improved events will increase tourist interest in recognizing Miami-Dade county as a vibrant cultural destination.

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

A. Website and Email

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

B. Direct mail

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

C. Publications

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

D. Publicity

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

E. Media

PSA's will be produced for radio.

Radio Interviews to promote the event will be on several stations

F. Social Media

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

No Media Sponsors are committed at this time. However, discussions are in progress with The Miami Herald, The New Times and Miami Magazine.

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

OTHER GOVERNMENT FUNDING:

Service Organizations - \$5,000

PROJECT NARRATIVE:

GMFEA is requesting funds to enhance the 3rd annual GMFEA Conference & Exhibition, providing us with increased marketing and logistics efforts. The event will provide educational workshops, promote artists, craftsmen, performers and support vendors to the festival & event producers in the region.

The goals include:

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

- A one-stop shop (exhibition) of event support services. An exhibition hall will be full of approximately 50 vendors available to enhance events. It is anticipated that booths will range from food vendors, craftsmen, visual artists, communication specialists, staging companies, a variety of equipment dealers to logistical services including Porta-Potties!

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

The event is planned for June 2015 at the Bunk United Center, Coral Gables. Registrations are expected to range From \$25 - \$75 for conference attendees. There will be free tickets available for performers and their families.

The marketing plan includes promotion through the media sponsor, The Miami Herald;social media promotions; on-line promotions. We are anticipating booking 5 room nights at this point.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 0	\$ 6,500	\$ 6,500	
Personnel: Artistic	\$ 0		0	
Personnel: Technical/Production	\$ 0		0	
Outside Artistic Fees/Services	\$ 500	\$ 2,500	\$ 3,000	\$ 1,000
Outside Other Fees/Services	\$ 550	\$ 450	\$ 1,000	\$ 300
Marketing ADV/ PV/ Printing/ Publication	\$ 500	\$ 4,200	\$ 4,700	\$ 2,000
Marketing: Postage/Distribution		\$ 450	\$ 450	
Marketing: Web Design/ Support/ Maintenance	\$ 500	\$ 0	\$ 500	\$ 500
Travel: In County		\$ 1,200	\$ 1,200	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 1,250	\$ 1,250	\$ 2,500	\$ 1,000
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 1,000	\$ 4,700	\$ 5,700	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.	\$ 350	\$ 0	\$ 350	
Utilities			0	

Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials	\$ 350	\$ 1,150	\$ 1,500	\$ 500
Other Expenses				
Paarking		\$ 50	\$ 50	
			0	
			0	
			0	
			0	
Subtotal	\$ 5,000	\$ 22,450	\$ 27,450	\$ 5,300
TOTAL EXPENSES	\$ 32,750			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 5,000		18%
Memberships	\$ 3,500		13%
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income			0
Corporate Support	\$ 8,950	\$ 4,300	33%
Foundation Support			0
Private/ Individual Support		\$ 1,000	0
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			
			0
			0
			0

Gov't Grants: State			
			0
			0
			0
Gov't Grants: Local			
			0
			0
			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			
Service Organization	\$ 5,000		18%
			0
			0
			0

			Grant Amount % of Total Cash Revenues
Subtotal	\$ 22,450	\$ 5,300	18%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 27,450		
Total Revenues	\$ 32,750	Total In-Kind %	19%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: A-14

ORGANIZATION: PhilanthroFest International Inc.

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: PhilanthroFest 2015 Carnival of Dreams

SUBCOMMITTEE

RECOMMENDATION: \$ 10,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Continuing

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

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

EVENT LOCATION: Museum Park, ,

PROJECT SYNOPSIS:

Grant funds are requested to support the PhilanthroFest 2015 Carnival of Dreams festival, an outdoor family-festival showcasing South Florida's philanthropic organizations, cultural arts groups and community resources, as well as live musical performances and entertainment. Presented at Miami's Museum Park in downtown Miami, PhilanthroFest aims to encourage community engagement and volunteerism. This event is open and free to the public.

HOTEL CONFIRMATION:

Pending	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	500	6000
Out of County	50	750
Out of State	0	200
Foreign	0	100
TOTAL	550	7050

MARKETING DETAILS: Philanthrofest has engaged Peacock Public Relations for public relations services and media strategy. This year's marketing efforts will focus on grassroots, traditional, digital and social media channels. Signage used to promote the festival will include on-site banners, posters and flyers that will be displayed in public and private businesses throughout Miami Dade County. Promotional messages and images will be shared via social media channels including websites, blogs, Facebook, Twitter, Instagram, Google+, LinkedIn, and others. Media Partnerships have been established with The Miami Herald/El Nuevo Herald, Brickell Magazine, Key Biscayne Magazine, Doral Magazine, City of Miami Office of Communications, Miami Dade County, CBS Outdoor Media, and others. Media coverage has included radio appearances on WLRN, WDNA, 880 The Biz, WVUM, etc.

PREVIOUS TDC FUNDING: \$11,250 (13-14); \$12,500 (12-13)

OTHER GOVERNMENT FUNDING:

Downtown Development Authority - \$5,000

Community Grants - \$15,000 (Pending)

PROJECT NARRATIVE:

PhilanthroFest, the nation's largest community engagement festival, presents their carnival-inspired event to connect people, passion and philanthropy. PhilanthroFest will take place on Sat., Apr. 11, 2015 @ Museum Park (1075 Biscayne Blvd., Miami, FL 33132 — located between PAMM and American Airlines Arena) from 10 a.m. to 6 p.m. with the goal of connecting potential volunteers and donors to non-profit organizations while creating an environment that promotes civic engagement, deepens community connections and sparks the philanthropic spirit of South Florida.

This year's event will bring together over 120 non-profits, dozens of artists and scores of sponsors and vendors with thousands of attendees looking to engage with great causes and brands. PhilanthroFest will transform 30 acres at Museum Park to recreate a carnival dreamland featuring games, rides, food, performances, live giveaways and special surprises throughout the day.

To accomplish this goal, PhilanthroFest 2015 will incorporate a series of attraction areas including the BIG TOP & FUNVILLE: Serving as the heart of the festival entertainment; COMMUNITY WALKS: Non-profits will share their mission, offerings and engagement options; FUNVILLE: Fun interactive adventures for the entire family; and the GIVING CIRCLE where we will inspire the next generation of giving by allowing children to decide whether to use their carnival game winnings as a donation to their charity of choice at the festival, or trade them for food or prizes to share with their friends and family.

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

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

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

TDC funding will allow us to bring in bigger performance pieces that attract larger audiences. Additionally, TDC funding will be used to enhance marketing efforts throughout South Florida and will

help in the development of a more robust, multi-language marketing campaign.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 7,500	\$ 7,500	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 6,000	\$ 6,000	
Outside Other Fees/Services		\$ 52,500	\$ 52,500	
Marketing ADV/ PV/ Printing/ Publication	\$ 15,000	\$ 15,000	\$ 30,000	\$ 11,585
Marketing: Postage/Distribution		\$ 10,000	\$ 10,000	
Marketing: Web Design/ Support/ Maintenance		\$ 2,500	\$ 2,500	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental		\$ 26,500	\$ 26,500	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase		\$ 5,000	\$ 5,000	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental		\$ 18,000	\$ 18,000	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance		\$ 500	\$ 500	

Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)		\$ 2,500	\$ 2,500	
Merchandise/ Concessions/ Gift Shops		\$ 2,000	\$ 2,000	
Supplies/Materials		\$ 1,500	\$ 1,500	
Other Expenses				
permittin		\$ 500	\$ 500	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 150,000	\$ 165,000	\$ 11,585
TOTAL EXPENSES	\$ 176,585			

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	\$ 35,000		21%
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 39,661	\$ 11,585	24%
Foundation Support	\$ 30,000		18%
Private/ Individual Support	\$ 7,500		5%
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			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 600		0
Investment Income (Endowment)			0
Interest and Dividends	\$ 35		0
Cash on Hand	\$ 17,204		10%
Other Revenues			
DDA Grant	\$ 5,000		3%
			0
			0
			0
Department of Cultural Affairs Grants			
Community Grant	\$ 15,000		9%
			0
			0

			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 150,000	\$ 11,585	9%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 165,000		
Total Revenues	\$ 176,585	Total In-Kind %	7%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: A-15

ORGANIZATION: Tigertail Productions, Inc.

GRANT REQUEST: \$ 13,500.00

PROJECT TITLE: Tigertail International & Special Events

SUBCOMMITTEE

RECOMMENDATION: \$ 13,500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-01-2015 through 04-30-2015

EVENT LOCATION: Colony Theatre, Miami Dade County Auditorium, ArtCenter South Florida

PROJECT SYNOPSIS:

Grant funds are requested to support Tigertail International & Special Events to support targeted costs for our FLA-FRA (FL-France) festival. FLA-FRA will take place every day of April 2015 on beaches, ArtCenter So Fl, MDCA, Vizcaya, Colony, Bks & Bks, MBCinematheque & more. FLA-FRA includes dynamic stimulating new work in music, dance, film, poetry and visual arts in many locations. There are numerous free events for tourists and the general public throughout April.

and for Greater Miami.

HOTEL CONFIRMATION:

The Betsy	10 room nights
Bresaro Suites	50 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	70	5275
Out of County	5	2000
Out of State	30	2000
Foreign	20	2000
TOTAL	125	11275

MARKETING DETAILS: Press and media contacts for Tigertail are up to date and extensive. We target mailing lists to specific audiences and areas and reach many different types of audiences. We also disseminate information through various newsletters, Departments of Culture and Commerce and Tourist Bulletins. Special committees are formed to promote events.

PRINT

- 10,000 color brochure/mailers are distributed at the beginning of the season and per event.
- 600 press releases in English, French and Spanish are emailed to electronic media sources throughout South Florida, Florida, regionally and nationally three months prior, two months prior, one month and weekly. Lists come from our 35 plus years of contacts with Dutch, French, Japanese, Spanish and other Consulates locally and nationally.
- 50 press packages are distributed to targeted media.
- ads are placed in key publications.

ELECTRONIC

- Events are featured on the Tigertail web site with streaming video and interactive material, providing information on the upcoming events, features sponsors & artist activities, provides special promotional information. Our website includes a streaming video season trailer. Eblasts on all events are sent to audience and press. Eblast trades are done with like organizations.
- We have a social media firm on a monthly contract. They produce and monitor all of our social media.
- Ticket sales and special promotional events are done via email and the web.
- Surveys are used to obtain an audience profile, attendance figures, special constituencies served.
- Electronic lists reach hotels and e locations frequented by tourists include copies of letters of commitments from the stations.
- Events are promoted on Social Media sites and on blogs with local and national reach.

RADIO/CABLE/TV/WEB

- Cable program coverage through artist interviews, promos and event coverage.

Ads on WLRN-FM, WDNA, WVUM, among others. The events are listed and covered in all TV and web calendars.

Co-sponsorship arrangements with WLRN and WDNA are in place."

PREVIOUS TDC FUNDING: \$15,000 (13-14); {\$7,500 (12-13) - End of cycle}; \$8,750 (11-12); \$10,000 (10-11); \$11,250 (09-10); \$12,500 (08-09); {\$6,000 (07-08) End of Cycle}; \$7,000 (06-07); \$8,000 (05-06); \$9,000 (04-05); \$10,000 (03-04)

OTHER GOVERNMENT FUNDING:

MB, Cultural Presenter (% of grant) - \$15,000

French Government - \$10,000

State of Florida - \$22,500

So FI - \$6,000

PROJECT NARRATIVE:

- Tigertail International & Special Events takes place April 2015. Tigertail International Events features 75 dance, music, film, poetry and visual artists in more than 38 events, reaching 10,000+ spectators, taking place in Miami, N. Dade, S. Dade, Coral Gables, Little Haiti and MBeach. These events are fun and lively. They will reach a So. FL & Tourism population.
- It takes place every single day in April 2015, 38 events are planned. FLA-FRA includes, 20 South Florida artists in 5-minute Culture Clicks at Vizcaya and numerous other locations, the Savoy-Doucet Trio at the Colony, Vincent Rafford Duo, Gypsy Jazz with Adrien Moignard from France at MDCA, Cocteau films at the MBeach Cinematheque and on the Soundwall of the New World Symphony bldg, 5 minute video portraits on the beach then uploaded to Youtube, wkshps with visiting artists at New World School and MDC Kendall, performances by Nadia Beugre from the Ivory Coast at MDCA, performance pieces in the window of the ArtCenter of So FL, performance and reading for the opening of French Corners at Bks & Bks in Coral Gables and much more.
- Most events are free, \$0 to \$50, student/senior/groups tickets available - Tigertail Int & Special Events begins April 1, 2015. FLA-FRA (FL-France) Festival, a dynamic robust event takes place all April 2015. This community-wide fête of site-specific events and new performance appears throughout Miami at theaters and un-expected locations. FLA-FRA is initiated by Tigertail in partnership with French and Miami Dade artists and organizations.
- This proposal fits the idea and will bring to life "Miami is the place to be - truly an international destination." This project is hot, hip and great fun, full of stimulating events that audience members will relive and talk about for months to come. It is both international and local at the same time. It addresses all age ranges and economic brackets. Events take place in locations that are developing, full of "in-places", where Miami is reinventing itself.
- Video, Facebook, Twitter, Instagram, audio podcast, streaming video, eblasts and blogs encase the project, reaching tourists, hotels and destinations, including newsletters, on-line ticketing, an interactive web page, all connected to area hotels and the travel industry as well as the M-Dade population.
- Hotel Sponsors include The Betsy, Marriott and Bresaro Suites, over 300 room nights.
- Targets jazz, blues, world music, contemporary music & dance, poetry & literature artists and audiences interested in these forms.
- TDC is key as it maximizes resources to expand its impact locally, nationally & internationally. TDC funding is key in helping Tigertail reach tourists & engaging them in events.
- Partners include Fr. Consulate & Embassy, National Perf. Network, National Dance Proj, So Arts, Bks & Bks, Inkub8, MDCA, MBeach Cinematheque, ArtCenter So FL, among others.
- Events are planned 1-2 yrs out by a 35-year-old nationally respected organization.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 3,000	\$ 63,000	\$ 66,000	\$ 2,000
Personnel: Artistic	\$ 0	\$ 0	0	\$ 0
Personnel: Technical/Production	\$ 0	\$ 4,000	\$ 4,000	\$ 0
Outside Artistic Fees/Services	\$ 8,500	\$ 51,500	\$ 60,000	\$ 5,000
Outside Other Fees/Services	\$ 0	\$ 5,000	\$ 5,000	\$ 16,000
Marketing ADV/ PV/ Printing/ Publication	\$ 2,000	\$ 30,500	\$ 32,500	\$ 9,000
Marketing: Postage/Distribution	\$ 0	\$ 2,000	\$ 2,000	\$ 0
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 0	0	\$ 5,000
Travel: In County	\$ 0	\$ 5,000	\$ 5,000	\$ 0
Travel: Out of County	\$ 0	\$ 10,000	\$ 10,000	\$ 3,000
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 3,500	\$ 3,500	\$ 2,000
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.	\$ 0	\$ 0	0	\$ 0
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 4,000	\$ 4,000	\$ 4,000
Mortgage/ Loan Payments	\$ 0	\$ 0	0	\$ 0
Insurance			0	

Insurance / for Performance, Exhibition, Event, etc.	\$ 0	\$ 2,000	\$ 2,000	\$ 0
Utilities			0	
Fundraising/ Development (Non-Personnel)	\$ 0	\$ 0	0	\$ 0
Merchandise/ Concessions/ Gift Shops	\$ 0	\$ 0	0	\$ 0
Supplies/Materials	\$ 0	\$ 3,000	\$ 3,000	\$ 0
Other Expenses				
Hotel	\$ 0	\$ 4,000	\$ 4,000	\$ 4,000
			0	
			0	
			0	
			0	
Subtotal	\$ 13,500	\$ 187,500	\$ 201,000	\$ 50,000
TOTAL EXPENSES	\$ 251,000			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 20,000		10%
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	\$ 24,000	\$ 40,000	12%
Foundation Support	\$ 50,000		25%
Private/ Individual Support	\$ 25,000	\$ 10,000	12%
Other Private Support: Auxiliary Activities	\$ 0		0
Other Private Support: Special Event Proceeds	\$ 0		0
Gov't Grants: Federal			
French govt	\$ 10,000		5%

		0
		0
Gov't Grants: State		
St FL	\$ 22,500	11%
So Arts	\$ 6,000	3%
		0
Gov't Grants: Local		
MB, Cultural Presenter, % of grant	\$ 15,000	7%
		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		
Cul Adv, % of grant	\$ 10,000	5%

ICE, % of grant	\$ 5,000		2%
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 187,500	\$ 50,000	7%
Grant Amount	\$ 13,500		
Cash Revenues + Grant Amount	\$ 201,000		
Total Revenues	\$ 251,000	Total In-Kind %	25%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: B-1

ORGANIZATION: Fire Haus Projects, Inc.

GRANT REQUEST: \$ 5,000.00

PROJECT TITLE: 2015 Altered Arts Festival

SUBCOMMITTEE

RECOMMENDATION: \$ 2,500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 01-01-2015 through 06-30-2015

EVENT LOCATION: Gold Coast Railroad Museum, ,

PROJECT SYNOPSIS:

Funds are requested to support the "Altered Arts" festival, showcasing several South Florida based performing artists. The festival will also include a curated exhibition by two local photographers, Julian Sanz and Jorge Fernandez. These events will be held at the Gold Coast Railroad Museum and other venues during the months of April, May and June. Note: Fire Haus Projects is the fiscal agent for the 2nd quarter request made by The Unconservatory, which is separate from this application.

HOTEL CONFIRMATION:

None	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	25	5000
Out of County	0	1000
Out of State	0	400
Foreign	0	125
TOTAL	25	6525

MARKETING DETAILS: Fire Haus Projects' collaboration with the Gold Coast Railroad Museum and The Unconservatory is helping to expand our efforts to reach a larger and more diverse audience. Fire Haus Projects has always marketed its events in English and Spanish. Fire Haus Projects will send press releases to local newspapers, radio, and TV stations, online publications, local arts and educational organizations. The festivals will be promoted through the email lists of the Gold Coast Railroad Museum, The Unconservatory, and Fire Haus Projects. Approximately 50,000 postcards and flyers will be printed and distributed throughout the community. The Gold Coast Railroad Museum will also utilize its Constant Contact email system to reach out to a mailing list of over 5,000 local area patrons. The Gold Coast Railroad Museum is also actively promoting all events like this with its social media resources such as West Kendall Rely Local, Facebook, Twitter, Google and venues like Living Social and Groupon offers. Event announcements will be featured on the electronic billboard at the entrance to the Gold Coast Railroad Museum / Zoo Miami. The Museum also has a well-supported online newsletter and website that will be utilized. This has proved to be very effective in promoting events. Concert tickets will be presold on the web site of the Gold Coast Railroad Museum.

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

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

Community Grants - \$7,500

PROJECT NARRATIVE:

The 2015 Altered Arts Festival is a grassroots endeavor by FireHaus Projects, to promote interdisciplinary artistic collaborations between professional artists, teachers and the broad community. FireHaus Projects will be eliciting the help of The Unconservatory and Gold Coast Railroad Museum (GCRM). These organizations are responding to a need for cultural experiences.

For over 50 years, GCRM has been a popular local museum and children's venue. GCRM staff will provide guided tours and historical lectures. The Unconservatory will provide artistic programming and logistical expertise. Our three organizations will combine the musical and performance art experience within a backdrop of South Florida railroad history. This history has been a compelling draw to tourists from around the world. We expect to see over 6,500 spectators over the course of the 3rd quarter events and about twice that number for the entire 6-month festival.

New works from artists of different disciplines will be exhibited. The festival will feature exciting performances presented by local professionals. The festival, which begins in January, continues on April 4th with "DUOS: Piano/Flamenco/Tango," an original show for 2 pianos and 2 dance couples. Internationally renowned pianists Whipple & Morales perform their original works at 2 pianos with flamenco duo Masdueño & Junco and tango duo Barufaldi & Massera.

Visual artists Julian Sanz and Jorge Fernandez will exhibit original works complementary to the performances. The exhibition will run from 4/1 - 6/30, 2015, and will be open to the public.

Lectures and workshops by the participating arts professionals for the benefit of local students will be provided. Visual artists will present workshops and lectures during the duration of their exhibition. This will enable student participants and school teachers to be exposed to works by exciting cutting edge professional artists in their respective field.

The entrance fee of \$30.00 will include the guided tour, a wine and cheese reception, the concert performance and a "meet and greet" with the performers. Events will be held at the historical Gold Coast Railroad Museum on the following dates and with these programs:

Sat, 4/4: DUOS: Piano/Flamenco/Tango

Sat, 5/2: Trujillo Chamber Trio

Sat, 6/6: Artists TBA

All events begin at 3:30 PM with a lecture. Shows begin at 4:30 PM.

Logistical coordination for events extended hours and the ongoing exhibition will be handled by GCRM. Performing artists will be coordinated with volunteer assistance from The Unconservatory. Events will be

presented in English and/or Spanish depending upon the makeup of the audience.

Media sponsors include WLRN, WDNA, New Times, Radio Classical South Florida, Miami Herald, and Community Newspapers. There will be online promotion through Facebook and e-blasts. The promotion of events will be coordinated between the three partner organizations, utilizing their combined contacts and resources.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 500	\$ 2,500	\$ 3,000	\$ 2,000
Personnel: Artistic	\$ 0	\$ 0	0	\$ 0
Personnel: Technical/Production	\$ 0	\$ 0	0	\$ 0
Outside Artistic Fees/Services	\$ 4,500	\$ 4,500	\$ 9,000	\$ 0
Outside Other Fees/Services	\$ 0	\$ 5,500	\$ 5,500	\$ 0
Marketing ADV/ PV/ Printing/ Publication	\$ 0	\$ 3,000	\$ 3,000	\$ 1,000
Marketing: Postage/Distribution	\$ 0	\$ 2,000	\$ 2,000	\$ 800
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 1,500	\$ 1,500	\$ 500
Travel: In County	\$ 0	\$ 0	0	\$ 0
Travel: Out of County	\$ 0	\$ 0	0	\$ 0
Equipment Rental	\$ 0	\$ 0	0	\$ 0
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 0	0	\$ 0
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	\$ 1,500	\$ 1,500	\$ 1,500
Mortgage/ Loan Payments	\$ 0	\$ 0	0	\$ 0
Insurance	\$ 0	\$ 0	0	\$ 0
Insurance / for Performance, Exhibition, Event, etc.	\$ 0	\$ 0	0	\$ 0

Utilities	\$ 0	\$ 0	0	\$ 1,000
Fundraising/ Development (Non-Personnel)	\$ 0	\$ 0	0	\$ 0
Merchandise/ Concessions/ Gift Shops	\$ 0	\$ 0	0	\$ 0
Supplies/Materials	\$ 0	\$ 1,348	\$ 1,348	\$ 0
Other Expenses				
Discretionary	\$ 0	\$ 500	\$ 500	\$ 0
			0	
			0	
			0	
			0	
Subtotal	\$ 5,000	\$ 22,348	\$ 27,348	\$ 6,800
TOTAL EXPENSES	\$ 34,148			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 7,500		27%
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	\$ 3,000	\$ 2,000	11%
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			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	\$ 1,348		5%
Other Revenues			
Ad sales / sponsors	\$ 3,000		11%
Rental discounts		\$ 1,500	0
Utilities discounts		\$ 1,000	0
Marketing Assistance		\$ 2,300	0
Department of Cultural Affairs Grants			
Community Grant	\$ 7,500		27%
			0
			0

			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 22,348	\$ 6,800	18%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 27,348		
Total Revenues	\$ 34,148	Total In-Kind %	25%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: B-2

ORGANIZATION: France-Florida Foundation for the Arts, Inc.

GRANT REQUEST: \$ 4,500.00

PROJECT TITLE: Films on the Beach

SUBCOMMITTEE

RECOMMENDATION: \$ 2,500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-02-2015 through 04-30-2015

EVENT LOCATION: Miami Beach Soundscape, ,

PROJECT SYNOPSIS:

Grant funds are requested to support, marketing and promotional fees for the second edition of the French film festival "Films on the Beach" which consists of five outdoor screenings at the Miami Beach Soundscape (500 17th Sreet, Miami Beach FL 33139) every Thursday evening of April 2015. The program is organized by the French Embassy Cultural Services and the France Florida Foundation for the Arts in partnership with the City of Miami Beach Arts in the Parks. Free and open to public.

HOTEL CONFIRMATION:

None	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	0	2100
Out of County	0	200
Out of State	0	100
Foreign	0	100
TOTAL	0	2500

MARKETING DETAILS: Films on the Beach is free and open to the public. It will be advertised through electronic media, radio, and distribution of printed matter:

Films on the Beach Twitter account:

- @FilmsontheBeach (created in 2014, 69 followers, 133 following)

French Culture website:

- www.frenchculture.org, French Embassy Cultural Services website for the United States in English (70,000 views per month)
- French Culture in Florida Newsletter (1738 subscribers)

French Consulate website:

- www.consulfrance-miami.org, French Consulate in Miami website in French, English and Spanish (34,000 views per month)
- French Consulate website monthly newsletter (9000 subscribers)
- French Consulate facebook (9000 likes)
- French Consulate twitter account @FranceinMiami (140 followers)

Miami Beach Cultural Affairs website:

- <http://www.mbculture.com/>, Miami Beach Cultural Affairs website (125,000 views per month, 5500 subscribers to weekly E blast)
- Text MBFILM to 91011 (1400)

French American Chamber of Commerce website:

- www.faccmiami.com, French American Chamber of Commerce of Florida website in English

New Times website

<http://www.miaminewtimes.com/movies/> (1,714,615 unique online monthly visitors)

Radio, print and television:

- WLRN radio underwriting announcements throughout April (one million listeners)

- New Times 1/4 or half page 4 weeks (557,176 readers)

- printed programs shaped like fans (5000 copies)

These programs will be delivered onsite during events, but most of them will be delivered in hotels throughout Miami Beach and on Lincoln Road throughout the month of April.

Sponsors include : WLRN (million listeners); TV5 (International French Television Channel available on DISH and Comcast in 350.000 households in the USA) official sponsors in 2014 and helped finance printing of our programs. We expect their sponsorship in 2015 and to be announced in the daily cultural announcement series ""Rendez-vous d'Amérique"" throughout April 2015. (in 2014, Films on the Beach was mentioned in their French cultural show ""Rendez-vous d'Amérique"")

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

French Embassy Cultural Services - \$3,000

PROJECT NARRATIVE:

Films on the Beach is a project inspired by New York's Films on the Green Festival. In 2008 the Cultural Services of the French Embassy based in New York City organized its first edition of Films on the Green in collaboration with the City of New York Parks & Recreation. The festival was an immediate success providing residents of New York free access to French films.

In April 2014, the Cultural Service of the French Embassy in Miami and the France Florida Foundation for the Arts, in partnership with Miami Beach Arts in the Parks, created its very own Miami Beach version.

Grant funds are requested to support marketing and promotional fees for the second edition of the French film festival "Films on the Beach" which consists of five outdoor screenings at the Miami Beach Soundscape (500 17th Street, Miami Beach FL 33139) every Thursday evening of April 2015. The program is organized by the French Embassy Cultural Services and the France Florida Foundation for the Arts in partnership with the City of Miami Beach Arts in the Parks. There are no ancillary events planned around Films on the Beach, only five screenings, free and open to public.

For the first edition of Films on the Beach in 2014, the festival screened two films by François Truffaut, in collaboration with Tigertail Production's FLAFRA Festival, followed by two recent French animation films.

In the 2015 edition of Films on the Beach, (only) one of the screenings will be part of FLAFRA's Jean Cocteau series presented in partnership with the Miami Beach Cinematheque; although Tigertail is not a partner of Films on the Beach in 2015 (as they were in 2014), the April 16 screening of Beauty and the Beast will be announced by Tigertail's FLAFRA as part of their Jean Cocteau film program.

Films on the Beach 2015 program:

April 2 - Zéro de Conduite, Jean Vigo 1933 (44 min) b/w

April 9 - Jour de Fête, Jacques Tati, 1947 (87 min) b/w

April 16 - Beauty and the Beast, Jean Cocteau 1946 (96 min) b/w

April 23 - Parapluie de Cherbourg, Jacques Demy 1963 (87 min) color

April 30 - Pepe le Moko, Julien Duvivier, 1936 (90 min) b/w

We believe that, by investing in paid advertising (New Times, WLRN), we can reach out to local audiences beyond the local French and Francophone communities and reach out to tourists present in Miami, notably New Times as it is a free publication distributed throughout the county.

Last year we had between 200 and 300 people per screening. With added advertising we are hoping to have up to 500 people per screening (although the venue has had audiences of more than a thousand people for their Wednesday screenings which are organized by City of Miami Beach Arts in the Parks).

Although FLAFRA has three screenings (April 2 and 30: Cocteau Films, and April 23 “Movement (R)evolution Africa”) at the same dates and (overlapping times) as Films on the Beach, the cross promotion of the April 16 screening could generate additional audiences for the festival in general.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 0	0	
Personnel: Artistic	\$ 0	\$ 0	0	
Personnel: Technical/Production		\$ 700	\$ 700	
Outside Artistic Fees/Services		\$ 2,000	\$ 2,000	
Outside Other Fees/Services		\$ 0	0	
Marketing ADV/ PV/ Printing/ Publication	\$ 4,500	\$ 1,300	\$ 5,800	
Marketing: Postage/Distribution	\$ 0	\$ 500	\$ 500	
Marketing: Web Design/ Support/ Maintenance		\$ 0	0	
Travel: In County	\$ 0	\$ 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	\$ 25,000
Space Rental / for Performance, Exhibition, Event, etc.		\$ 0	0	
Mortgage/ Loan Payments		\$ 0	0	
Insurance		\$ 0	0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 0	0	
Utilities		\$ 0	0	

Fundraising/ Development (Non-Personnel)		\$ 0	0	
Merchandise/ Concessions/ Gift Shops		\$ 0	0	
Supplies/Materials		\$ 0	0	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 4,500	\$ 4,500	\$ 9,000	\$ 25,000
TOTAL EXPENSES	\$ 34,000			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 0		0
Memberships	\$ 0		0
Tuitions/Enrollment Fees	\$ 0		0
Contracted Services:			
Outside Programs/ Performances	\$ 0		0
Contracted Services:			
Special Exhibition Fees	\$ 0		0
Contracted Services:			
Other	\$ 0		0
Rental Income	\$ 0		0
Corporate Support	\$ 500		6%
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			
French Embassy Cultural Services	\$ 3,000		33%
	\$ 0		0
	\$ 0		0
Gov't Grants: State			

	\$ 0		0
	\$ 0		0
	\$ 0		0
Gov't Grants: Local			
	\$ 0		0
	\$ 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	\$ 1,000		11%
Other Revenues			
Use of Soundscape screen		\$ 25,000	0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash

			Revenues
Subtotal	\$ 4,500	\$ 25,000	50%
Grant Amount	\$ 4,500		
Cash Revenues + Grant Amount	\$ 9,000		
Total Revenues	\$ 34,000	Total In-Kind %	278%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: B-3

ORGANIZATION: Leadership Prep Foundation Inc.

GRANT REQUEST: \$

25,000.00

PROJECT TITLE: The newly organized Coconut Grove Carnival Festival

SUBCOMMITTEE

RECOMMENDATION: \$ 0.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 06-11-2015 through 06-14-2015

EVENT LOCATION: Armbrister Park, Sonesta Bayfront Hotel,

PROJECT SYNOPSIS:

Grant funds are requested to support and pay for all required expenditures associated with executing a successful festival event. Such expenditures includes all city government charges as well as, all private companies charges and expenditures for the event conception to the final operating day of the event closure as it pertains to all expenses that are allowable under the grant guidelines set forth by the Miami TDC.

HOTEL CONFIRMATION:

The Sonesta Bayfront Hotel	100 rooms

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	75	13,000
Out of County	25	5,000
Out of State	25	2500
Foreign	100	1000
TOTAL	225	21500

MARKETING DETAILS: Central to the Festival marketing campaign is Bahamian Tourism's desire to create a marketing solution that is reliable, highly efficient, and quality driven. Most importantly, it will allow Bahamian Tourism to retain and expand player/sponsor relationships. Leadership Prep Foundation Inc. will be seeking strategic business collaborations to aid in the development and delivery of this objective. LPF possess valuable resources and skills that are unique and these skills and resources combined will ensure that the goals and objectives of Bahamian Ministry of Tourism are successfully met. Our Event Planning and Management team conceptualizes, develops, and executes various youth program services and sporting events of all magnitudes. An example of such events includes youth leadership development summits and international youth sporting events as outlined in our event portfolio provided for your review.

As with many of our clients, LPF will work in conjunction with the Bahamian Tourism Ministry with existing advertising, marketing and PR firms in helping to maintain the integrity of "brand look and feel" as well as to create a effective marketing campaign. Lastly, LPF will utilize all facets of media distribution to promo the festival starting in January 2015. Radio promotion will start 90 days out and post cards flyers will be distributed 4 months out of event.

Leadership Prep in association with the Bahamas Tourism Ministry will mutually agree on which Miami Radio station to select to be the Station to market the festival 60 days out of the event. In addition, a remote live event broadcast will be included in the overall radio promotion package. Presently, Hot 107 Radio is the major station being considering.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

PROJECT NARRATIVE:

The marketing campaign entails both a Bahamas Ministry of Tourism and a Bahamas Ministry of Sports proposal from the Partnership to organize the following initiatives, including but not limited to the Coconut Grove Goombay Carnival Festival:

- (1). Branding Bahamian Tourism and its overall mission of enhancing selected tourism initiatives as detailed in this proposal. Most specifically in mind is the 'revitalization' of the 2015 Coconut Grove Goombay Carnival Festival.
- (2). The 2015 Coconut Grove Goombay Carnival Festival is schedule for June 11-14, 2015. The Carnival Festival will include carnival junkanoo activities and music entertainment with internationally renowned recording Bahamian and American artists. The event will also include additional display of Bahamian cultural art, exhibits and historic presentations by Bahamian and Coconut Grove/Miami citizens.
- (3.) The marketing promotion of the The Mayor of Miami Coconut Grove Goombay Celebrity Golf Tournament. Players invite includes retired and current US professional athletes and celebrities slated against a team of celebrities from the Bahamas, pair against other local Corporate Miami team of golfers.
- (4.) LPF strongly believes sports can develop a young person's leadership skills, assets, and confidence building, therefore our aim is to use sports as the hook to teach the foundation for life success. With this principle in mind, a Coconut Grove/Bahamas International Youth Sports Event component has been introduced to the Goombay weekend. Competition in men and women soccer, men and women basketball and a boys/young men boxing competition (18 & under and 18 & over teams entries) will compete for the coveted 2015 Coconut Grove Goombay Youth Sports Championship. Armbrister park located on Grand avenue is the host event site.
Sports Tournament invitations will go out specifically to the Ministry of Sports for the countries of Haiti, Jamaica, and Bermuda. Additional Caribbean Islands Sports Ministries invitations will also be extended. The committee goal is to truly make the Festival an international event.
- (6). Lastly, to enhance Bahamas Tourism Leadership Prep Foundation Inc. seeks to establish the formulation of a Caribbean International Basketball Tournament/League hosted by the Bahamian Ministry of Sports. The concept will entail Miami/Bahamian/Caribbean boys and girls basketball players 24 yrs. and under competing in a four (4) tier structure semi-pro basketball league format. Additional information about the tournament/league concept will be discussed at a later date.
- (7). Event entertainment artist will be selected in the coming months with a one day ticket event planned The Sonesta Bayfront Hotel is the event host event.

Lastly TDC funding will greatly enhance LPF event facilitation in the areas of event marketing and promotion as well as enhancing the overall tourism attractiveness.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 50,000	\$ 0	\$ 50,000	\$ 0
Personnel: Artistic	\$ 128,000		\$ 128,000	
Personnel: Technical/Production	\$ 5,000		\$ 5,000	
Outside Artistic Fees/Services	\$ 2,500		\$ 2,500	
Outside Other Fees/Services	\$ 2,500		\$ 2,500	
Marketing ADV/ PV/ Printing/ Publication	\$ 2,500		\$ 2,500	
Marketing: Postage/Distribution	\$ 1,000		\$ 1,000	
Marketing: Web Design/ Support/ Maintenance	\$ 3,500		\$ 3,500	
Travel: In County	\$ 1,000		\$ 1,000	
Travel: Out of County	\$ 500		\$ 500	
Equipment Rental	\$ 7,000		\$ 7,000	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 15,000		\$ 15,000	
Equipment Purchase	\$ 1,500		\$ 1,500	
Equipment Purchase / for Performance, Exhibition, Event, etc.	\$ 1,500		\$ 1,500	
Space Rental	\$ 3,000		\$ 3,000	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments	\$ 0		0	
Insurance	\$ 2,500		\$ 2,500	
Insurance / for Performance, Exhibition, Event, etc.	\$ 2,000		\$ 2,000	
Utilities	\$ 1,500		\$ 1,500	

Fundraising/ Development (Non-Personnel)	\$ 8,000		\$ 8,000	
Merchandise/ Concessions/ Gift Shops	\$ 10,500		\$ 10,500	
Supplies/Materials	\$ 4,500		\$ 4,500	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 253,500	0	\$ 253,500	0
TOTAL EXPENSES	\$ 253,500			

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	\$ 25,000		100%
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		
		0
		0
		0
		0
Department of Cultural Affairs Grants		
		0
		0
		0
		0
		0
		Grant Amount % of Total Cash Revenues

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

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: B-4

ORGANIZATION: Living Arts Trust, Inc. d/b/a O Cinema

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: Hyphenated-American Series

SUBCOMMITTEE

RECOMMENDATION: \$ 5,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-11-2015 through 06-27-2015

EVENT LOCATION: O Cinema Miami Beach, O Cinema Wynwood,

PROJECT SYNOPSIS:

Grant funds are requested to support O Cinema's spring 2015 Hyphenated-American Series, a series highlighting Hispanic and Caribbean identity through current cinema & multidisciplinary events. The screenings & events will take place at O Cinema's Miami Beach (71st Street) and Wynwood Art District locations, and will feature films selected from current festivals. Dates for the the Hyphenated-America screening/events are as follows:

Sat. April 11th, Sat. May 2nd, Sat. June 6th and Sat. June 27th.

HOTEL CONFIRMATION:

Pending	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	4	645
Out of County		70
Out of State	2	70
Foreign	2	70
TOTAL	8	855

MARKETING DETAILS: We will contract a PR firm (JL PR) to create a specialized campaign for the Hyphenated-American Series with the specific goal of reaching tourists. In addition, we will promote the series through the South Florida Concierge Association, which reaches tourists directly at their hotels. The Hyphenated-American Series will be promoted via reliable media outlets through an aggressive advertising campaign including ads in the Miami New Times, Miami Herald, El Nuevo Herald, and The Biscayne Times, as well as online publications such as Huffington Post, Beached Miami, Fabrika, Cultist, IndieEthos and underwriting spots on WLRN radio. A grant from the Knight Foundation supports the purchase of block advertising in the Herald, Nuevo Herald and New Times by Miami-Dade County's independent cinemas, increasing our advertising reach. Additionally, programming information is disseminated through film festivals such as the Miami Gay & Lesbian Film Festival, Miami Jewish Film Festival, Women's International Film Festival and American Black Film Festival. Showtimes are featured on Fandango, Movietickets.com and other movie listing sites. Our relationships with other arts organization also allow us to cross-promote our events through their social media outlets and electronic newsletters. Our social media reach includes an email list of over 17,000 subscribers, and the O Cinema Facebook page with over 18,600 fans, 1,300 Instagram and 5,500 Twitter followers, reaching a wide array of cinema lovers throughout Miami-Dade.

O Cinema has received editorial coverage in the Miami Herald, El Nuevo Herald, The Miami New Times, The Miami Sun Post, WLRN radio and Miami.com. Our work was recognized in 2012 by the readers and staff of the Miami New Times who named O Cinema "Best Art House Cinema in the City." We are also proud recipients of the Urban Design League's "Filling the Void" Orchid Award. Legendary filmmaker John Sayles has said, "O Cinema may well be the future of non-mainstream movie-going in America" and Grammy-winner QuestLove of The Roots has noted, "O Cinema is the most unique art house theater I've been to. Miami is Lucky."

O Cinema Miami Beach is highly accessible to drivers and guests using public transportation, located on a major thoroughfare (71st Street) connecting Miami to the beach. It is a short walk from beachfront hotels and vacation rentals. O Cinema Wynwood is located in the Wynwood Art District and participates in the Wynwood Art Walk. This visibility serves as an important promotional tool to drive participation.

WLRN will serve as event sponsor.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

None

PROJECT NARRATIVE:

O Cinema's Hyphenated-America highlights Hispanic and Caribbean cultures and identities with films and cultural events held quarterly. Films feature cultures with a strong presence in Miami: Cuban, Haitian, Chilean, Mexican, etc., and are followed by panel discussions, performances, and food, giving the audience a multisensory experience. Films are sourced from leading festivals like Sundance, SXSW, and Toronto, as well as the Miami International Film Festival and the New York Latino Film Festival, which are attended by O Cinema staff. The cost will be \$15 per event.

The Hyphenated-American Series will attract tourists to Miami-Dade County by highlighting our unique mix of cultures—a diverse population with deep roots in Latin America and the Caribbean, which tourists can experience firsthand at these events. TDC funding will allow us to promote the series through a specialized PR campaign reaching tourists and locals through a variety of media. We will work with the South Florida Concierge Association to promote the events, and we will distribute program information to hotels on the beach and downtown.

O Cinema Wynwood Spring 2015 Hyphenated-American Program

Film: Filly Brown (Mexican-American) Sat. 4/11

Maria Jose 'Majo' Tonorio is a tough LA street poet who spits from the heart. Convinced that a record deal will help her family, Majo is suddenly faced with some stark choices.

Panel: Latina Voices in Hip Hop featuring Filly Brown directors Youssef Delara and Michael D. Olmos guests TBD

Reception: Poetry Slam & Taco Truck

Members of the public (with strong outreach to local schools) will be invited to participate in a poetry slam presented by Lip Service Miami in our outdoor Cine al Fresco theatre.

Film: Murder in Pacot (Haiti, France) Sat. 5/2

After the terrible earthquake in Haiti in 2010, a couple fights for a new life in the ruins of their mansion in the affluent neighborhood Pacot in Port-au-Prince.

Panel: Haiti after the Earthquake organized by Rachelle Salvane (Haitian filmmaker and O Cinema employee) guests TBD

O Cinema Miami Beach 2015 Hyphenated-American Program

Film: Tony Tango (Cuban-American) Sat. 6/6

Tony, a dance instructor with high cholesterol and an even higher belief in his own sex appeal, is a big fish in the small pond of his elderly dancing students. When his family's dance studio is in danger of falling into the hands of his archenemy, he must compete against the big boys in a high-stakes competition.

Panel: Cuban imagery on film in a post-Scarface era Panel discussion featuring young Miami-based Cuban and Cuban-American filmmakers (TBD)

Reception: Dance lessons and Cuban food

Film: *Violeta Went to Heaven* (Chilean) Sat. 6/27

A portrait of famed Chilean singer and folklorist Violeta Parra filled with her musical work, memories, loves and hopes. Parra's music inspires countless Latina singers.

Performance: Chilean Folk Music coordinated by Michael Stock, of WLRN's Folk and Acoustic program.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 10,750	\$ 10,750	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 2,000	\$ 2,000	
Outside Artistic Fees/Services	\$ 3,750	\$ 1,250	\$ 5,000	
Outside Other Fees/Services		\$ 5,000	\$ 5,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 10,000	\$ 12,000	\$ 22,000	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County		\$ 3,000	\$ 3,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	
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	\$ 1,250	\$ 2,750	\$ 4,000	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 36,750	\$ 51,750	0
TOTAL EXPENSES	\$ 51,750			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 24,750		48%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:			0
Other			0
Rental Income			0
Corporate Support			0
Foundation Support			0
Private/ Individual Support			0
Other Private Support:			0
Auxiliary Activities			0
Other Private Support:			0
Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
			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	\$ 12,000	23%
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	\$ 36,750	0	29%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 51,750		
Total Revenues	\$ 51,750	Total In-Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: B-5

ORGANIZATION: Mad Cat Theatre Company, Inc.

GRANT REQUEST: \$

5,000.00

PROJECT TITLE: Mad Cat Theatre at the 2015 South Beach Comedy Festival

SUBCOMMITTEE

RECOMMENDATION: \$

2,500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-08-2015 through 04-11-2015

EVENT LOCATION: Gleason Room Backstage at the Fillmore, ,

PROJECT SYNOPSIS:

Mad Cat Theatre Company is returning to the South Beach Comedy Festival for the 5th time on April 8, 2015 and will perform a new comedic play "Earthquake" written by Jessica Farr. The company will be performing at the Gleason Room Backstage at the Fillmore on Miami Beach. The play will be directed by the company's Artistic Director Paul Tei, and also feature local actors and showcase the company's local designers. The Company will also host comics during the festival thru April 11th.

HOTEL CONFIRMATION:

Pending	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	15	100
Out of County	0	60
Out of State	0	60
Foreign	0	30
TOTAL	15	250

MARKETING DETAILS: When the company performs at the South Beach Comedy Festival, the marketing strategy is different than a regular production that runs for multiple weeks at the company's home base at the Miami Theater Center. Also, because of being a part of the festival, Mad Cat benefits from being marketed by the festival's public relations department (which includes the vast outreach that the Fillmore generates). People from all over the county come to see this festival with its high profile comics (i.e. last year headlined Chelsea Handler). With that being said, the company still does its own marketing with the goal of letting people not only know about the nationally known comics, but to get the word out that Mad Cat is doing a comedic play during the festival as well. Mad Cat starts by making sure concierge desks at Miami Beach hotels know not only about the festival, but about Mad Cat's upcoming performance. A large post card drop is done as well as posters are made. Also, with Mad Cat's reach outside of Miami and its many relationships with other theatre companies in the U.S. and Europe (particularly in London), e-blast exchanges are conducted.

Our marketing has always been effective as well as widespread. Marketing efforts include, but are not limited to the following:

- Print ads in publications such as the Miami Herald and Miami New Times
- Feature Articles by all South Florida theatre critics
- Advertising with Theatre Mania (national), Around Town Magazine (Mad Cat is a paid member), Miami Art Guide, South Florida Theatre on Stage, etc.
- Ad swaps or ad buys in on-line publications (such as the miamiARTzine, etc.)
- Radio spots and features on WLRN/NPR, etc.
- TV features on WLRN TV, Beacon TV, etc.
- Social networks such as Facebook, Twitter, etc. (we buy ads on Facebook)
- Email blasts in the thousands to all on our patron list (via Constant Contact)

- Show postcard distribution (taken to other theatre companies, businesses, restaurants, hotels, bars, etc.). For each festival, we always print 5,000 postcards for distribution.

We also look to organizations such as the Theatre League which we are a member to help promote the festival. The Theatre League has a listing of all shows that are taking place in South Florida on their website and also send out ON STAGE e-blasts which will include Mad Cat play in the festival. There are other web based opportunities such as miamiandbeaches.com, socialmiami.com, South Florida Theatre Scene, the Examiner, Broadway World and many other blogs which give us at little cost or free calendar listings and will also do feature stories on us from time to time.

For all of the above, detailed information about the play is outlined (who, what and where). Also, to Mad Cat email patrons special promo codes are given for discounted tickets.

Since Mad Cat's inception in 2000, WLRN/NPR has been a Mad Cat sponsor. The company buys ads, but also in exchange for being listed as a sponsor, the company also receives additional radio spots. Spots can range from 15 to 30 seconds. Mad Cat also gives WLRN/NPR advertising in the show's program and also lists the station as a sponsor on postcards, press releases, etc. In addition, Mad Cat has been routinely featured on Ed Bell's Arts Beat program that is presented every Friday on the station.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

Community Benefit Fund Rent Waiver - \$3,000

Developing Arts in Neighborhoods - \$750

PROJECT NARRATIVE:

For the 5th time, Mad Cat Theatre is returning to the South Beach Comedy Festival to put on a new comedic play at the festival. This time Mad Cat company member Jessica Farr has written the new comedic play "Earthquake". The play will be directed by the company's Artistic Director Paul Tei, and also feature local actors and showcase the company's local designers as well.

This comedy will be the opening act for the festival (which runs from April 8th thru April 11th). The company will be performing in the Gleason Room Backstage of the Fillmore on Wednesday night April 8th. The company will also host new comedic acts throughout the festival at the Fillmore. The play on the 8th is a ticketed event. Ticket prices will range from \$25 general admission and \$75 VIP (includes gift and reserved seating).

The South Beach Comedy Festival has been around since 2005 and with the help of prior sponsors such as Comedy Central and with their current national sponsor SiriusXM, the festival has become a reason to book a trip to South Beach. The festival has headlined Chelsea Handler, Joe Rogan, Aziz Ansari, Sarah Silverman, and many more famous comic minds. Not to mention, South Beach is a major tourist destination for people from all over the globe, the festival itself is now a destination event. With that being said, Mad Cat is the only local theatre company that been asked to perform in the festival and with this marking our 5th return to the festival, this platform has given our company the opportunity to showcase the local talent that Mad Cat has to offer to visitors to Miami-Dade County.

Though will be under the marketing arm of the festival, Mad Cat will also do its own marketing as well. A specific press release about our specific performance will be sent (sent not only to the local press, but to others in New York City, Los Angeles, Atlanta, London, etc.). Specific marketing will include, but not be limited to: print ads in publications such as the Miami New Times; advertising with Theatre Mania, Around Town Magazine, Miami Art Guide, South Florida Theatre on Stage, etc.; ad swaps or ad buys in on-line publications; TV features on WLRN TV, Beacon TV, etc.; social networks such as Facebook, Twitter, etc.; e-mail blasts in the thousands to all on our patron list and show postcard distribution (taken to other theatre companies, businesses, restaurants, hotels, bars, etc.).

Mad Cat will receive national coverage on SiriusXM. The official "party" host hotel of the festival is the W Hotel on Collins Avenue and a verbal sponsor arrangement is in place with the Sagamore on Collins as well. All festival preferred hotels will be listed on the festival website and Mad Cat's website as well.

TDC funding will allow Mad Cat to channel funds towards ever mounting artist and production costs, and to show visitors what not only comic talent we have, but theatrical talent as well and grow this "town" into an artistic haven.

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	\$ 4,300	\$ 5,950	\$ 10,250	
Outside Other Fees/Services		\$ 2,500	\$ 2,500	
Marketing ADV/ PV/ Printing/ Publication	\$ 100	\$ 2,150	\$ 2,250	
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.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	\$ 3,000
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			0	
Other Expenses				
Set/Properties	\$ 300	\$ 700	\$ 1,000	
Costumes	\$ 300	\$ 500	\$ 800	
Misc. Production Costs		\$ 200	\$ 200	
			0	
			0	
Subtotal	\$ 5,000	\$ 12,000	\$ 17,000	\$ 3,000
TOTAL EXPENSES	\$ 20,000			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 7,250		43%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 2,000		12%
Foundation Support			0
Private/ Individual Support	\$ 2,000		12%
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			
			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			
City of Miami Beach			
Rent Waiver		\$ 3,000	0
			0
			0
			0
Department of Cultural Affairs Grants			
DAN	\$ 750		4%
			0
			0

			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 12,000	\$ 3,000	29%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 17,000		
Total Revenues	\$ 20,000	Total In-Kind %	18%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: B-6

ORGANIZATION: Martin Luther King Economic Development Corporation

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: Martin Luther King Candlelight Memorial and Gospel Concert

SUBCOMMITTEE

RECOMMENDATION: \$ 0.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-04-2015 through 04-04-2015

EVENT LOCATION: Martin Luther King Candlelight Memorial and Gospel Concert, ,

PROJECT SYNOPSIS:

Grant funds are requested to support the Martin Luther King Candlelight Memorial and Gospel Concert. The event commemorates the life and works of Dr. King. The event is held on the anniversary of Dr. King's assassination and is free to the community. Each year a Grammy Award winning gospel artist headlines the event. This year Yolanda Adams will be the featured artist.

HOTEL CONFIRMATION:

Hilton Miami Downtown	2 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	2	6000
Out of County	0	500
Out of State	5	100
Foreign	0	10
TOTAL	7	6610

MARKETING DETAILS: Marketing efforts: Faith Based Outreach, Door to Door, Print, Radio, Mailers, Social Media and Commercials.

Media sponsors to include WHQT Hot105, Miami Times, Miami Herald & The South Florida Times.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

PROJECT NARRATIVE:

MLKEDC hosts the Annual Reclaim The Dream Candlelight Light Memorial and Gospel Concert in honor of the life and works Dr. Martin Luther King. The event is held on Dr. King Blvd. (NW 62nd Street) between 7th and 10th avenues. The event is free to the public and cumulates with a gospel concert. The event attracts tourists, as the event focuses on Reclaiming Dr. King's Dream for equality and justice among all races. The event is marketed in all media outlets. Local radio station WHQT Hot 105FM interviews both the talent and organizers of the event. WHQT Hot 105FM listeners are vast. The Hilton Miami Hotel provides rooms for the guest speakers and the talents as in kind. Historically, the event producers procure approximately 5-10 rooms.

There are no competitors for this event. The event targets the seniors as they are our most vulnerable population and are least likely to attend a gospel concert on their own.

TDC funding will assist MLKEDC to maximize its efforts to reach its targeted audience.

Tacolcy has been a sponsor of this event for several years as well as WalGreens and Royal Renal A Car.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 0		0	
Personnel: Artistic	\$ 20,000	\$ 0	\$ 20,000	
Personnel: Technical/Production	\$ 9,000	\$ 0	\$ 9,000	
Outside Artistic Fees/Services	\$ 0	\$ 0	0	
Outside Other Fees/Services	\$ 3,200	\$ 0	\$ 3,200	
Marketing ADV/ PV/ Printing/ Publication	\$ 10,500		\$ 10,500	
Marketing: Postage/Distribution	\$ 1,100		\$ 1,100	
Marketing: Web Design/ Support/ Maintenance	\$ 250		\$ 250	
Travel: In County	\$ 0		0	\$ 2,500
Travel: Out of County	\$ 0		0	
Equipment Rental	\$ 4,300		\$ 4,300	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 13,052		\$ 13,052	
Equipment Purchase	\$ 0		0	
Equipment Purchase / for Performance, Exhibition, Event, etc.	\$ 1,500		\$ 1,500	
Space Rental	\$ 0		0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 0		0	
Mortgage/ Loan Payments	\$ 0		0	
Insurance	\$ 1,600		\$ 1,600	
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	\$ 2,998		\$ 2,998	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 67,500	0	\$ 67,500	\$ 2,500
TOTAL EXPENSES	\$ 70,000			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 0		0
Memberships	\$ 0		0
Tuitions/Enrollment Fees	\$ 0		0
Contracted Services:			
Outside Programs/ Performances	\$ 0		0
Contracted Services:			
Special Exhibition Fees	\$ 0		0
Contracted Services:			
Other	\$ 0		0
Rental Income	\$ 144,451		33%
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		0
	\$ 0		0
Gov't Grants: State			

	\$ 0	0
	\$ 0	0
	\$ 0	0
Gov't Grants: Local		
City of Miami	\$ 259,000	60%
CBS Grant	\$ 9,500	2%
Clear Channel	\$ 10,000	2%
Gov't Grants: The Children's Trust (Direct Funding)	\$ 0	0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 0	0
Investment Income (Endowment)		0
Interest and Dividends	\$ 0	0
Cash on Hand	\$ 10,000	2%
Other Revenues		
		0
		0
		0
		0
Department of Cultural Affairs Grants		
		0
		0
		0
		0

			Grant Amount % of Total Cash Revenues
Subtotal	\$ 432,951	0	0
Grant Amount			
Cash Revenues + Grant Amount	\$ 432,951		
Total Revenues	\$ 432,951	Total In-Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: B-7

ORGANIZATION: West Arts

GRANT REQUEST: \$ 7,500.00

PROJECT TITLE: The West End Community Art Festival

SUBCOMMITTEE

RECOMMENDATION: \$ 7,500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-18-2015 through 04-19-2015

EVENT LOCATION: Howard Hughes Lot, ,

PROJECT SYNOPSIS:

Grant funds are requested to support a major arts festival in West Miami-Dade, featuring local visual artists and performing arts organizations. This free outdoor cultural event will be at the Howard Hughes lot at 8785 SW 165 Ave on April 18-19 2015 and will include musical concerts and live performances for the community. This festival, with a projected attendance of 5,000 will bring new demographics to the area and generate increased tourism for the West part of Miami-Dade County.

HOTEL CONFIRMATION:

None	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	60	3,900
Out of County	20	700
Out of State	10	300
Foreign	10	100
TOTAL	100	5000

MARKETING DETAILS: A comprehensive marketing and public relations campaign will be extensively promoted through multiple media partnerships. The marketing strategy will include press releases, newspaper calendars, and an aggressive email and social media campaign. The project will also be featured on partner websites.

The festival will also be promoted in partnership with the Greater Miami Convention and Visitors Bureau and the Miami-Dade County Department of Cultural Affairs through their calendar of cultural events (printed version and online at <http://www.miamiandbeaches.com/events>).

In addition, efforts to directly reach the business community will be made through potential partners such as West Kendall Baptist Hospital and Florida International University.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The West End Community Art Festival is a major visual and performing arts festival to be held in West Miami-Dade County on Saturday, April 18, 2015 and Sunday, April 19, 2015 from 10:00 AM to 5:00 PM.

This arts festival will feature approximately fifty premier Miami visual artists as well as performing artists. This outdoor cultural event is free for the community will include musical concerts, local dance groups and live theater performances for residents of and visitors to Miami-Dade County.

The festival will be located at the Howard Hughes Development site, a two-acre lot adjacent to the West Kendall Baptist Hospital, in the area designated as the West End in unincorporated Miami-Dade County. With a projected attendance of 5,000 in its first year, the West End Arts Festival will bring new demographics to the area and generate increased tourism for the West part of Miami-Dade County. Local art fairs in Miami-Dade County usually concentrate on Miami Beach or the Design District in Miami. The West End Arts Festival will attract thousands of art lovers and enthusiasts to the west part of the County to enjoy a different art experience.

In partnership with the Florida International University Frost Art Museum, Roxy Theatre Group, Miami Arts Studio at Zelda Glazer, and many more, the festival serves as the melting pot of community, art and culture in the West End and is expected to stimulate and promote future tourism development in the area. Marketing initiatives include the promotion of the festival on Bus benches, Social Media outlets, Community newspapers, and TV News stations like Univision 23 and CBS4.

In addition to live music and performances, the festival will include local craft vendors and traditional food stations that celebrate the diverse cultural heritage of West Miami-Dade County. This local flavor will enhance the uniqueness of the Festival and highlight the cultural offerings that will appeal to the local, neighborhood residents and families as well as visitors from outside of the County.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration			0	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 2,500	\$ 12,000	\$ 14,500	\$ 2,000
Outside Other Fees/Services	\$ 2,500	\$ 10,000	\$ 12,500	\$ 3,000
Marketing ADV/ PV/ Printing/ Publication		\$ 10,050	\$ 10,050	
Marketing: Postage/Distribution		\$ 1,000	\$ 1,000	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 500	\$ 500	
Travel: Out of County			0	
Equipment Rental		\$ 0	0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 2,500	\$ 6,000	\$ 8,500	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	\$ 5,000
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event,		\$ 1,000	\$ 1,000	

etc.		\$ 1,000	\$ 1,000	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 2,000	\$ 2,000	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 7,500	\$ 42,550	\$ 50,050	\$ 10,000
TOTAL EXPENSES	\$ 60,050			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income			0
Corporate Support	\$ 10,500	\$ 5,000	21%
Foundation Support	\$ 25,000		50%
Private/ Individual Support	\$ 7,050	\$ 5,000	14%
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			
			0
			0
			0

Gov't Grants: State			
			0
			0
			0
Gov't Grants: Local			
			0
			0
			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	\$ 42,550	\$ 10,000	15%
Grant Amount	\$ 7,500		
Cash Revenues + Grant Amount	\$ 50,050		
Total Revenues	\$ 60,050	Total In-Kind %	20%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: B-8

ORGANIZATION: THE ZOOLOGICAL SOCIETY OF FLORIDA

GRANT REQUEST: \$ 25,000.00

PROJECT TITLE: Dinosaurs Live! at Zoo Miami

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: 01-24-2015 through 05-10-2015

EVENT LOCATION: Zoo Miami, ,

PROJECT SYNOPSIS:

Grant funds are requested to support the Dinosaurs LIVE! temporary exhibition at Zoo Miami from 1/24/2015 to 5/10/2015. Dinosaurs LIVE! will feature life-sized, animatronic dinosaurs located throughout the zoo that will excite, enthrall, and entice our diverse South Florida community. As part of the exhibition, Zoo Miami will conduct a campaign to raise awareness for animals currently facing the threat of extinction.

HOTEL CONFIRMATION:

N/A	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	0	162,500
Out of County		25,000
Out of State		45,000
Foreign		17,500
TOTAL	0	250000

MARKETING DETAILS: Zoo Miami's marketing efforts will primarily target adults aged 25-54, children aged 6-11, and tourists visiting South Florida.

TV: A 30-second TV commercial will air on WPLG and Comcast beginning the week of January 19, 2015.

Print: Ads in Miami Family Magazine, South Parenting Magazine, Miami Herald, and El Nuevo Herald to target locals. Ads in TravelHost and Where Miami will target hotel-based tourists

Radio: Ads will be run on The Hits 97.3 FM focusing on a street promotion. Street promotion will support Baby T-REX visits to 5 key public locations (e.g. The Falls, IKEA, Walmart, Dolphin Mall & Dadeland Mall) around town as well as Zoo Miami by driving traffic to their location to win tickets to see Dinosaurs Live! at Zoo Miami and other dino promotional items via Dino trivia questions. This promotion will also be supported by the social media channels of Zoo Miami, The Hits, and the partnering location

Digital: Online ads include Miami Herald and El Nuevo Herald news sites as well as displays on over 50 websites including foodnetwork.com, parents.com, people.com and goodhousekeeping.com. Zoo Miami will also utilize its social media outlets (Facebook, Twitter, Instagram, Youtube) and website. Dinosaurs LIVE! will also be included on the Zoo Miami mobile application, e-mail blasts, and Keepin' It Wild! digital newsletter.

Outdoor: An east-facing billboard (14' X 48') ad will be live from December 29, 2014-April 19, 2015 on the Dolphin Expressway (836) facing westbound drivers traveling out of South Beach, Downtown Miami, and Port of Miami. 60 street banners will be hung in key zip codes in Miami from January 24-February 24, 2015 and again during spring camp and Easter. Zoo Miami will also feature the event on its front

entrance LED sign and A-frames near ticket booths. A 200ft, 19-story wallscape will be featured on the Intercontinental Hotel.

Mail: Two-sided, full color 4x6 postcards will be hand delivered to select zip codes around Miami. Direct mail pieces will be sent to 40,000 lapsed Zoo members.

In addition, Zoo Miami will issue a press release on January 2, 2015 to local and regional media outlets. On January 23, local media will be given a tour of the exhibit via tram with Ron Magill.

Zoo Miami will incorporate Dinosaurs LIVE! into the following planned public and private events: "Donors and Dinos" opening reception for donors only, "Donuts and Dinos" for Zoo members, "Sex and the Dinos" presentation in April, "Dino Egg Safari" featuring dino egg hunts, and Dept. of Education programs such as nighttime flashlight tours.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

Institute of Museum and Library Services - \$40,000

Florida Department of State, Division of Cultural Affairs - \$150,000

Dept. of Education - \$360,965

PROJECT NARRATIVE:

Dinosaurs LIVE! at Zoo Miami is a temporary exhibition that will feature 20 life-sized, animatronic dinosaurs positioned throughout the zoo grounds (see attached sponsorship package for a full description of included dinosaurs). Each station will include informational signage explaining the type of dinosaur. Our dinosaurs will greet, scare, and enthrall approximately 250,000 Zoo Miami visitors as they meander through the park at no additional cost (zoo admission is \$17.95 for adults, \$13.95 children). In addition to the physical exhibit, Zoo Miami will hold several related events as part of Dinosaurs LIVE: Donors and Dinos private reception, Donuts and Dinos member event, Sex and the Dinos presentation, and Dino Egg Safari.

From January 24 to May 10, 2015, Dinosaurs LIVE! will bring a new and exciting temporary exhibit to Zoo Miami. A primary goal of Dinosaurs LIVE! is to raise awareness among zoo visitors about endangered wildlife while capturing their attention with life-like dinosaurs. By making our education efforts fun and entertaining, we will use the story of dinosaur past extinction to prevent further losses in the present.

Another goal of Dinosaurs LIVE! at Zoo Miami is to provide an enhanced guest experience for our visitors while increasing attendance at the zoo by local, national, and international audiences. We project that 250,000 guests will experience Dinosaurs LIVE! while spending \$4 million in Miami-Dade County. According to annual surveys conducted at Zoo Miami by Morey and Associates, 65% of our visitors originate from within Miami-Dade County, 10% from elsewhere in Florida, 18% are U.S.-based but outside of Florida, and 7% are international visitors. Thus, Dinosaurs LIVE! at Zoo Miami will reach 162,500 Miami-Dade residents, 25,000 Florida tourists, 45,000 national tourists, and 17,500 international tourists.

Support from the Miami-Dade Tourist Development Council will bolster Zoo Miami's marketing efforts towards its national and international tourist demographic, which comprises 35% of our attendance. Our marketing efforts span a wide spectrum of television, radio, print, and digital media that targets adults aged 24-54 and children aged 6-11. We will run 58 TV ads each week on local channels through WPLG-ABC and Comcast. Print ads will be placed in Miami Family Magazine, South Parenting Magazine, Miami Herald, El Nuevo Herald, TravelHost, and Where Miami. Radio spots will be featured on The Hits 97.3FM and postal mail will reach 40,000 individuals. Zoo Miami will also place an east-facing billboard advertisement along the Dolphin Expressway that will be viewable to westbound traffic leaving Miami Beach, downtown Miami, and the Port of Miami. A large, 19-story wallscape will be placed on Miami's downtown Intercontinental Hotel and 60 street banners will be displayed in key zip codes. In addition, Zoo Miami will utilize its diverse digital media outlets (Facebook, Twitter, Instagram, YouTube) to promote Dinosaurs LIVE!

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 6,250	\$ 1,000	\$ 7,250	
Personnel: Artistic	\$ 0	\$ 0	0	
Personnel: Technical/Production	\$ 0	\$ 0	0	
Outside Artistic Fees/Services	\$ 0	\$ 0	0	
Outside Other Fees/Services	\$ 5,000	\$ 0	\$ 5,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 13,750	\$ 120,000	\$ 133,750	
Marketing: Postage/Distribution	\$ 0	\$ 13,000	\$ 13,000	
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	\$ 298,000	\$ 298,000	
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	\$ 0	0	
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	\$ 0	0	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 432,000	\$ 457,000	0
TOTAL EXPENSES	\$ 457,000			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 0		0
Memberships	\$ 1,461,700		36%
Tuitions/Enrollment Fees	\$ 0		0
Contracted Services:	\$ 0		0
Outside Programs/ Performances			
Contracted Services:	\$ 0		0
Special Exhibition Fees			
Contracted Services:	\$ 0		0
Other			
Rental Income	\$ 0		0
Corporate Support	\$ 155,000		4%
Foundation Support	\$ 135,263		3%
Private/ Individual Support	\$ 217,100		5%
Other Private Support:	\$ 17,000		0
Auxiliary Activities			
Other Private Support:	\$ 500,700		12%
Special Event Proceeds			
Gov't Grants: Federal			
Institute of Museum and Library Services	\$ 40,000		1%
			0
			0
Gov't Grants: State			

Florida Dept. of State, Div. of Cultural Affairs	\$ 150,000		4%
			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)	\$ 678,653		17%
Interest and Dividends	\$ 0		0
Cash on Hand	\$ 0		0
Other Revenues			
Dept. of Education	\$ 360,965		9%
Children's Zoo	\$ 24,847		1%
			0
			0
Department of Cultural Affairs Grants			
Community Based Cultural Facilities Direct Allocation	\$ 293,000		7%
			0
			0
			0
			0

Grant Amount % of Total Cash

			Grant Amount % of Total Cash Revenues
Subtotal	\$ 4,034,228	0	1%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 4,059,228		
Total Revenues	\$ 4,059,228	Total In-Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: C-1

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

GRANT REQUEST: \$
15,000.00

PROJECT TITLE: DR. MARTIN LUTHER KING JR PARADE AND FESTIVITIES

SUBCOMMITTEE
RECOMMENDATION: \$
10,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 01-02-2015 through 01-19-2015

EVENT LOCATION: MLK PARADE AND FESTIIVTIES - JOSEPH CALEB, ,

PROJECT SYNOPSIS:

Funds are requested to support the 2015 Martin Luther King, Jr. Parade Festivities traditional parade through Liberty City/Brownsville on MLK Blvd. These funds will be used to cover insurance and equipment rental cost only.

HOTEL CONFIRMATION:

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	700	325000
Out of County	300	95000
Out of State	300	20000
Foreign	200	10000
TOTAL	1500	450000

MARKETING DETAILS: Our marketing consultants assists us with researching methods, marketing design and strategy plans, which are designed to attract diverse audiences to programs and activities. Each year this parade is advertised and targets the multi-cultural environment of Miami-Dade County. Many organizations participate and support these activities, Miami-Dade County Public Schools, Local Radio, and TV stations and the local church community. The Parade and MLK festivities are the sole programs of this organization.

We are continuing our partnerships with local radio stations WEDR 99 JAMZ, WMBM and HOT 105 to reach their target audiences, which are urban youth, gospel listeners and black adult contemporary listeners. The MLK Day Committee also partners with WQBA radio station to provide Latin performers and on air marketing for the MLK Day parade, which targets their Hispanic listeners. The MLK Day Committee also supports WQBA's Parade and each parade exchanges talent thereby supporting Dr. Martin Luther JR's philosophy of brotherhood. Additionally, we advertise in the local communities prominent newspapers.

Committed radio and media sponsors are WEDR 99 JAMZ, WMBM, HOT 105, and WLRN Channel 17.

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

OTHER GOVERNMENT FUNDING:

Community Grants - \$ 7,929

PROJECT NARRATIVE:

WHAT - The 2015 observance will mark our Organization's 39th year in producing and sponsoring this National holiday celebration. This parade and its festivities continue to foster unity and awareness in our inner-city youth and residents. It serves as a reminder of the impact that Dr. King made on our society and the road that he paved for us. Not only does this parade honor Dr. King; it provides a much-needed economic boost to our inner city. With more than 1000 participants, it allows us to display the talents of our youth through their participation with more than 20 elementary, junior high and senior high schools bands.

WHEN & HOW MANY EVENTS – During January 13 -19, 2015, the State of Florida and Miami-Dade County will join the rest of the Nation in observing the birth, legacy, and life works of the late Reverend Dr. Martin Luther King, Jr. The 2015 celebration will consist of an Oratorical Essay contest, a joint venture between MLK and Miami- Dade County Public Schools. The celebratory activities that will close the MLK festivities is the traditional parade through the heart of the African American enclave of Liberty City/Brownsville on MKL Blvd, the parade starts at 54th Street NW 8th Avenue – 32nd Avenue and 62nd Street (22 blocks) .

The Martin Luther King, Jr., Committee was successful in increasing the number of Asians, Caribbean Blacks, Anglos and Hispanics that attended the 2014 parade. This project has tourist appeal because it is a National Holiday with all of the accompanying amenities that attract people from all of our neighboring counties, other states and the Caribbean and Latin America.

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

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

PROJECT EXPENSE BUDGET FY 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	\$ 5,000	\$ 20,000	\$ 25,000	
Outside Other Fees/Services		\$ 25,000	\$ 25,000	
Marketing ADV/ PV/ Printing/ Publication		\$ 23,000	\$ 23,000	
Marketing: Postage/Distribution		\$ 500	\$ 500	
Marketing: Web Design/ Support/ Maintenance		\$ 5,000	\$ 5,000	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 10,000	\$ 48,000	\$ 58,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 1,500	\$ 1,500	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 14,000	\$ 14,000	

Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 3,000	\$ 3,000	
Other Expenses				
Parade Floats		\$ 18,000	\$ 18,000	
Security		\$ 10,000	\$ 10,000	
City of Miami Police			0	\$ 15,000
City of Miami Sanitation			0	\$ 15,000
Miami-Dade County Police			0	\$ 15,000
Subtotal	\$ 15,000	\$ 168,000	\$ 183,000	\$ 45,000
TOTAL EXPENSES	\$ 228,000			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 20,000		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	\$ 37,000		20%
Foundation Support	\$ 37,000		20%
Private/ Individual Support	\$ 38,071		21%
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			
			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 15,000		8%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 13,000		7%
Other Revenues			
City Of Miami Police		\$ 15,000	0
City of Miami Sanitation		\$ 15,000	0
Miami Dade County Police		\$ 15,000	0
			0
Department of Cultural Affairs Grants			
Community Grant	\$ 7,929		4%
			0
			0

			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 168,000	\$ 45,000	8%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 183,000		
Total Revenues	\$ 228,000	Total In-Kind %	25%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: C-2

ORGANIZATION: Miami Gay & Lesbian Film Festival, Inc.

GRANT REQUEST: \$ 25,000.00

PROJECT TITLE: 17th Annual Miami Gay and Lesbian Film Festival

SUBCOMMITTEE
RECOMMENDATION: \$ 25,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-24-2015 through 05-03-2015

EVENT LOCATION: Colony Theatre, Regal Cinemas South Beach, Miami Beach Cinematheque

PROJECT SYNOPSIS:

Grant funds are requested to support the production and marketing of the 17th Annual Miami Gay and Lesbian Film Festival, to be held from April 24 - May 3, 2015. The festival will feature approximately 60 films, as well as daily Q&A sessions with filmmakers, meet-and-greets, themed parties, and an extravagant awards brunch finale.

HOTEL CONFIRMATION:

Catalina Hotel	Pending
Chesterfield Hotel & Suites	Pending
Hotel Chelsea	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	50	8800
Out of County	20	2000
Out of State	65	900
Foreign	15	300
TOTAL	150	12000

MARKETING DETAILS: As in past years, the 17th annual festival will develop branding imagery, which will promote Miami as a highly LGBT-friendly destination, and will work with sponsor hotels, airlines, car rental companies, and local organizations to promote the 10-day event. The festival will carefully style its campaign to encourage LGBT and culturally-inclined tourists from across the U.S. and worldwide to come and enjoy the best in film in the most idyllic locale.

The festival prints 45,000 copies of its program guide and accompanying literature, which are mailed to an extensive mailing list of locals and out-of-town members, as well as drop-shipped at locations throughout Miami-Dade and Broward Counties. Web and print ads are placed in national, regional, as well as local media and publications. These include The Advocate, Passport Magazine, Florida Agenda, She Magazine, Hotspots Magazine, South Florida Gay News, and Wire Magazine. And we will be doing an encore of our much-talked-about eight-page insert in the Miami New Times that ran in 2014. Through our ongoing partnership with Comcast, an original 30-second commercial will be broadcast over 3,000 times throughout Miami-Dade and Broward counties on cable networks such as Bravo, CNN, Lifetime, HGTV, VH-1, Comedy Central, A&E, The Food Network, and E! And these various components are combined with an aggressive e-marketing campaign consisting of emails, Facebook, and Twitter.

Finally, the festival will continue to build upon its marketing strategy by branding the event as a premiere international artistic showcase—in essence the gay and lesbian adjunct to the Miami International Film Festival, or the gay and lesbian film adjunct to Art Basel. Miami is a highly-attractive vacation destination for individuals and families nationally and internationally, We've created travel packages for those in key U.S. markets as well as abroad. The festival targets individuals through social media and is able to specifically reach those that identify as LGBT and live in target areas. The Festival is increasing its focus on e-marketing, which is not only more energetic and viral than traditional methodologies, but also draws in a younger demographic which is vital to the festival's future success and relevance. And the

organization has also expanded to a 13-member Board of Directors, consisting of key community leaders that are responsible for increasing festival awareness, membership, and screening attendance.

On television, Comcast is the media sponsor and will be covering us with editorial coverage via their "Newsmakers" program, and NBC 6 will feature us on their local news programs. Telemundo is likewise planning coverage. Several radio stations that have featured us in the past have also expressed interest in this year's festival.

PREVIOUS TDC FUNDING: \$15,000 (12-13); \$17,500 (11-12); \$20,000 (10-11); \$22,500 (09-10); \$25,000 (07-08); \$7,500 (06-07) End of Cycle; \$5,600 (05-06) \$10,000 (04-05); \$7,200 (03-04); \$8,000 (02-03)

OTHER GOVERNMENT FUNDING:

Miami Beach VCA Cultural Tourism; \$25,000
FEST \$45,736

PROJECT NARRATIVE:

The 17th Annual Miami Gay & Lesbian Film Festival will unfold over 10 days this spring. As occurs every year, it has a significant cultural impact deriving from the presentation of the best, brightest, and most significant works of LGBT cinema from around the world. The festival hosts insightful Q&A and meet-and-greet sessions with many of the films' directors and artists, which bring the audience a deeper understanding of film as an art form. And the festival also succeeds as a prestigious tourist draw: due to its springtime scheduling, it's the first one to occur nationally at the start of the festival season. This, as well as the idyllic locale which is prominently emphasized, make it highly-anticipated and affords it high visibility. These factors attract visitors eager to preview the newest selection of LGBT cinema prior to it possibly making its way to their respective regions.

The festival will run this year from April 24 through May 3, primarily in Miami Beach but also on the mainland. Over 60 films will be screened throughout the festival, but there will also be at least 5 gala social events, 3 VIP/industry receptions, 2 panel discussions, and 8 filmmaker Q&A sessions and meet-and-greets. The festival is open to all attendees. Tickets will be available on our web site, by phone, and through the box offices. While high-level member donors are afforded free entry, approximately 75% of attendees pay entrance fees, which range in price from \$8 to \$25 for film screenings and \$10 to \$45 for special events.

Our marketing efforts have already begun, and we're working with many organizations to promote the event. Our media sponsors include Comcast, Hotspots Magazine, Mark's List, Miami Herald, Miami New Times, Passport Magazine, She Magazine, South Florida Gay News, and Wire Magazine. Our hotel sponsor is South Beach Group Hotels, which manages eight hotels in Miami Beach. We'll print 45,000 copies of our program guide, which are mailed to an extensive list of locals and out of town members, as well as drop-shipped at locations throughout South Florida. Web and print ads are placed in national, regional, as well as local publications. These include Artzine, Edge, Genre Latino, OMG, Passport, and South Florida Chronicle. As we did last year, we're placing a major eight-page insert in Miami New Times. Through our ongoing partnership with Comcast, an original 30-second commercial will be broadcast on multiple cable networks. And these various components are combined with an aggressive e-marketing campaign consisting of emails, Facebook, and Twitter.

TDC funds would be used in part to fund the above marketing and advertising efforts, as well as public relations. The Murry Agency has been contracted to lead these efforts, as they have in festivals past. The agency will be promoting the festival as a tourist destination nationally and internationally. The national markets targeted will be the cities of New York, Chicago, Washington DC, and Atlanta.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 112,000	\$ 112,000	\$ 3,000
Personnel: Artistic	\$ 6,250	\$ 13,750	\$ 20,000	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services		\$ 1,000	\$ 1,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 10,250	\$ 21,750	\$ 32,000	\$ 25,000
Marketing: Postage/Distribution		\$ 2,000	\$ 2,000	
Marketing: Web Design/ Support/ Maintenance		\$ 2,500	\$ 2,500	
Travel: In County		\$ 5,500	\$ 5,500	
Travel: Out of County		\$ 7,500	\$ 7,500	\$ 5,900
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 4,500	\$ 4,500	
Equipment Purchase		\$ 2,500	\$ 2,500	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	\$ 9,600
Space Rental / for Performance, Exhibition, Event, etc.	\$ 8,500	\$ 17,500	\$ 26,000	
Mortgage/ Loan Payments			0	
Insurance		\$ 4,400	\$ 4,400	

Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities		\$ 4,000	\$ 4,000	
Fundraising/ Development (Non-Personnel)		\$ 500	\$ 500	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 2,800	\$ 2,800	
Other Expenses				
Event & Catering Expenses		\$ 18,000	\$ 18,000	
Film Screening Fees		\$ 20,000	\$ 20,000	
Filmmaker Awards		\$ 3,800	\$ 3,800	
Bank, Credit Card, & Ticketing Fees		\$ 6,000	\$ 6,000	
Accounting Fees (\$3,700); Meals (\$2,500); Cleaning (\$500); Recruitment (\$500); Association Memberships (\$150)		\$ 7,350	\$ 7,350	
Subtotal	\$ 25,000	\$ 257,350	\$ 282,350	\$ 43,500
TOTAL EXPENSES	\$ 325,850			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 60,000		21%
Memberships	\$ 55,000		19%
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income			0
Corporate Support	\$ 60,000	\$ 30,900	21%
Foundation Support	\$ 10,000		4%
Private/ Individual Support	\$ 1,000	\$ 12,600	0
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			
			0
			0

			0
Gov't Grants: State			
			0
			0
			0
Gov't Grants: Local			
Miami Beach VCA	\$ 25,000		9%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 14		0
Other Revenues			
Film Screening Income	\$ 600		0
			0
			0
			0
Department of Cultural Affairs Grants			
FEST	\$ 45,736		16%
			0

			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 257,350	\$ 43,500	9%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 282,350		
Total Revenues	\$ 325,850	Total In-Kind %	15%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: C-3

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

GRANT REQUEST: \$ 11,000.00

PROJECT TITLE: Festival Yachad - Israeli Folk Dance Festival

SUBCOMMITTEE
RECOMMENDATION: \$ 7,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 05-31-2015 through 06-05-2015

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

PROJECT SYNOPSIS:

Grant funds are requested to support the JCC's annual Festival Yachad - Israeli Folk Dance Festival featuring 350 dancers from the JCC's year-round Bamachol Dance Academy and 150 dancers from Israeli dance troupes from Mexico, Peru, Panama, and Brazil. Festival Yachad will feature 2 shows in North Miami Beach - a Children's Performance on Sunday, May 31, at the Julius Littman Performing Arts Theater and a Showcase Performance on Friday, June 5, at the Michael-Ann Russell JCC.

HOTEL CONFIRMATION:

Ramada Plaza - Sunny Isles	160 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	345	1975
Out of County	35	390
Out of State	0	30
Foreign	170	55
TOTAL	550	2450

MARKETING DETAILS: Festival Yachad's marketing plan includes: promotional mailings to the JCC mailing list; email to broadcast lists of the Michael-Ann Russell JCC, the Israeli House of the Consulate General of Israel, Hebraica, area synagogues and the Greater Miami Jewish Federation; promotional material (e.g., fliers and posters) distributed to Miami-Dade and Broward synagogues, day schools, churches, assisted living facilities and senior centers, and business establishments, as well as to Jewish Community Centers in Broward, Palm Beach, and Miami-Dade counties; press releases to local media including The Miami Herald, Aventura News, Sun Sentinel, Hallandale Digest, JW Magazine, and Jewish Journal (Miami-Dade, Broward, and Palm Beach County editions), Around Town, and the Israeli press (Yediot Ahronot and Israel Post). A promotional banner will be prominently hung at the JCC (whose campus is utilized by 3,500 people on a daily basis) and contact will be made with different radio and television stations to secure free public service announcements about the event. Social Media will be used to further promote Festival Yachad, including Facebook and the JCC website. Visiting dance troupes will promote their participation in their home communities, which will attract tourists from these respective communities. Efforts continue to secure additional out-of-country Israeli dance troupes to participate in the Festival - currently, 150 dancers plus 20 staff/chaperones have confirmed participation, which will not only increase the number of dancers traveling to our community, but also family members and friends from their respective home communities who are going to travel to Miami-Dade to see them perform. Paid ads in printed media will also be secured.

No media sponsors have yet been secured.

PREVIOUS TDC FUNDING: \$5,000 (13-14); \$5,000 (12-13); \$5,600 (11-12); \$6,300 (10-11); \$7,000 (09-10); \$5,000 (08-09) End of cycle; \$5,000 (07-08); \$5,000 (06-07); \$5,000 (05-06); \$5,000 (04-05)

OTHER GOVERNMENT FUNDING:

Hannibal Cox, Jr. Cultural Grants - \$5,000

PROJECT NARRATIVE:

Festival Yachad Israeli Folk Dance Festival celebrates Jewish heritage/Israeli culture through choreographed dance performances, traditional/contemporary Jewish/Israeli music, & colorful costuming reflecting the diversity of Jewish life in Israel & throughout the world. The Festival's theme will be "Yisrael Sheli" (in Hebrew, My Israel) & will feature dance troupes from abroad in addition to 350 dancers in the JCC's Bamachol Dance Academy. The festival will feature 150 dancers from Mexico, Peru, Brazil, & Panama who have hotels with accommodations at the Ramada Plaza, Sunny Isles Beach. During their 4 night stay, visiting dancers will shop at area stores, will eat at the hotel & local restaurants, & visit South Beach. Families of visiting dancers will come to Miami to attend the Festival & frequent area restaurants, malls, & attractions.

The Festival features 3 performances on 3 different days in 3 different venues – 2 of which will be in North Miami-Dade for which funding is requested (with a total audience of 2,000) - a free Showcase Performance by visiting dance troupes, on June 5, at the JCC, in North Miami Beach, & a Children's Performance, on May 31, at the Julius Littman Performing Arts Theater in North Miami Beach, with tickets from \$5 - \$35. Other events for the visiting dancers are a "Shabbat Dinner" (Ramada Marco Polo), pool party & barbeque, & end of Festival party (Aventura Waterways) – all in North Miami-Dade. In addition to the out-of-country dance troupes, some dance family members will travel here for the Festival & residents from Broward & Palm Beach counties will be part of the Festival audience.

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

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

160 rooms have been reserved for visiting dancers at the Ramada Plaza, Sunny Isles Beach . (There is no hotel sponsor.)

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

Project time line is:

Committee begins Festival planning - June, 2014

Invitations extended to outside groups - October, 2014

Fundraising strategies discussed with committee - October, 2014

Choreographies finalized - December, 2014

Dancers begin learning choreographies - January, 2015

Promotional efforts underway - February, 2015

Tickets on sale - March, 2015

All aspects of Festival finalized - April, 2015

N. Miami Dade performances - May 31 & June 5, 2015

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 11,203	\$ 11,203	\$ 5,948
Personnel: Artistic		\$ 5,604	\$ 5,604	\$ 7,920
Personnel: Technical/Production		\$ 2,750	\$ 2,750	
Outside Artistic Fees/Services		\$ 3,500	\$ 3,500	
Outside Other Fees/Services		\$ 1,648	\$ 1,648	
Marketing ADV/ PV/ Printing/ Publication	\$ 3,000	\$ 17,000	\$ 20,000	\$ 2,000
Marketing: Postage/Distribution		\$ 1,000	\$ 1,000	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 3,080	\$ 3,080	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 6,000	\$ 6,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 1,000	\$ 2,200	\$ 3,200	
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	\$ 7,000	\$ 5,000	\$ 12,000	\$ 2,000
Other Expenses				
Sound/Lighting		\$ 1,500	\$ 1,500	
Refreshment Dancers		\$ 2,200	\$ 2,200	
Security		\$ 1,000	\$ 1,000	
Video Production		\$ 1,000	\$ 1,000	
			0	
Subtotal	\$ 11,000	\$ 64,685	\$ 75,685	\$ 17,868
TOTAL EXPENSES	\$ 93,553			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 23,750		31%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:			0
Other			0
Rental Income			0
Corporate Support	\$ 33,307	\$ 4,000	44%
Foundation Support			0
Private/ Individual Support	\$ 2,628	\$ 13,868	3%
Other Private Support:			0
Auxiliary Activities			0
Other Private Support:			0
Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
			0

Gov't Grants: State			
			0
			0
			0
Gov't Grants: Local			
			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Hannibal Cox, Jr. Cultural Grants	\$ 5,000		7%
			0
			0
			0

			Grant Amount % of Total Cash Revenues
Subtotal	\$ 64,685	\$ 17,868	15%
Grant Amount	\$ 11,000		
Cash Revenues + Grant Amount	\$ 75,685		
Total Revenues	\$ 93,553	Total In-Kind %	24%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: C-4

ORGANIZATION: National LGBTQ Task Force

GRANT REQUEST: \$ 10,000.00

PROJECT TITLE: Winter Party Festival

SUBCOMMITTEE

RECOMMENDATION: \$ 10,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 03-04-2015 through 03-09-2015

EVENT LOCATION: Shelborne Wyndham Grand South Beach, Lummus Park, Miami Beach Botanical Garden

PROJECT SYNOPSIS:

Grant funds are requested to support the 2015 Winter Party Festival in Miami, FL from March 4-9, 2015. The festival will include 20 paid and free events in Miami Beach and Miami over a six-day period. 14,000 LGBTQ people, supporters, and allies are expected to attend this year's event with a majority attending from out-of-state and internationally.

HOTEL CONFIRMATION:

Shelborne Wyndham Grand South Beach	380 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	10	2900
Out of County	20	400
Out of State	50	8600
Foreign	20	2100
TOTAL	100	14000

MARKETING DETAILS: Metrics are analyzed from the previous year to develop a comprehensive marketing strategy for Winter Party Festival that draws on the successes and challenges of the prior year. Aside from an advertising media plan, we have both a communications schedule for e-blasts, which go out to our list of more than 10,000 opt-in subscribers from all over the world, as well as a social media strategy to target LGBTQ guests from all over the world, especially in Brazil, England, Canada, France and Germany. The media plan for this year is currently projected to have a total of more than 20 million impressions for 2015. This includes agreements already made with various local, regional, national and international print and digital advertising, social media and television commercials. Print and digital publications include: Boi Magazine (Chicago), Dallas Voice, David Atlanta, Edge Media Network (National), Frontiers (Los Angeles), Fugues (Montreal, Canada), Gay Ad Network (National), Lesbian Ad Network (National), Gloss Magazine (San Francisco), Metro Weekly & Washington Blade (DC), MyGayToronto, noiZe Magazine (National), Next Magazine (New York), Philadelphia Gay News and local media such as Wire Magazine, She Magazine, Florida Agenda and HOTSpots Magazine. The media plan also consists of print ads in the guides for promotional partners that are all over the world. This includes: Black & Blue (Montreal), Circuit Festival (Barcelona), Dallas Purple Party, NYC Pride, Saint at Large (New York), the Task Force's own National Conference on LGBTQ Equality: Creating Change (Denver), White Party Week (Miami Beach) and XLSIOR (Mykonos). Finally, Atlantic Broadband will continue on as a media sponsor, donating \$20,000 worth of advertising in South Florida. The Winter Party Festival commercial will also air in New York through Time Warner Cable. We will also continue to partner with international promoters with the largest marketing reach. Our partnership with WE Party from Madrid continues to prove to be highly successful in drawing greater attendance, and we have secured an agreement to continue this partnership in 2015.

Atlantic Broadband will continue on as a media sponsor, donating \$20,000 worth of advertising in South Florida. The Winter Party Festival commercial will also air in New York through Time Warner Cable.

PREVIOUS TDC FUNDING: \$10,000 (13-14); \$7,000 (12-13); \$8,000 (11-12); \$10,000 (10-11); \$10,000 (09-10)

OTHER GOVERNMENT FUNDING:

Miami Beach VCA - \$27,350

PROJECT NARRATIVE:

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

The 2015 Winter Party Festival will be held throughout Miami and Miami Beach March 4 - 9, 2015. More than 20 events will take place. Events are ticketed and/or included on multi-event passes, and will range in cost from \$10.00 - \$695.00.

Our centerpiece event is the Winter Party Beach Party, which takes place March 8 on South Beach at 12th Street. Approximately 6,000 guests attend this event each year. We will also hold a party at our host hotel, the Shelborne, on March 7 with an estimated 1,800 guests. Dance parties take place nightly March 5-8, with venues including Cameo, Score and Mansion on South Beach and Club Space and Mekka in downtown Miami. We will hold several receptions on South Beach, including a welcome reception on March 4 at the Gale South Beach, an art-themed event on Thursday at the Miami Beach Botanical Garden, a VIP reception in a private home on Friday, and a reception following a film at the Miami International Film Festival on Saturday.

Each year, we develop a marketing strategy for Winter Party that draws on local, regional, national and international print and electronic advertising, publications and media as vehicles to market and promote the event. The media plan for this year is currently projected to have a total of more than 20 million impressions for 2015. This includes deals already made with various local, regional, national and international print and digital advertising, social media and television commercials.

The Shelborne Wyndham Grand Beach Resort will be the host hotel. 380 rooms have been blocked there, and Delmay and Partners has contracted with eight additional overflow hotels. |

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

59% of our attendees live outside South Florida, including 37% from cities across the U.S. and 22% from other countries. This is a total of approximately 6,000 guests visiting Miami Beach for Winter Party Festival. Last year nearly 50% of these guests stayed for more than 4 days. Based on survey data from the 2014 Festival, 69% ate at restaurants and went to retail shops, 53% visited bars and nightclubs, and

30% visited local attractions. 20% rented cars.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 84,100	\$ 84,100	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 61,950	\$ 61,950	
Outside Other Fees/Services		\$ 59,300	\$ 59,300	
Marketing ADV/ PV/ Printing/ Publication	\$ 10,000	\$ 87,200	\$ 97,200	\$ 32,600
Marketing: Postage/Distribution		\$ 2,150	\$ 2,150	
Marketing: Web Design/ Support/ Maintenance		\$ 12,000	\$ 12,000	
Travel: In County			0	
Travel: Out of County		\$ 63,500	\$ 63,500	
Equipment Rental		\$ 1,000	\$ 1,000	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 170,450	\$ 170,450	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 44,200	\$ 44,200	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 12,000	\$ 12,000	
Utilities		\$ 450	\$ 450	

Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 22,500	\$ 22,500	\$ 15,000
Other Expenses				
Beach, Pool, Club Events Design Fee & Clean Up		\$ 103,950	\$ 103,950	\$ 10,000
Catering,		\$ 54,250	\$ 54,250	\$ 11,500
Miami Office Overhead		\$ 25,000	\$ 25,000	
Grants		\$ 6,000	\$ 6,000	
Surplus		\$ 238,355	\$ 238,355	
Subtotal	\$ 10,000	\$ 1,048,355	\$ 1,058,355	\$ 69,100
TOTAL EXPENSES	\$ 1,127,455			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 733,005		69%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income			0
Corporate Support	\$ 75,000		7%
Foundation Support			0
Private/ Individual Support	\$ 24,000		2%
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0

		0
		0
Gov't Grants: Local		
Visitors and Convention Authority	\$ 27,350	3%
		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		
Drinks & Program Ads	\$ 93,000	9%
Cabana, Tent & Marketplace Sales	\$ 54,000	5%
Shuttle Rev, Permit Fees & Bar Guarantee	\$ 42,000	4%
Beach Design, Catering & Supplies, Advertising		\$ 69,100 0
Department of Cultural Affairs Grants		
		0
		0
		0
		0
		Grant Amount % of Total Cash

			Revenues
Subtotal	\$ 1,048,355	\$ 69,100	1%
Grant Amount	\$ 10,000		
Cash Revenues + Grant Amount	\$ 1,058,355		
Total Revenues	\$ 1,127,455	Total In-Kind %	7%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: C-5

ORGANIZATION: New World Symphony, Inc.

GRANT REQUEST: \$

15,000.00

PROJECT TITLE: New World Symphony's Season Finale with MTT and Anne-Sophie Mutter

SUBCOMMITTEE

RECOMMENDATION: \$

12,500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 04-13-2015 through 04-26-2015

EVENT LOCATION: New World Center, ,

PROJECT SYNOPSIS:

Grant funds are requested to support the New World Symphony's Season Finale with MTT and Anne-Sophie Mutter on April 25 and 26, 2015. These two concerts will be presented in Miami Beach to kick off a tour to New York (Carnegie Hall) and Washington, DC (Kennedy Center). The April 25 performance will also be presented via WALLCAST™ (i.e., projected live onto the façade of New World Center). This is a free presentation offered to Miami-Dade County residents and tourists.

HOTEL CONFIRMATION:

Albion Hotel	Pending
The Courtyard by Marriott	Pending
Lowes Miami Beach	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	85	2170
Out of County	0	445
Out of State	20	75
Foreign	1	10
TOTAL	106	2700

MARKETING DETAILS: The marketing strategy for this project will focus on the two Miami Beach performances as a lead-in to NWS' tour to Carnegie Hall and the Kennedy Center. Led by Artistic Director Michael Tilson Thomas, celebrated violinist Anne-Sophie Mutter will be the concerts' featured guest artist. This will be Ms. Mutter's first performance in South Florida in 25 years; her last local performance was also with the New World Symphony, in 1990. The rarity of her presence in South Florida will raise the program's profile, and the Miami Beach performances will likely attract an out-of-town audience that may find it more affordable to travel to Miami-Dade County than to New York or Washington, DC.

As with similar concerts during the 2014-15 season, NWS' marketing strategy for this program will focus on online banner and display advertising, targeting visitors to arts-related websites. A limited amount of print advertisements will be used. NWS radio promotions will air on WLRN Public Radio (91.3 FM) and Classical South Florida (89.7 FM). The concerts will also be heavily promoted via social media. NWS reaches an audience of nearly 24,000 accounts on Facebook (<https://www.facebook.com/NewWorldSymphony>). Information and event schedules are broadcast to these accounts that "like" the NWS page, 32% of which are based outside of the United States. Similarly, the NWS account on Twitter (<https://twitter.com/nwsymphony>) currently has more than 12,000 followers.

The WALLCAST™ presentation will be promoted amongst the tourist population in South Florida. Articles and upcoming schedules are regularly placed in Where Magazine, Around Town Magazine, and the Biscayne Times; these publications are available at many South Beach hotels within walking distance of the New World Center. The WALLCAST™ Series has its own page on NWS' website (www.nws.edu/wallcasts), and each presentation is promoted via bi-weekly e-newsletters to 15,000 opt-in subscribers. Reminders and promotions are emailed to the nearly 2,000 members of the recently launched WALLCAST™ Concert Club, 4% of whom reside out of state.

We will partner with several media sponsors to promote this event, including local radio stations Classical South Florida (89.7 FM) and WLRN (91.3 FM).

PREVIOUS TDC FUNDING: \$7,500 (13-14); \$8,750 (12-13); \$10,000 (10-11); \$11,250 (08-09); \$12,500 (06-07)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

To end its 27th anniversary season, NWS will present its Season Finale with MTT and Anne-Sophie Mutter on April 25 and 26, 2015 at the New World Center in Miami Beach. Ticket prices range from \$37 to \$172; we anticipate an audience of 1,200 ticket buyers. The April 25 performance will also be presented via WALLCAST™ (i.e., projected live onto the façade of New World Center). This free simulcast will be available to Miami-Dade County residents and tourists in Miami Beach SoundScape Park. Recognized in the orchestra field as an innovative audience development strategy, WALLCAST™ Concerts are a welcome addition to South Florida's cultural scene, regularly attracting upwards of 1,500 people of all ages and backgrounds to enjoy classical music.

Following these two performances, NWS will repeat the program in Carnegie Hall (New York, NY) and the Kennedy Center (Washington, DC). All four performances will feature celebrated violinist Anne-Sophie Mutter, who will be making her first South Florida appearance in 25 years. The rarity of her presence in South Florida will raise the program's profile, and the Miami Beach performances will likely attract an out-of-town audience that may find it more affordable to travel to Miami-Dade County than to New York or Washington, DC.

NWS will collaborate with several media sponsors to promote this event, including local radio stations Classical South Florida (89.7 FM) and WLRN (91.3 FM). Partner hotels include the Albion Hotel, The Courtyard by Marriott Hotel, Loews Miami Beach Hotel, National Hotel, The Raleigh Hotel, Riviera Hotel, and Sagamore Hotel. Based on room availability, these hotels are used on an as-needed basis to house guest artists throughout the season. For this program, NWS will engage approximately 20 visiting faculty and musicians who will be traveling to Miami Beach for their residencies. Additionally, NWS anticipates approximately 85 attendees from outside Florida during the grant period. We estimate a total of 50 hotel rooms / 150 hotel room nights will be booked as a result.

Any funds granted by the Tourist Development Council will be allocated towards Ms. Mutter's fee. Her participation in this presentation is key to its attractiveness to potential audiences, and therefore, its success.

With more than 80 concerts each season, NWS has built a solid presence in the South Florida cultural scene. Performances are well attended and consistently receive positive critical reviews. We have earned our place among Miami-Dade County's major cultural institutions; earlier this season, Lawrence Budmen of South Florida Classical Review proclaimed that NWS "can hold its own with the world's best orchestras." Coupled with its tourist destination setting, NWS is an attractive cultural offering for Miami-Dade County visitors. Featuring Michael Tilson Thomas and violin virtuoso Anne-Sophie Mutter, these concerts are reason enough for classical music enthusiasts to make a memorable visit to Miami Beach.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration			0	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 18,500	\$ 18,500	
Outside Artistic Fees/Services	\$ 15,000	\$ 121,100	\$ 136,100	
Outside Other Fees/Services		\$ 44,900	\$ 44,900	
Marketing ADV/ PV/ Printing/ Publication		\$ 500	\$ 500	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 7,400	\$ 7,400	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 2,800	\$ 2,800	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 17,000	\$ 17,000	
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			0	
Other Expenses				
Music Rental, Purchase, Licensing		\$ 4,600	\$ 4,600	
Facilities (front of house, security, cleaning)		\$ 2,200	\$ 2,200	
WALLCAST Professional Services		\$ 2,000	\$ 2,000	
WALLCAST Expenses		\$ 100	\$ 100	
Outdoor Restroom Facilities		\$ 200	\$ 200	
Subtotal	\$ 15,000	\$ 221,300	\$ 236,300	0
TOTAL EXPENSES	\$ 236,300			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 105,900		45%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:			0
Other			0
Rental Income			0
Corporate Support			0
Foundation Support	\$ 55,400		23%
Private/ Individual Support	\$ 60,000		25%
Other Private Support:			0
Auxiliary Activities			0
Other Private Support:			0
Special Event Proceeds			0
Gov't Grants: Federal			0
			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	\$ 221,300	0	6%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 236,300		
Total Revenues	\$ 236,300	Total In-Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: D-1

ORGANIZATION: Greater Miami Billfish Tournament, Inc.

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: Yamaha Contender Miami Sportfishing Tournament

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: 04-23-2015 through 04-25-2015

EVENT LOCATION: Miami Beach Marina, ,

PROJECT SYNOPSIS:

Grant funds are requested to support The Yamaha Contender Miami Sportfishing Tournament that promotes sportfishing as an activity for the entire family. Scheduled April 23rd-25th at the Miami Beach Marina, this tournament attracts tourists and anglers to Miami-Dade County showcasing the destination as the capital of this spectator and participant sport, while promoting marine conservation, education, scholarships and youth programs, along with businesses and artists from the local area.

HOTEL CONFIRMATION:

The Doubletree Grand	45 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	145	1200
Out of County	185	600
Out of State	50	300
Foreign	20	25
TOTAL	400	2125

MARKETING DETAILS: Annually, between January and March, the tournament implements local and national print, electronic marketing and advertising, as well as radio and TV coverage to promote the event, as well as Miami-Dade as a top sportfishing destination. The event runs approximately 20 advertisements promoting the event in both national and international magazines and another 4-8 newspaper ads from Palm Beach to Monroe counties. Print media includes The Miami Herald, The Sun-Sentinel and a few local smaller papers such as the CBS4 Newspaper and Community Newspapers. Print Advertising includes several magazines such as The Big Game Fishing Journal, Florida Sportsman, Sport Fishing, Coastal Angler, Travel Host, Southern Boating and Gaff. Eight thousand copies of a top quality color, 75-page tournament book are printed and distributed nationally including at the Miami International Boat Show. Television and radio interviews are started a month prior to the event. Several press releases are sent out to over 200 press contacts throughout the year promoting our event and location. The press list includes several "calendar of events" listings in national publications and as tourist-related activities. The tournament attends consumer events/shows nationwide promoting our event, including the Miami International Boat Show, the Ft. Lauderdale Boat Show, the Dania Beach Marine Flea Market, The Stuart Boat Show, Key Largo Seafood Fest, the Nautical Marine Mart in the Florida Keys, numerous tackle store events and the ICAST show in Las Vegas, NV. Mailings are sent to the over 3,000 constituent database at different times throughout the year promoting our event, and large, colorful posters are printed and posted throughout Palm Beach to Monroe counties two months prior to the tournament. Email blasts are sent to thousands of recipients, updating them on activities, special events, deadlines, etc.

The Tournament hosts its own website at www.miamisportfish.com and Facebook page with information on the event, location and its activities. The tournament is covered both prior to and after the event on over 40 independent web sites. Internet sites provide real-time coverage, pre-event info, and well as post tournament results. Sites include IntheBite.com, fishwbs.com, tidalfish.com, and cyberangler.com. Spectators are encouraged through the publicity efforts to take part in the daily dockside

activities, parties and auctions, which are all free and open to the public. The Miami Beach Marina, along with Monty's Restaurant as a backdrop, provides an attractive water-front location for tourists to visit.

"The Miami Billfish Tournament boosts the number of media sponsors that it works with. These media sponsors have continued to work with this event for several years. Television includes WTVJ NBC 6 , The Beach Channel, Sportsman's Adventures and The Chevy Florida Insider Fishing Report (airing on FOX Sports, SunSports and Destination America networks). Radio coverage includes ad spots and interviews on KISS Country 99.9 FM, WIOD 610 AM Radio, Sun FM 103.1 Florida Keys, WQAM 560 AM Radio, and Sun Radio 99.5 FM.

PREVIOUS TDC FUNDING: \$15,000 (13-14); \$6,000 (12-13); \$7,000 (11-12); \$8,000 (10-11); \$9,000 (09-10); \$10,000 (08-09)

OTHER GOVERNMENT FUNDING:

Community Grants - \$7,500

PROJECT NARRATIVE:

The Yamaha Contender Miami Sportfishing Tournament is a fishing tournament that attracts tourists (2125) and anglers (400) to Miami-Dade County for the fishing opportunities, cash award structure and trophies. Novice anglers, as well as experienced fisherman including divisions for juniors, Pee Wee and ladies are attracted to this event because of its amenities and the location. Miami Beach and the Miami Beach Marina act as the perfect backdrop and site for tourists and locals to experience a unique atmosphere and location.

The event begins April 23rd with our kick-off party and registration. Anglers must pay a fee to fish. Saturday April 25th the anglers fish. The tournament hosts an afternoon party on the docks of the Miami Beach Marina with our Baywalk Arts festival. The Baywalk Festival component includes 20 exhibitors from local artists, jewelers, craftsman, music and activities for children all free and open to the public exposing the community to marine conservation and education. Nova University research students set up a lab to dissect fish and collect data to share back to the anglers and general population to educate on fishing trends. Other festivities include weigh-ins, music, raffles, and food. Saturday night continues with a silent auction, followed by dinner, music and an awards ceremony. Dinner tickets can purchased, the event is free to attend. Local and national sponsors, conservation groups, fisherman and volunteers travel to attend the event. The YCMST is using the Doubletree Grand for their host hotel, blocking 27 rooms at which none are sold at this time.

Annually, between January and April, the tournament runs approximately 20 ads in local, national and international magazines and newspapers including The Big Game Fishing Journal, Florida Sportsman, Sport Fishing, Coastal Angler, Travel Host and Gaff Magazine. Tournament books, Posters, Entry Forms and Flyers are printed and distributed locally and nationally. With the assistance of TDC funding and additional sponsors (Yamaha, Contender, Capt. Harry's, etc.), the ability to advertise on a wider scale will help gain more participants. The advertising coverage the tournament receives positively associates Miami-Dade County with world-class big game fishing. In addition radio interviews are held starting 2 months prior to the event as well as several press releases and Email Blasts. The tournament attends events/shows promoting our event, including the Stuart Boat Show, Miami Boat Show, Ft. Lauderdale Boat Show, the Dania Key Largo Seafood Festival, the Nautical Flea Market in Islamorada and the ICAST show in Las Vegas. The Tournament hosts its own website at www.miamisportfishfish.com and is covered both prior to and after the event on over 40 web sites. The YCMST also receives television spots with NBC 6, The Beach Channel, Sportsman's Adventures and The Chevy Florida Insider Fishing Report. Radio includes 99.9 FM, 610 AM, 560 AM, 103.1 FM and 99.5 FM.

PROJECT EXPENSE BUDGET FY 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		\$ 86,000	\$ 86,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 13,500	\$ 15,100	\$ 28,600	\$ 24,400
Marketing: Postage/Distribution	\$ 1,500	\$ 300	\$ 1,800	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 750	\$ 750	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 2,000	\$ 2,000	\$ 1,250
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental		\$ 3,200	\$ 3,200	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 4,900	\$ 4,900	
Utilities		\$ 5,650	\$ 5,650	

Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 17,500	\$ 17,500	
Other Expenses				
Acct./License/Taxes		\$ 9,320	\$ 9,320	
Banquet/Event		\$ 47,800	\$ 47,800	\$ 42,350
Awards/Trophies		\$ 151,000	\$ 151,000	\$ 7,000
Director Expenses/Meetings		\$ 2,700	\$ 2,700	
			0	
Subtotal	\$ 15,000	\$ 346,220	\$ 361,220	\$ 75,000
TOTAL EXPENSES	\$ 436,220			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income			0
Corporate Support	\$ 67,700	\$ 65,000	19%
Foundation Support			0
Private/ Individual Support			0
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			

			Grant Amount % of Total Cash Revenues
Subtotal	\$ 346,220	\$ 75,000	4%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 361,220		
Total Revenues	\$ 436,220	Total In-Kind %	21%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: E-1

ORGANIZATION: Miami Northwest Express Track Club, Inc.

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: 40th Annual Northwest Track and Field Classic

SUBCOMMITTEE

RECOMMENDATION: \$ 15,000.00

PROJECT TYPE/CATEGORY: Sport

FUNDING CATEGORY: Ongoing

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 06-12-2015 through 06-14-2015

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

PROJECT SYNOPSIS:

We are requesting grant funds to support the 40th Annual Northwest Track & Field Classic at Traz Powell Stadium on June 12 - 14, 2015. Our annual event serves thousands of youth each year from the United States, Bahamas, British Virgin Islands, Canada, Cayman Islands, Jamaica, Mexico, Puerto Rico and the U.S. Virgin Islands.

HOTEL CONFIRMATION:

Homewood Suites - Miami International Airport	Pending

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	1200	2200
Out of County	600	800
Out of State	700	1000
Foreign	1500	2000
TOTAL	4000	6000

MARKETING DETAILS: We will use the internet, radio, flyers, local newspapers, national and international track and field magazines and we will mail personal invitational letters to over 8000 addresses around the world. We have also mailed 400 informational packets to schools, clubs and athletes who are seeking a VISA from their government to participate in this year's classic.

Local television stations such as Channel 4, 6, 7 and 10 as well as radio stations WEDR, Hot 105 and WMBM have indicated they will continue covering the Annual Northwest Track & Field Classic. Rodney Baltimore of Hot 105 has already invited us to the studio to discuss the Classic and he has made a commitment to provide live coverage of the event.

PREVIOUS TDC FUNDING: \$15,000 (13-14); \$10,000 (12-13); \$12,000 (11-12); \$12,000 (10-11); \$10,000 (09-10); End of Cycle -\$8,000 (08-09); \$15,000 (07-08); \$5,600 (06-07); \$10,000 (05-06); \$7,000 (04-05);

OTHER GOVERNMENT FUNDING:

None

PROJECT NARRATIVE:

The 40th Annual Northwest Track & Field Classic is a major international track and field event and the signature "can't miss" annual Track and Field competition in South Florida. This 3 days event will be held at Miami-Dade College, North Campus / Traz Powell Stadium on June 12-14, 2015 and the price for admission is \$6 per day or \$15 for a 3-day admission pass. Each year thousands of people come to Miami from all over the world to shop, visit the beaches and to see the next generation of Olympic Track Stars at the Classic. Our crowds are as culturally diverse as our competitors ranging in ages as young as four years old and as old as 85+ years old representing the United States, the Bahamas, Jamaica, Canada, Puerto Rico, Guyana, Cayman Islands and the British Virgin Islands. Many of our attendees are former competitors in the Classic and they make reservations a year in advance to ensure they can return to the Classic every year for friendly competition, cultural exchanges and to experience the Miami life and scenery. We are proud to have hosted this great event and competition for 40 years in Miami-Dade County and the funding we receive from the TDC grant helps us make a significant impact on tourism each and every year. The TDC funding has a direct impact on our ability to provide a quality international Track and Field experience for every one that attends and it defrays our costs for marketing, professional meet timing, equipment rental, essential supplies and awards. We have launched an aggressive marketing campaign to promote the Classic via radio, television, local newspapers, the internet, in Track and Field News, National Master News, Youth Running, the Southern Running Journal and in several popular track and field Magazines and websites, and we are already receiving a great response. We also have commitments from WEDR, Hot 105, WMBM, the Miami Herald and the Miami Times to promote the event and to provide some level of live broadcasting and coverage throughout the event. To accommodate our attendees, we have solidified contracts with several hotels in the area to provide special rates and we are expecting to occupy at least 1250+ rooms for this year's event. The meet will be hosted by the Miami Northwest Express Track Club in Miami-Dade County for a record 40 years and we have received a sanctioned by the USA Track & Field Association to host it again.

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	\$ 3,700	\$ 7,500	\$ 11,200	\$ 3,000
Marketing ADV/ PV/ Printing/ Publication	\$ 3,750		\$ 3,750	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental	\$ 2,650		\$ 2,650	
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		\$ 15,000	\$ 15,000	\$ 1,500
Supplies/Materials	\$ 900	\$ 5,000	\$ 5,900	\$ 2,000
Other Expenses				
Awards / Medals	\$ 4,000	\$ 19,000	\$ 23,000	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 46,500	\$ 61,500	\$ 6,500
TOTAL EXPENSES	\$ 68,000			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 10,000		16%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:	\$ 8,000		13%
Other			
Rental Income			0
Corporate Support			0
Foundation Support			0
Private/ Individual Support	\$ 15,000	\$ 6,500	24%
Other Private Support:			0
Auxiliary Activities			
Other Private Support:	\$ 3,500		6%
Special Event Proceeds			
Gov't Grants: Federal			0
			0
			0

Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 10,000		16%
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

			Grant Amount % of Total Cash Revenues
Subtotal	\$ 46,500	\$ 6,500	24%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 61,500		
Total Revenues	\$ 68,000	Total In-Kind %	11%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: F-1

ORGANIZATION: Sweat Records, Inc.

GRANT REQUEST: \$ 5,000.00

PROJECT TITLE: Sweatstock Festival 2015

SUBCOMMITTEE

RECOMMENDATION: \$ 2,500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - For-Profit

DATE(S) OF EVENT: 04-18-2015 through 04-18-2015

EVENT LOCATION: Sweat Records, Churchill's Pub,

PROJECT SYNOPSIS:

Grant funds are requested to support Sweat Records' sixth annual Sweatstock Festival - a free and all-ages community block party/pop-up music festival in Little Haiti that spotlights homegrown bands and musicians, as well as local food, culture, and non-profit organizations. This year's Sweatstock is celebrating 10 years of Miami independent music store Sweat Records and Record Store Day 2015.

HOTEL CONFIRMATION:

Pending	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	80	1900
Out of County	15	500
Out of State	5	50
Foreign	0	50
TOTAL	100	2500

MARKETING DETAILS: Sweatstock is always promoted far and wide. There will be an official page on the main Sweat Records website highlighting all of the bands and details, as well as a Facebook event that is connected to our Facebook page (over 13,000 fans). Last year we received over 100,000 organic impressions on FB alone, along with thousands of Tweets and Instagram posts. Every year Sweat is invited on WLRN's Arts Beats to discuss Sweatstock and Record Store Day, and we receive widespread local coverage on college radio stations, online stations such as Jolt Radio and Klangbox, and a huge variety of South Florida music and culture blogs. Additionally, we engage over 20 local cultural partners and organizations who include the festival in their email blasts. We also print thousands of fliers and hundreds of posters, distributing them across the greater Miami area.

WLRN has confirmed coverage as the media sponsor for the event.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

None

PROJECT NARRATIVE:

Sweatstock is a one-day block party/pop-up music festival that happens every year on the internationally-celebrated "Record Store Day" holiday. Sweatstock is put on by the team behind Sweat Records, Miami's renowned independent music store, coffee house, and all ages event space in Little Haiti.

Record Store Day celebrates the role of independent music stores in society and is a massive media force, with a celebrity Ambassador (music legends like Chuck D, Jack White, etc) and a "find your local store" tool on their website that gets hundreds of thousands of hits. Sweat is one of the only Miami stores to fully participate in Record Store Day as you must fit certain criteria and sign a pledge.

Sweatstock also celebrates Sweat Records' anniversary, so this free festival is our way of giving back to the community for supporting us for our first decade! This year's Sweatstock will take place on Saturday, April 18th. The store opens early for the Record Store Day exclusive releases, then we set up for the festival, close down the strip of NE 55th Terrace adjacent to our parking lot, and start the live music at about 2pm there and next door at Churchill's Pub. Bands play all day with interludes of DJs, comedians, poets, and other performers, while attendees enjoy local food trucks, visit the vendors, and bop around the block. All together there are three stages with over 30 primarily local acts. This year we are speaking with critically acclaimed Pittsburgh-based electronic/pop act Tobacco to headline the main stage outside. We brought his other band Black Moth Super Rainbow to Miami for a sold-out show in 2012.

Sweatstock a great day for community-building, with people running into old friends and making new ones. This year we are anticipating 3,000 guests. The live music outside ends before 11pm as per the noise ordinance and the site is completely broken down and cleaned up by our team of volunteers. The music and festivities continue into the wee hours at Churchill's.

We promote Sweatstock far and wide via our website, social media channels (over 26,000 followers), on WLRN's Arts Beat, the Record Store Day website events listings, via coverage in the Miami New Times, Miami Herald, and tons of other local blogs and websites. Additionally we print and distribute fliers and posters and post the event on every cultural calendar and board we can find. We are currently in discussion with the New Times about them being our media sponsor, and are speaking with other entities regarding sponsorship, including hotels.

The TDC funding will greatly help us to be able to book this larger headlining act and to further spread the word. We've done incredibly well with our grassroots promotional efforts thus far but know that we can attract a much larger audience with more online and print advertising around Miami. We have long been fans of everything the Cultural Affairs department does and are excited and honored for the opportunity to finally work together.

PROJECT EXPENSE BUDGET FY 2014-2015

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

Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 600	\$ 600	
Other Expenses				
Security		\$ 2,500	\$ 2,500	
Permits & Street Closure		\$ 600	\$ 600	
			0	
			0	
			0	
Subtotal	\$ 5,000	\$ 17,000	\$ 22,000	\$ 3,000
TOTAL EXPENSES	\$ 25,000			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 0		0
Memberships	\$ 0		0
Tuitions/Enrollment Fees	\$ 0		0
Contracted Services:			
Outside Programs/ Performances	\$ 0		0
Contracted Services:			
Special Exhibition Fees	\$ 0		0
Contracted Services:			
Other	\$ 0		0
Rental Income	\$ 0		0
Corporate Support	\$ 12,000		55%
Foundation Support	\$ 0		0
Private/ Individual Support	\$ 0	\$ 3,000	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			

			Revenues
Subtotal	\$ 17,000	\$ 3,000	23%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 22,000		
Total Revenues	\$ 25,000	Total In-Kind %	14%

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: G-1

ORGANIZATION: Wright Islam Holdings, LLC

GRANT REQUEST: \$ 25,000.00

PROJECT TITLE: South Beach Invitational

SUBCOMMITTEE

RECOMMENDATION: \$ 0.00

PROJECT TYPE/CATEGORY: Sport

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Organization - For-Profit

DATE(S) OF EVENT: 08-15-2014 through 08-17-2014

EVENT LOCATION: On South Beach between 8th & 9th and Collins Avenue, Ivy Night Club, Dream Night Club

PROJECT SYNOPSIS:

Grant funds are requested to support the activation and marketing cost associated with the South Beach Invitational on August 15-17, 2014 located between 8th & 9th on Ocean Drive. The primary venue was a basketball and entertainment facility erected under a huge tent on South Beach for celebrity performances and street-ball games from top music artist and basketball talent from across the country. The secondary venues where night clubs and hotels around South Beach to host the SBI parties.

HOTEL CONFIRMATION:

Shore Club	250 room nights

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	8	5,153
Out of County	0	0
Out of State	77	1,630
Foreign	0	0
TOTAL	85	6783

MARKETING DETAILS: SBI executed a 10 week promotion at the EBC in NYC to encourage travel to Miami for the final basketball tournament and associate events. The 10 week promotion included sponsorship of the Rucker Park Tournament, live performances by national recording artist at the Rucker and celebrity takeovers at various NYC venues. The promotions were extended via digital and social media post, as well as a PR effort that included earned media coverage from XXL, Slam, and BET.

We conducted a national fly away promotion with the Complex Media Network where consumers entered to win an all-expense paid trip to SBI.

SBI received media support from:

Radio partner 99 Jamz which executed a two-week, on-air promotion for ticket giveaways to the event.

Internet partner TriangleOffense.com ran advertorial features

Additionally, Complex, Vibe, Triangle Offense, BET, Slam and Hip Hop Since 1987 had journalist serve as honorary members for the six teams. Their participation and coverage helped establish and promote the annual SBI event."

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

PROJECT NARRATIVE:

On August 15-17, 2014, commonground, produced the first South Beach Invitational basketball tournament, sponsored by Bacardi Flavored Rum. This unique series of events was held under a tented entertainment structure located on South Beach between 8th & 9th and Collins Avenue and at various venues in Miami. This was a tournament style basketball battle featuring street ball teams from six cities (Miami, New York, Atlanta, Chicago, Philadelphia and Washington D.C.).

Street ball offers players the opportunity to extend their career and receive recognition for their hard court skills. It allows consumers to cheer for their favorite city while watching some of the best players compete for their chance to win a cash prize and bragging rights as the best street basketball team in the US. Street ball culture is appealing to global fans.

This was a weekend long event featuring two rounds of basketball, and one championship game. The weekend had ancillary activities (e.g. pool party, after-parties) at area nightclubs and hotels. The venues included: Ivy, Dream, LIV night clubs and the Clevlander hotel.

The weekend featured key street ball players from around the country, but also celebrity and performers who represent their city and their team. Several celebrities coached their city team, while others performed and entertained the crowd. The celebrities included national recording artists 2Chainz, French Montana, Pusha-T, Ace Hood, Jadakiss, Jim Jones, DJ Clue, DJ Envy, DJ Khaled and former NBA Player Shannon Brown.

These well-known celebrities added their cache to the game with half-time performances, passion for the sport and showmanship on the sidelines. The planned activities were compelling enough to attract tourist to Miami for several days of exciting and diverse entertainment options. Approximately 6,783 people attended the events.

A marketing plan was used to support the South Beach Invitational to drive attendance and create buzz around the tournament. These efforts include: Local Radio Buy; National Digital Support; Social Influencer; Outreach; Third-Party promotional partner; and Celebrity Social Messaging. Our media sponsor was Complex Media.

The Shore Club was the main hotel for the South Beach Invitational street ball players and event staff. Our hotel spend exceeded \$40,000 with over 250 room nights collectively.

Less than 100 tickets were sold at \$15 per ticket in the first year. TDC funding will support our efforts to drive attendance and awareness to Miami Beach by assisting with our marketing and program activation. The draw for Miami tourism is celebrity cache and an unforgettable entertainment and basketball experience. We need to ensure consumers ACT on the message to attend and they ENGAGE in our

messaging which must resonate with them. The South Beach Invitational will attract professionals 25-35 to experience unique entertainment in Miami for years to come.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 34,000	\$ 34,000	
Personnel: Artistic		\$ 35,000	\$ 35,000	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 91,500	\$ 116,500	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 5,000	\$ 5,000	
Travel: Out of County		\$ 96,400	\$ 96,400	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 255,579	\$ 255,579	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event,			0	

etc.			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 12,000	\$ 12,000	
Other Expenses				
Hard Cost Expenses			0	
Prizing/Team Winnings		\$ 25,000	\$ 25,000	
Ticketing		\$ 3,500	\$ 3,500	
			0	
			0	
Subtotal	\$ 25,000	\$ 557,979	\$ 582,979	0
TOTAL EXPENSES	\$ 582,979			

PROJECT REVENUE BUDGET FY 2014-2015

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 4,025		1%
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		0
	\$ 0		0
Gov't Grants: State			
	\$ 0		0

	\$ 0	0
	\$ 0	0
Gov't Grants: Local		
	\$ 0	0
	\$ 0	0
	\$ 0	0
Gov't Grants: The Children's Trust (Direct Funding)	\$ 0	0
Merchandise/ Concessions/ Gift Shop Revenues		0
Investment Income (Endowment)	\$ 0	0
Interest and Dividends	\$ 0	0
Cash on Hand	\$ 0	0
Other Revenues		
Labor Fees (retainer)		0
Project Fees		0
Hard Cost Income	\$ 549,216	82%
Travel Income	\$ 116,610	17%
Department of Cultural Affairs Grants		
	\$ 0	0
	\$ 0	0
	\$ 0	0
	\$ 0	0
		Grant Amount % of Total Cash

			Revenues
Subtotal	\$ 669,851	0	0
Grant Amount			
Cash Revenues + Grant Amount	\$ 669,851		
Total Revenues	\$ 669,851	Total In-Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2014-2015 - Tourist Development Council - 3rd Quarter (April 1 - June 30)

Agenda Item No.: H-1

ORGANIZATION: City of Sunny Isles Beach

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: City of Sunny Isles Beach Visitor Center

SUBCOMMITTEE

RECOMMENDATION: \$

PROJECT TYPE/CATEGORY: Government/Municipality

FUNDING CATEGORY: First Time

FUNDING YEAR: 1ST

STATUS: Government - Municipal

DATE(S) OF EVENT: 04-01-2015 through 06-30-2015

EVENT LOCATION: City of Sunny Isles Beach Visitor Center, ,

PROJECT SYNOPSIS:

Grant funds are requested to support and enhance public relations efforts that aim to market Sunny Isles Beach as a prime tourist destination. Additionally, grant funds will support operations of a fully functioning Visitor Center with unique, stylish, and high quality merchandise that could be purchased by tourists and residents.

HOTEL CONFIRMATION:

N/A	

TOURISM IMPACT PROJECTION:

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	0	100
Out of County	0	50
Out of State	0	75
Foreign	0	50
TOTAL	0	275

MARKETING DETAILS: Marketing and promotional efforts for the City of Sunny Isles Beach Visitor Center will be coordinated by the City of Sunny Isles Beach, in partnership with the Sunny Isles Beach Tourism & Marketing Council (SIBTMC). Sunny Isles Beach is marketed nationally and internationally.

The Sunny Isles Beach Tourism & Marketing Council also coordinates with the Greater Miami Convention & Visitors Bureau to market Sunny Isles Beach in AFAR (Visit FL section) in January and February, Chicago Magazine in March, and Modern Luxury-Manhattan & Chicago in May. Furthermore, SIBTMC provides advertisements in Destination Weddings & Honeymoons, "2015 Worldwide Guide" in January/February and "Florida Romance" section in May/June.

Our international efforts include advertisements by the Sunny Isles Beach Tourism & Marketing Council in the Visit FL-Latin American Vacation Guide and International Travel Guide. Digital media advertisements are also placed on MyWedding.com, Google, and HCP Aboard. MyWedding.com sends email blasts to broaden their reach.

The public relations firm used by the Visitor Center holds press releases and media tours to market Sunny Isles Beach. Press releases include SIB Adventures for the Family, Cruising & SIB Experiences, Top 15 Unexpected SIB Experiences, and What's New in SIB for 2015.

Our comprehensive advertising campaign operated by the Sunny Isles Beach Tourism & Marketing Council includes:

- Print ads in AFAR, Chicago Magazine, and Modern Luxury, Destination Weddings & Honeymoons
- Online ads on MyWedding.com, Google, and HCP Aboard

Our comprehensive public relations campaign includes:

- Press releases: SIB Adventures for the Family, Cruising & SIB Experiences, Top 15 Unexpected SIB Experiences, and What's New in SIB for 2015

Advertisements and public relations tools are used throughout the year to attract tourism to Sunny Isles Beach. However, campaigns for Sunny Isles Beach are posted beginning in January with the aim to increase tourism in the Spring and Summer months.

The Visitor Center is available to support the tourists that these marketing efforts aim to reach.

The City of Sunny Isles Beach provides information about their services, events, activities, and the Visitor Center on SIBTV Channel 77 for Atlantic Broadband customers/households in the city. It invites the public to visit our City and directs them to the Visitor Center for more information.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

None

PROJECT NARRATIVE:

The City of Sunny Isles Beach Visitor Center is located inside of the Government Center at 18070 Collins Ave. It is open Monday-Saturday from 10am-4pm; additionally, a Visitor Center representative is available through email and phone during these hours for added convenience.

It was created to better serve tourists to the city. Tourists can visit and obtain information about activities they can enjoy in Sunny Isles Beach and throughout South Florida. Merchandise to commemorate the Sunny Isles Beach experience is also available for purchase at this location. Merchandise available for purchase includes:

Ball Caps \$12-\$20

Coasters \$3-\$12

Flip Flops \$8

Golf Balls \$6

Guayabera \$35

History Book \$10

History DVD \$5

Keychains \$1-\$4

Kids Clothing \$10

Luggage Tags \$5

Magnets Old Postcards \$4

Mugs \$7

Note Cards \$10

Pens \$5

Phone Case \$4

Post Cards \$.50

Posters \$8-\$25

Recyclable Bags \$15

Sand Toys \$5

Scarves \$35

SIB Architecture Book \$20

Straw cup \$7

Sweatshirts \$25

Tank top - Ladies \$20

T-shirts - Men & Women \$8-\$24

Ties \$35

Towels \$18

Umbrella \$16

Wallet \$8

Water Bottles \$6

Marketing and public relations efforts have the most effect on attracting tourists to Sunny Isles Beach and Miami-Dade County. Marketing is provided by the SIBTMC. Their plan for FY15 consists of print ads in AFAR, Chicago Magazine, and Modern Luxury, Destination Weddings & Honeymoons, online ads on MyWedding.com, Google, and HCP Aboard, and email blasts through MyWedding.com. The public relations firm used has planned press releases titled SIB Adventures for the Family, Cruising & SIB Experiences, Top 15 Unexpected SIB Experiences, and What's New in SIB for 2015. In addition to the services provided by SIBTMC and the public relations firm, Atlantic Broadband, our media sponsor, shows SIBTV on Channel 77. SIBTV provides information on our Visitor Center and targets all households and hotel rooms in Sunny Isles Beach.

Hotel sponsors direct many tourists to the Visitor Center where they can obtain prompt and efficient service, and access information that will positively affect their stay. Participating hotels consists of the Days Inn Hotel Sunny Isles Beach, Doubletree Ocean Point Resort & Spa Miami, Golden Nugget, Marenas Resort, Newport Beachside Hotel, Ocean Palm Motel, Ramada Plaza Marco Polo Sunny Isles Beach Resort, Resort Acqualina, Sole on the Ocean, Travelodge Sunny Isles Beach, and Trump International Beach Resort Miami. There is no information on rooms confirmed at the moment because data amassed by the SIBTMC has not been published with this year's information.

TDC funding will enhance the Visitor Center's operations by supporting marketing efforts, and also supplement funding to purchase new merchandise items and replenish inventory of existing items. Marketing efforts that target the dates encompassed by the TDC's Quarter 3 begin as early as January. In April, we plan to purchase Sunny Isles Beach merchandise to be sold at the Visitor Center.

PROJECT EXPENSE BUDGET FY 2014-2015

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 7,700	\$ 7,700	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 10,200	\$ 15,300	\$ 25,500	\$ 14,000
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.			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	\$ 4,800	\$ 25,200	\$ 30,000	
Supplies/Materials		\$ 1,000	\$ 1,000	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 49,200	\$ 64,200	\$ 14,000
TOTAL EXPENSES	\$ 78,200			

PROJECT REVENUE BUDGET FY 2014-2015

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

		0
		0
Gov't Grants: Local		
		0
		0
		0
Gov't Grants: The Children's Trust (Direct Funding)		0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 1,000	2%
Investment Income (Endowment)		0
Interest and Dividends		0
Cash on Hand	\$ 48,200	75%
Other Revenues		
		0
		0
		0
		0
Department of Cultural Affairs Grants		
		0
		0
		0
		0
		Grant Amount % of Total Cash Revenues

Subtotal	\$ 49,200	\$ 14,000	23%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 64,200		
Total Revenues	\$ 78,200	Total In-Kind %	22%

Season partners and supporters for our 35th season include: Aquarius Press; ArtBurst; ArtCenter/South Florida; The Betsy Hotel; Books & Books; Brave New Voices; Bresaro Suites; The Children's Trust; Cinedans; City of Miami Beach Cultural Affairs Program, Cultural Arts Council; William J. and Isobel G. Clarke Foundation; Consulate General of France; Consulate General of the Netherlands; E.S. Moore Family Foundation; Films on the Beach; France Foundation; FUSED: French U.S. Exchange in Dance, a program of the New England Foundation for the Arts' National Dance Project; the Cultural Services of the French Embassy in the United States, and FACE (French American Cultural Exchange), with lead funding from the Doris Duke Charitable Foundation, The Andrew W. Mellon Foundation, with additional funding from the Florence Gould Foundation; The Galler Group; Greater Miami Convention and Visitors Bureau; Inkub8; John S. & James L. Knight Foundation; Mad Studios; Magic City Casino; MiamiArtZine; Miami Beach Botanical Garden; Miami Beach Cinematheque; Miami-Dade College, Kendall Campus; Miami-Dade County Auditorium On Stage Black Box; Miami-Dade County Department of Cultural Affairs and the Mayor and Board of County Commissioners; Miami-Dade County Public Library; Miami-Dade County Public Schools; National Performance Network (NPN) Performance Residency Program; Netherlands-America Foundation; PriceWaterhouseCoopers LLP; PAMM; Publix Super Markets Charities; Safe Schools South Florida; The Law Office of Linda M. Smith; South Arts; State of Florida, Department of State, Division of Cultural Affairs and the Florida Council on Arts and Culture; The Miami Foundation; The Related Group; TV5Monde; WDNA & WLRN FM; Wells Fargo and our many private supporters.

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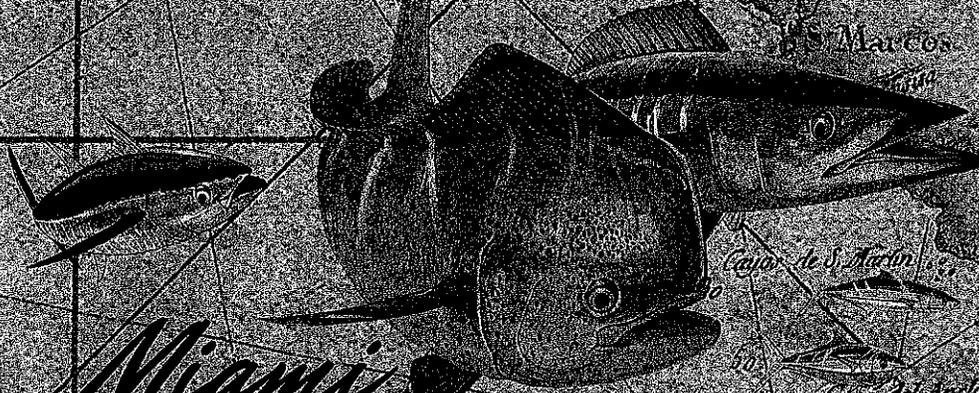
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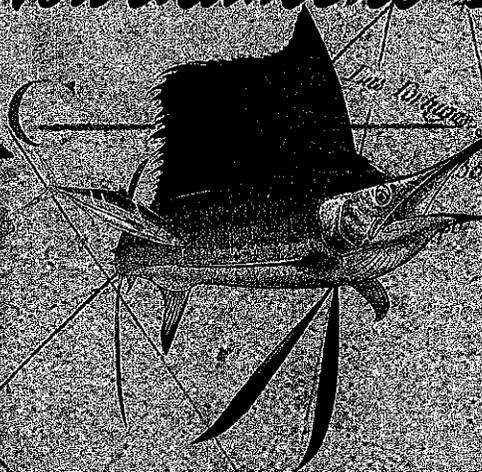
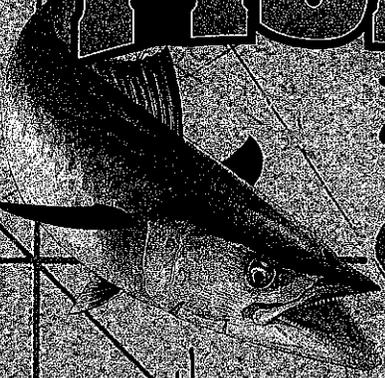


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Tournament 2015



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