



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

## **Board of County Commissioners**

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

June 24, 2015  
As Advertised

Harvey Ruvlin, 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  
JUNE 24, 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 2: 00 p.m. on June 24, 2015. The members present were Mr. Hemant Patel, Mr. William Perry III, Mr. Gene Prescott, Commissioner Micky Steinberg and Commissioner Keon Hardemon; (Chairman Bruno A. Barreiro, Mr. Stuart Blumberg, Ms. Olga Ramudo, and Ms. Danielle Torres 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. Dorianmy Cardenas, Program Assistant; and Deputy Clerk Ms. Tawana Parker.

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

Mr. Michael Spring called the meeting to order at 2:07 p.m. and advised that the Chairman Barreiro and Vice-Chair Blumberg would not be in attendance, he stated that he would chair today's (6/24) scheduled meeting.

**I. Additions, Deletions, Withdrawals**

There were no additions, deletions, or withdrawals from today's (06/24) 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 March 26, 2015 Meeting**

It was moved by Mr. Gene Prescott that the minutes of the March 26, 2015 Tourist Development Council (TDC) meeting be approved. This motion was seconded by Mr. Hemant Patel and upon being put to a vote, passed 5-0. (Chairman Bruno A. Barreiro, Mr. Stuart Blumberg, Ms. Olga Ramudo, and Ms. Danielle Torres were absent).

#### **B. Proposed Program and Policy Recommendation**

Mr. Spring highlighted a few changes to the program and policy directions for the 2015-2016 fiscal year and noted at this meeting the guidelines and application forms were approved for the upcoming year. He stated there was extensive discussion held at the last TDC meeting regarding events that take place on Miami Beach and Miami Beach funding from the Miami Beach Visitors and Convention Authority (VCA), in which the applicants must attempt to apply to their funding sources in addition to seeking funding from the TDC. Mr. Spring noted a request was made that the TDC staff meet with the staff from the Miami Beach VCA and he informed the Council that the meeting occurred. Mr. Spring advised that the agreement was that Miami Beach VCA would meet with every applicant that was a TDC grantee that did not receive funding from the VCA to give them an orientation about Miami Beach funding resources. He explained the VCA guidelines, deadlines and opportunities were also being embedded in the TDC guidelines for next year and similar actions were being taken by Miami Beach VCA so that the two organizations would be parallel. Mr. Spring commented that the meeting went very well and stated the VCA was very open to having Miami Beach events apply to their programs. He advised that that was the only change of substance to the guidelines.

Mr. Spring was pleased to announce in regards to the TDC budget, the TDC would enjoy another annual installment of the \$25,000 increase from the Greater Miami Convention and Visitors Bureau, and there was \$ 1.1 million budgeted for next fiscal year for the TDC.

Mr. Spring mentioned there were no changes to the Targeted Set-asides grants list for next fiscal year and clarified these groups were taken out of the competitive process due to their role of tourism in the community; the TDC felt that it was critical to continue to fund these organizations at a sustainable level. He advised the Targeted Set-asides would come before the TDC Subcommittee; and subsequently, to the Council as formal recommendations during the first quarter meeting of next year.

It was moved by Mr. Hemant Patel that the Proposed Program and Policy Recommendations guidelines be approved. This motion was seconded by Mr. William Perry III and upon being put to a vote, the vote passed 5-0. (Chairman Bruno A. Barreiro, Mr. Stuart Blumberg, Ms. Olga Ramudo, and Ms. Danielle Torres were absent).

#### **IV. Reports and Discussion Items**

##### **A. TDC – Miami Beach VCA Subcommittee Consultation**

Mr. Spring noted earlier in today's meeting (06/24), he touched basis regarding the VCA consultation. Responding to Commissioner Steinberg, Mr. Spring clarified that the VCA would have a conversation with the applicants to determine if they were eligible to apply for the grants. He stated the TDC did not want to be exclusive and wanted to ensure applicants took advantage of available opportunities. Mr.

Spring advised that due to the difference in guidelines certain project would not meet eligibility requirements of the VCA.

#### **B. Overview of TDC Board Terms and Nominations**

Mr. Spring advised there would be board member vacancies in the new calendar year and the nominations would begin prior to that time, he encouraged those members eligible for reappointment to participate in the process.

#### **C. Recap of Adopted TDC Criteria for Grant Evaluation**

Mr. Spring indicated the criteria for grant evaluations remained the same.

#### **D. Updated Budget/Financial Position and Funding Recommendations for FY 2014-2015 Fourth Funding Period**

Mr. Spring advised this was the fourth funding period of the fiscal year and advised this period covers events held from July 1 – September 30, 2015. He noted the TDC began the fiscal year with \$1.3 million and announced twenty (20) applications were received requesting a total of \$282,000.00 in funding. He stated nineteen (19) were non-profit and one (1) for-profit, five (5) applicants were new or first time projects, thirteen (13) were Continuing projects and two (2) were eligible under the Ongoing projects category. Mr. Spring noted the TDC Subcommittee met and a total of \$152, 800.00 has been recommended leaving \$16,000 in the reserves. He noted the two applications that were not recommended for funding, were the result of incomplete applications. He stated those organizations were encouraged to come back in a future cycle and submit a completed application.

Mr. Talbert commented the carryover amount of \$16,000 was a modest amount for the reserves. Mr. Perry reiterated that fact and stated the TDC has never had that small of an amount during this period. Mr. Spring indicated the funds were distributed evenly among the four quarters, so everyone received a fair portion of funding.

#### **V. Citizens' Presentations**

Mr. Spring explained the procedures regarding today's (06/24) 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 – Fourth Funding Period**

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

##### **VI. A-3. Coral Gables Congregational Church, Inc.**

**Final Recommendation**

**2015 Summer Concert Series & Young Musicians' Summer  
Master Classes**

**\$9,000**

Mr. Mark Hart representing the foregoing applicant thanked the Council for their funding and consideration of their application. He advised their concert series started on June 4<sup>th</sup>, and their second concert was held on Thursday June 18<sup>th</sup>. Mr. Hart also advised they have four more concerts and they were currently 2% above last year ticket sales, and were looking forward to continued progression throughout the summer.

**VI. A-5. Delou Africa, Inc.  
6<sup>th</sup> Annual African Diaspora Dance & Drum Festival of Florida**

**Final Recommendation  
\$3,500**

Ms. Dienaba Gregory-Faal appeared before the Council representing the foregoing applicant thanked the Council for their continued support and advised this year they were requesting marketing and webcasting support for development of their annual festival. She advised based on the feedback received from surveys, the out of town patrons would like to have a beach event and they would have a test run this year to determine whether it should be expanded in the future. Ms. Gregory-Faal noted they have continued growth and outreach into significant communities and they continue to bring in tourism dollars due to the dedicated patrons that attend these types of festivals.

In response to Commissioner Hardemon's question regarding the cost for the Little Haiti Cultural complex, she advised the rehearsal fees were \$200, and the cost for the facility was \$10,000, which was given to them in kind.

**VI. A-12. The Rhythm Foundation, Inc.  
Big Night in Little Haiti**

**Final Recommendation  
\$9,000**

Mr. Jean Desosa representing the foregoing applicant advised this was the fourth years for this event which takes place the third Friday of the month in the Little Haiti Cultural complex. He noted they have a continued partnership with Florida International University (FIU), the Latin American Caribbean center and the Greater Miami Convention and Visitors Bureau. Mr. DeSosa stated the event has been successful in terms of artist participation and attendance and explained they have added live streaming of the event so Haitians around the world could enjoy this event and they have also been in talks with WPBT to have the best of moments of Big Night aired periodically on their station.

It was moved by Mr. William Perry III that the FY 2014-2015 TDC fourth 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 (06/24) meeting be approved as follows:

<b>Agenda Item No</b>	<b>Organization Name</b>	<b>Final Recommendation</b>
<b>VI. A-1.</b>	<b>Area Performance Gallery, Inc. d/b/a Area Stage Company Marketing and Cheek to Cheek – A Broadway Romance</b>	<b>\$6,750</b>

Mr. Spring advised that due to a lack of quorum this applicant would be addressed in the first funding period of 2016 and addressed retroactively subject to a quorum.

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

<b>VI. B-2.</b>	<b>Miami Music Institute, Inc. Miami Summer Music Festival</b>	<b>Final Recommendation \$15,000</b>
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Mr. Michael Rossi appeared before the Council representing the foregoing applicant and thanked the Council for their continued support. He advised the festival begins next week and they have over two hundred students coming from major conservatories around the world. He stated some new developments included an article about the 2016 Miami Summer Music Festival would be included in Air France's on-board magazine, they have had interviews with several publications and television networks, and Opera America has written a review about the festival as a premier destination for opera goers. Mr. Rossi advised since last year their total operating budget has doubled as well as ticket sales. He noted they were giving free tickets to many partnership schools and the Hope for the future was to attract everyone to come to Miami to see numerous events in a short amount of time.

<b>VI. B-1.</b>	<b>Hallandale Section CID- UNESCO Inc. International Dance and Cultural Event CID</b>	<b>Final Recommendation \$0</b>
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Mr. Weisner Etienne representing the foregoing applicant stated this event was different from any event because of its link to the UNESCO research development, which focuses on bringing peace in the world through music and dance. He advised the event would take place September 12 – 21, and this was the first time the event would be held in the United States of America (USA). Mr. Weisner commented that people from all over the world be in attendance for this event. Mr. Michel Jacques stated this was the 42<sup>nd</sup> annual event and Florida won the contest for it being held in the USA. He stated they would have dancers from forty different countries around the world and the idea was to have all form of dance as part of education for every country member of UNESCO.

<b>VI. B-4.</b>	<b>The Miami Foundation, Inc. as fiscal agent For Bas Fisher Invitational WEIRD MIAMI Exhibitions and Bus Tours</b>	<b>Final Recommendation \$4,000</b>
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Danielle Bender appeared before the Council representing the foregoing applicant and advised of a few program updates that have happened since the time of submitting the application. She stated they have confirmed a show with two artist; Michael Ludwig and Serge Toussaint; which will include a panel discussion, an exhibition and a bus tour that would take tourist through Little Haiti displaying the murals that Mr. Toussaint has done in the area.

It was moved by Mr. Gene Prescott that the FY 2014-2015 TDC fourth 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 (06/24) meeting be approved as follows:

Mr. Spring advised that due to a lack of quorum this applicant would be addressed in the first funding period of 2016.

**D. Sports (Non-Profit) - Continuing**

It was moved by Mr. Hemant Patel that the FY 2014-2015 TDC fourth funding period award recommendation by the TDC Subcommittee for the foregoing applicant in VI-D Section of Sports (Non-Profit) – Continuing including those who did not make a presentation at today’s (06/24) meeting be approved as follows:

<b>Agenda Item No</b>	<b>Organization Name</b>	<b>Final Recommendation</b>
<b>VI. D-1.</b>	<b>Pinecrest Premier Soccer, Inc. Mega Cup Miami Youth Soccer Tournament</b>	<b>\$8,750</b>

This motion was seconded by Mr. Gene Prescott and upon being put to a vote, the vote passed 5-0. (Chairman Bruno A. Barreiro, Mr. Stuart Blumberg, Ms. Olga Ramudo, and Ms. Danielle Torres were absent).

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

<b>VI. E-1.</b>	<b>Tcapital Films Tammy in Miami</b>	<b>Final Recommendation \$0</b>
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Ms. Tammy Torres appeared before the Council and requested that her project be reconsidered for the TDC grant. She noted she has been in the television and entertainment industry for eight years. Ms. Torres advised this project was a representation of herself as a spokesperson and a representative of Miami via social media. She advised this project was geared toward tourism, detailing what other areas Miami has to offer besides South Beach. She commented she failed to breakdown in the application the distribution of personnel fees. Ms. Torres stated she has an agreement with CBS Local and the Miami Beach Channel which will reach over 13,000 hotel rooms and 450,000 viewers in the local and surrounding areas. In response to Commissioner Hardemon’s question, Ms. Torres stated this was a local television show with thirteen episodes covering multicultural events that represent all of Miami. Responding to Mr. Patel’s comment regarding this project being a promotional video for Miami, Ms. Torres stated this was similar to what Sophia Vergaro did for Telemundo about fifteen years ago. She emphasized the importance of having the approval of Miami-Dade County and the City of Miami for this project.

Mr. Spring advised that this applicant had a sub-committee recommendation of \$0 and indicated no action was required.

Ms. Benjamin clarified the \$0 recommendation was due to a budget issue, she explained the applicant was given an opportunity to make corrections, and the applicant failed to respond to staff request to provide further information.

Mr. Spring noted an applicant who appeared to make a presentation to clarify the missing information, would be welcomed back to reapply for the first quarter of next fiscal year.

Hearing no further questions or comments, the meeting adjourned at 2:39 pm.



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Acting Chairman Michael Spring  
Tourist Development Council





# TOURIST DEVELOPMENT COUNCIL

June 24, 2015

Prepared by: Tawana Parker

## EXHIBITS LIST

NO.	DATE	ITEM #	DESCRIPTION
1	06/24/2015	-	Memorandum to the TDC Members Re: Scheduled Meeting
2	06/24/2015	-	Agenda
3	06/24/2015	-	Roll Call
4	06/24/2015	-	Memorandum Re: Proposed Program and Policy Recommendations
5	06/24/2015	-	FY 2015 -2016 Tourist Development Council Grants Program Guidelines and Application Form
6	06/24/2015	-	Memorandum Re: Overview of TDC Board Terms and Nominations
7	06/24/2015	-	Memorandum Re: Recap of Adopted TDC Criteria for Grants Evaluation
8	06/24/2015	-	Memorandum Re: Budget Recommendations for FY 2014-2015 Fourth Funding Period
9	06/24/2015	-	FY 2014-2015 TDC Fourth Funding Period Budget Update Chart
10	06/24/2015	-	Application Summary Worksheet
11	06/24/2015	-	Applications for Fourth Funding Period
12	06/24/2015	A-3	Coral Gables Congregational Church, Inc. – 2015 Summer Concert Series & Young Musicians' Summer Master Classes
13	06/24/2015	A-5	Delou Africa, Inc. – 6th Annual African Diaspora Dance & Drum Festival of Florida
14	06/24/2015	B-2	Miami Music Institute, Inc. – Miami Summer Music Festival
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**Panel Meeting**  
**June 24, 2015 2:00 PM**  
**Stephen P. Clark Center**  
**111 NW First Street**  
**6th Floor, Front Conference Room**  
**Miami, Florida**

**AGENDA**

- I. Additions, Deletions, Withdrawals**
- II. Conflict of Interest**
- III. Items for Approval**
  - A. Minutes of the March 26, 2015 Meeting**
  - B. Proposed Program and Policy Recommendations**
- IV. Reports and Discussion Items**
  - A. TDC – Miami Beach VCA Subcommittee Consultation**
  - B. Overview of TDC Board Terms and Nominations**
  - C. Recap of Adopted TDC Criteria for Grant Evaluation**
  - D. Updated Budget / Financial Position and Funding Recommendations for FY 2014-15 Fourth Funding Period**
- V. Citizens' Presentations**
- VI. Grant Applications and Recommendations - Fourth Funding Period**

A. Special Events/Promotions (Non-Profit) -- Continuing	Request	Subcommittee Recommendation
1. Area Performance Gallery, Inc. d/b/a Area Stage Company <i>Marketing and Cheek to Cheek - A Broadway Romance</i>	15,000	10,800
2. City Theatre, Inc. <i>City Theatre's Shorts Gone Wild</i>	12,000	9,000
3. Coral Gables Congregational Church, Inc. <i>2015 Summer Concert Series &amp; Young Musicians' Summer Master Classes</i>	15,000	9,000
4. Creation Art Center Corporation <i>Creation Art Center Cultural Programs</i>	5,000	5,000
5. Delou Africa, Inc. <i>6th Annual African Diaspora Dance &amp; Drum Festival of Florida</i>	5,000	3,500
6. Friends of the Miami-Dade Public Library, Inc. <i>Storytelling Miami</i>	15,000	12,000
7. Inffinito Art & Cultural Foundation, Inc. <i>19th Brazilian Film Festival of Miami</i>	25,000	15,750
8. Key Biscayne Community Foundation, Inc. <i>The 56th Annual Key Biscayne 4th of July Parade</i>	15,000	5,000
9. Miami Hispanic Ballet Corp. <i>XX International Ballet Festival of Miami 2015</i>	25,000	9,000



	Request	Subcommittee Recommendation
10. <b>New Theatre, Inc.</b> <i>National New Play Network Rolling World Premiere of Women Playing Hamlet</i>	10,000	6,000
11. <b>South Florida Art Center, Inc. d/b/a ArtCenter/ South Florida</b> <i>Central What? Central America!</i>	5,000	5,000
12. <b>The Rhythm Foundation, Inc.</b> <i>Big Night in Little Haiti</i>	15,000	9,000
<b>B. Special Events/Promotions (Non-Profit) – First Time</b>		
1. <b>Hallandale Section CID-Unesco, Inc.</b> <i>International Dance and Cultural Event CID</i>	6,000	0
2. <b>Miami Music Institute, Inc.</b> <i>Miami Summer Music Festival</i>	25,000	15,000
3. <b>Siempre Flamenco, Inc.</b> <i>10th Festival of Flamenco Song in Miami</i>	15,000	6,000
4. <b>The Miami Foundation, Inc. as fiscal agent for Bas Fisher</b> <b>Invitational</b> <i>WEIRD MIAMI Exhibitions and Bus Tours</i>	4,000	4,000
<b>C. Special Events/Promotions (Non-Profit) -- Ongoing</b>		
1. <b>GABLESTAGE, INC.</b> <i>2014-2015 Season</i>	15,000	15,000
2. <b>Ground Up And Rising, Inc.</b> <i>Ground Up &amp; Rising "2015 Summer Season"</i>	15,000	5,000
<b>D. Sports (Non-Profit) – Continuing</b>		
1. <b>Pinecrest Premier Soccer, Inc.</b> <i>Mega Cup Miami Youth Soccer Tournament</i>	15,000	8,750
<b>E. Television (For-Profit) – First Time</b>		
1. <b>Tcapital Films</b> <i>Tammy In Miami</i>	25,000	0

**Adjournment**





**Panel Meeting**  
**June 24, 2015 2:00 PM**  
**Stephen P. Clark Center**  
**111 NW First Street**  
**6th Floor, Front Conference Room**  
**Miami, Florida**

**Citizens' Presentations**

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

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

	<b>Request</b>	<b>Subcommittee Recommendation</b>
3. Coral Gables Congregational Church, Inc. <i>Mark Hart</i>	15,000	9,000
5. Delou Africa, Inc. <i>Dienaba Gregory-Faal</i>	5,000	3,500
8. Key Biscayne Community Foundation, Inc. <i>Melissa White</i>	15,000	5,000

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

2. Miami Music Institute, Inc. <i>Michael Rossi</i>	25,000	15,000
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**E. Television (For-Profit) – First Time**

1. Tcapital Films <i>Tammy In Miami</i>	25,000	0
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**Adjournment**



**TOURIST DEVELOPMENT COUNCIL**

Roll Call Sheet for June 24, 2015

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

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





MEMORANDUM

Date:

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

From: Michael Spring, Director
Department of Cultural Affairs

Subject: Proposed Program and Policy Recommendations For FY 2015-2016

Draft FY 2015-2016 TDC Guidelines

Please find attached a draft of the FY 2015-2016 Tourist Development Council guidelines. Given the concerns of the Board regarding applicants with projects taking place on Miami Beach and not applying for financial support from the Miami Beach funding sources, staff has included a chart with the Pre-Proposal Conference and Draft Application deadline dates required for consideration of funding from the Miami Beach Visitor and Convention Authority (VCA) and the Miami Beach Cultural Affairs Council (CAC) grant programs.

Multi-year Funding Supplement

The coming fiscal year represents the next installment of the ongoing annual supplement of \$25,000 from the Greater Miami Convention & Visitors Bureau:

FY 2015-2016 \$1,100,000

Proposed Targeted/Set-aside Grants for FY 2015-2016

This memorandum is being provided as a preview of the Targeted/Set-aside TDC grants for FY 2015-2016. The organizations listed below have received annual TDC support in recognition of the importance of maintaining reliable funding for key tourism-related projects that have significant benefits for the destination. Together, the total of these investments remains at approximately 10% of the TDC's annual budget.

Table with 2 columns: Organization Name and Amount. Includes Inter-American Conference of Mayors (\$14,400), Miami Beach Visitor Information Center (\$20,000), Tourist Hospitality Center/ Centro Hospitalidad Turistico (\$20,000), LGBT Visitor Center (\$20,000), The Key Biscayne Chamber of Commerce, Inc. (\$15,000), Miami-Dade County Dade Days in Tallahassee (\$15,000), Tropical Everglades Visitor Center (\$20,000), and a total of \$124,400.

Please call Nikenna Benjamin or Michael Spring at (305) 375-5092 if you have any questions about these recommendations that you would like addressed before our upcoming TDC meeting and/or if there are any additional issues about the draft guidelines and the TDC's work that you would like to address at this meeting. Thank you.





**MIAMI-DADE COUNTY  
DEPARTMENT OF CULTURAL AFFAIRS  
FY 2015-2016 TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM  
GUIDELINES AND APPLICATION FORM**

**\*\*\*PLEASE READ ALL MATERIALS CAREFULLY\*\*\***

**THE TOURIST DEVELOPMENT COUNCIL AND/OR THE DEPARTMENT OF CULTURAL AFFAIRS RESERVE THE RIGHT TO REVISE INFORMATION PUBLISHED IN THESE GUIDELINES AND APPLICATION FORM.**

FOR QUESTIONS AND ASSISTANCE REGARDING THE TOURIST DEVELOPMENT COUNCIL GRANTS PROGRAM, PLEASE CONTACT:

**Nikenna Smart-Benjamin, Program Administrator  
Tourist Development Council Grants Program  
Miami-Dade County Department of Cultural Affairs  
111 NW 1st Street, Suite 625  
Miami, Florida 33128  
[ndb1@miamidade.gov](mailto:ndb1@miamidade.gov)  
305-375-5092 Phone / 305-375-3068 FAX**

- ◆ Para asistencia en español, llame a nuestra oficina, (305) 375-4634.
- ◆ Pou plis enformasyon sil vou ple rele biwo nou nan numewo, (305) 375-4634.

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## PROGRAM OBJECTIVE

The Tourist Development Council Grants Program is responsive on a quarterly basis to organizations/events which promote Miami-Dade County's appeal as a tourist destination by sponsoring tourist-oriented sports events, cultural and special events (visual and performing arts, including theater, concerts, recitals, opera, dance, art exhibitions, and festivals) and television origination projects. The TDC investments are focused on further developing exemplary existing programs and stimulating new activities. Applicants not meeting these criteria should consider applications to other Department programs. The TDC will provide priority attention to grant requests for activities and events that serve as major tourism generators in the fourth quarter of the year (July - September 2015). The TDC, a nine member volunteer advisory board established by Florida Statute, meets as a panel to review and make funding recommendations to the Miami-Dade County Mayor and Board of County Commissioners with the idea of developing and enhancing the image of Miami-Dade County locally, nationally and internationally.

**NOTE:** TDC grants are made on a **REIMBURSEMENT BASIS**. As a condition of contract, grantees are required to submit, within ninety (90) days of the event, documentation conclusively demonstrating the expenditure of funds for grant award expenses as indicated in the grant contract by way of copies of invoices and cancelled checks (front and back).

## ELIGIBILITY

To be eligible to apply, an organization must:

- ♦ **be legally incorporated as a NOT-FOR-PROFIT corporation, with a designated tax-exempt status under section 501(c)(3) of the United States Internal Revenue Code**, or a unit of local GOVERNMENT/MUNICIPALITY, with a designated Federal Employment Identification number. Applications from not-for-profit organizations designated tax-exempt under other subsections of 501(c) will be reviewed on a case-by-case basis. Proof of incorporation (entire document with State stamp) and IRS tax-exempt designation is required at the time of application;

or

- ♦ **be a FOR-PROFIT CORPORATION** with a designated Federal Employment Identification number. Proof of incorporation (entire document with State stamp) and IRS designation is required at the time of application. FOR-PROFIT projects **must have less than a three-year track record in Miami-Dade County**. Funding for these FOR-PROFIT activities and projects only shall be considered when such funding may be instrumental in attracting large-scale annual events to establish Miami-Dade County as their permanent location and/or in providing incentive funding to encourage FOR-PROFIT organizations to choose Miami-Dade County as the location for major, one-time tourism-attracting activities or projects;
- ♦ active and in good standing with regard to its registration status with the Florida Division of Corporations pursuant to Chapter 617, Florida Statutes;
- ♦ **NOT** be an educational organization or facility (such as a daycare/preschool or school); **NOT** be a higher education institution whose proposed project is for degree seeking academic purposes or is primarily for the academic community's benefit; or **NOT** be a religious organization whose proposed project, in whole or in part, is designed to promote religious or sectarian activities or to encourage the preference of a particular religion.
- ♦ present the project for which funding is being sought in Miami-Dade County for the benefit of Miami-Dade County tourists and residents;

- ◆ have both a strong tourism and cultural component;
- ◆ ensure that projects are open and accessible to Miami-Dade County tourists and residents;
- ◆ utilize hotels located within the boundaries of Miami-Dade County as their "event hotels;" and
- ◆ be in compliance with grant agreement requirements of any previous grants provided through the Tourist Development Council or other Miami-Dade County funding sources, including timely and satisfactory submission of all reports.

In addition to the eligibility requirements listed above for stand-alone arts organizations, **public or private institutions of higher education** must meet the following eligibility criteria:

- ◆ The application's primary mission is to present or produce artistic/cultural programming;
- ◆ The organization's programming is not directly related to the university's academic programs;

The programming is open to the public and meets all the requirements expressed in the guidelines

### **Special Considerations:**

At the time of application, it is essential for applicants to provide a complete account of hotel bookings and/or room blocks directly related to the proposed event(s) or activity(ies) and to update the Tourist Development Council, as applicable, at the public review meeting.

The TDC does not provide funding for national and international conventions, trade shows and tourism industry exhibitions, seminars and conferences. The TDC reserves the discretion to make very limited exceptions to this policy based on the TDC's support being instrumental to attracting major one-time national or international tourism industry-related events to this destination that include a major, marketed and open-to-the-public event involving an artistic, entertainment, sports or media component as a significant part of their programs' scheduled activities.

The TDC typically does not accept applications under fiscal agency sponsorships. Consideration will be made on a case-by-case basis for individuals or unincorporated organizations contemplating applying under the fiscal agency sponsorship of an eligible not-for-profit, tax exempt organization whose mission is similar to theirs. *(For-Profit organizations **may not** apply under fiscal agency sponsorship.)* In such cases, the application must be submitted by a sponsoring organization legally incorporated and recognized as being exempt from federal taxes as described in section 501(c)3 of the Internal Revenue Code. An organization applying as fiscal agent for an individual or another organization will be required to meet all eligibility and grant compliance requirements as outlined in these guidelines. If applying through a fiscal agent, all information provided in the application form and the attachments to the application must reflect the activities of the **sponsored entity**. The sponsored entity is the individual(s) or organization actually producing or presenting the activities. Documentation from the fiscal agent will also be required. It is important that both the fiscal agent and the sponsored entity be aware of and accept the responsibilities of the fiscal agent relationship. **Consideration and funding, if any, provided to an application submitted through a fiscal agent is limited to no more than three (3) funding cycles, without exception.** An organization applying as fiscal agent for an individual or another organization may apply again during the fiscal year for its own project.

Organizations that receive an annual set-aside grant from the Tourist Development Council will not be considered for additional funding for the same or a different/separate project.

Charitable organizations whose primary mission does not reflect a strong arts, entertainment, sports or media focus and/or are dedicated to fundraising for a cause not associated related to the arts, entertainment, sports or media activities are not eligible to apply to the Tourist Development Council for funding support. An organization is ineligible if its charitable contribution, as defined, is

"a donation made to a cause or an organization whose mission is predominantly unrelated to the donor organization's mission."

Grantees must provide the TDC with documentation substantiating the nature and purpose of each and any contribution(s) to other causes or organizations from proceeds generated from a TDC-funded project.

**Note: Organizations may only apply once in a program-funding year (October 1 - September 30) with the exception of colleges, universities and units of governments. These groups are eligible to apply as long as a different department, school or division within the college, university or government is the sponsor of the event. Multiple organizations may not apply for the same project.**

## **DEADLINES**

### **Application Deadline:**

Applications **must** be received in the quarter corresponding to the dates of the proposed activity. For application and deadline schedule information, go to the Tourist Development Council grant program information page at:

<http://www.miamidadearts.org/tourist-development-council-tdc-grants-program>.

**Council staff reserves the right to defer the review of applications to future panel meetings.**

Organizations are encouraged to complete the application process at least 72 hours in advance to ensure successful submittal. Please be aware that BEFORE you are able to access the Grant application FormSet, you must have a user account for basic log-in access and you must complete and submit a Grant Eligibility and Request Form. Once you have completed these steps, your Grant Eligibility must be reviewed by staff and must be determined to be eligible by the Program Administrator, which may take up to 2 business days. Only after staff has confirmed your eligibility can you be provided access to the grant application FormSet. It is critical to keep these steps and this timeline in mind when preparing to submit a grant online. Requesting access to the grant application less than 3 business days prior to an upcoming deadline is neither an adequate timeframe for successful completion nor a reasonable expectation of staff. **At precisely 4:00 PM on the specified deadline date**, the online grant system will automatically close the application system.

Organizations that fail to complete the submittal process by this deadline will be locked out of the system and deemed ineligible. Applications submitted by any other means are not acceptable.

### **Corrections Deadline:**

Application corrections requested by the program administrator will be issued approximately 7 days prior to the corrected/final application deadline. The deadline for making application corrections is 3:59 PM on the specified date. Organizations are encouraged to complete their corrections at least 72 hours in advance to ensure successful submittal. At precisely 4:00 PM on the specified deadline date, the online grant system will automatically close the application system for corrections.

## **APPLICATION INSTRUCTIONS**

The Tourist Development Council (TDC) program is utilizing an online application process through the Department's website. Access to the online application is available at [www.miamidadearts.org](http://www.miamidadearts.org) by clicking on the GRANTS / CULTURAL GRANTS OLIVE / Home tab to access the Culture Grants Online (CGO) system and instructions.

### **Pre-Grant Submission Workshops/Consultations:**

- **ATTENDANCE AT A TOURIST DEVELOPMENT COUNCIL GRANTS SPECIFIC WORKSHOP PRIOR TO THE CORRESPONDING QUARTERLY DEADLINE IS REQUIRED FOR ALL FIRST-TIME APPLICANTS.**
- Note: CGO basics workshops are now incorporated as part of each grant-specific workshop. First-time applicants and/or new staff members who are unfamiliar with the Culture Grants Online (CGO) grants system should plan on attending the entire 2 hour workshop as outlined below.

**VISIT OUR WEBSITE AT [WWW.MIAMIDADEARTS.ORG](http://WWW.MIAMIDADEARTS.ORG) FOR A LIST OF WORKSHOP DATES, TIMES AND LOCATIONS.**

- **A CONSULTATION WITH DEPARTMENT STAFF IS REQUIRED FOR ALL RETURNING APPLICANTS, NO LESS THAN 10 BUSINESS DAYS PRIOR TO THE ONLINE APPLICATION DEADLINE. THERE ARE NO EXCEPTIONS TO THIS REQUIREMENT.**

### **APPLICATION PROCESS:**

**To apply, applicant organizations MUST complete ALL of the items listed below by the program's deadline date via the CGO online grant system. Make sure to allow sufficient time to complete each of the following:**

- 1) FIRST complete the Grant Eligibility and Request Form AND be deemed eligible by the program's Grant Administrator **BEFORE** accessing Part 1 of the grant application FormSet.
- 2) Fully complete and successfully SUBMIT Part 1 of the grant application FormSet.
- 3) Fully complete and successfully SUBMIT Part 2 of the grant application FormSet.

Applicants are solely responsible for the content of their application packages. The application submission review conducted by Department staff and the corrections period is provided as a courtesy technical assistance service and in no way guarantees that an application will be recommended for funding by the TDC. Department staff will not make corrections on behalf of applicants.

**NOTE:** An organization that submits a substantially incomplete application at the time of deadline, as deemed by the program administrator and the Department Director, will receive notification via email and/or US mail from the Department Director as to the incomplete status of the application. **Substantially incomplete applications will not be provided to the TDC Subcommittee nor the TDC Board for consideration for funding.**

If you have questions or need assistance accessing the CGO (Culture Grants Online) system and online application, please contact Nikenna Benjamin, Program Administrator at 305-375-5092 or via email at [ndb1@miamidade.gov](mailto:ndb1@miamidade.gov).

## TECHNICAL REQUIREMENTS

### TO SATISFY THE PROGRAM'S TECHNICAL REQUIREMENTS, APPLICANTS:

- ✓ **MUST** ATTEND THE MANDATORY TOURIST DEVELOPMENT COUNCIL GRANT SPECIFIC WORKSHOP IF APPLYING AS A FIRST TIME APPLICANT [Click Here for Workshop Schedules](#)
- ✓ **MUST** SCHEDULE AND COMPLETE A PRE-GRANT SUBMISSION CONSULTATION WITH THE PROGRAM ADMINISTRATOR IF APPLYING AS A RETURNING APPLICANT.
- ✓ **MUST** COMPLETE AND SUBMIT A GRANT ELIGIBILITY AND REQUEST FORM IN THE CGO ONLINE GRANT SYSTEM AND BE PROVIDED ACCESS BY THE PROGRAM'S GRANT ADMINISTRATOR, BEFORE BEGINNING WORK ON THE GRANT APPLICATION
- ✓ **MUST** COMPLETE THE ENTIRE ONLINE APPLICATION PROCESS (BOTH PART 1 AND PART 2).
- ✓ **MUST** SUBMIT A COMPLETE AND SELF-SUFFICIENT ONLINE APPLICATION AND SUPPORT DOCUMENTS (BOTH PART 1 AND PART 2).
- ✓ **MUST** MAKE CERTAIN YOUR COMPLETE SUBMISSION (BOTH PART 1 AND PART 2) IS COMPLETED NO LATER THAN 3:59 PM ON THE DEADLINE DATE USING THE ONLINE APPLICATION GRANT SYSTEM.
- ✓ **MUST** ANSWER ALL QUESTIONS COMPLETELY. IF A QUESTION DOES NOT APPLY TO YOUR ORGANIZATION, MARK "N/A" OR "NOT APPLICABLE." DO NOT LEAVE ANY QUESTIONS BLANK.
- ✓ **MUST** LIST AS THE ORGANIZATION CONTACT PERSON AN INDIVIDUAL WHO IS KNOWLEDGABLE ABOUT THE PROJECT, ORGANIZATION AND BUDGET AND WHO CAN BE REACHED DURING REGULAR BUSINESS HOURS (MON-FRI: 9:00 AM - 5:00 PM).
- ✓ **MUST** PRINT A COPY OF THE COMPLETED APPLICATION FOR YOUR RECORDS.
- ✗ **CANNOT** SUBSTITUTE AN APPLICATION WITH A SELF-CREATED OR SCANNED FORM. FAXED, MAILED, E-MAILED OR HAND DELIVERED APPLICATIONS WILL NOT BE ACCEPTED.

## CATEGORIES

The Tourist Development Council awards grants to not-for-profit organizations, local government and/or municipalities, and for-profit organizations producing tourist-oriented activities in four categories:

- ◆ **Special Events/Promotions** - including major festivals, performances, events and programs with significant cultural or entertainment components that attract national and international attention and are promoted and open to the public.
- ◆ **Sporting Events** - including professional and amateur level national and international competitions. **Collegiate sporting activities are ineligible, except for major tournaments or events with significant, quantifiable tourism impact for Miami-Dade County, which will be considered on a case-by-case basis.**
- ◆ **Television** - telecast programs, syndicated productions, and documentaries **promoting Miami-Dade County.** Commercial films/movies are *not* eligible for funding through the TDC.
- ◆ **Government/Municipalities**

## FUNDING REQUEST CAPS

As outlined in the divisions below, funding request caps for New/First Time and Ongoing projects will be based on the applicant's total project budget (cash expenses + no more than 25% in-kind):

**Division A - Total Project Budget of \$50,000 or less may request up to \$5,000**

**Division B - Total Project Budget of \$50,001 - \$250,000 may request up to \$15,000**

**Division C - Total Project Budget above \$250,000 may request up to \$25,000**

The TDC encourages applicant organizations to diversify financial support by pursuing other public and private sources of funding. To this end, the TDC employs the following **reduction formula** when making funding recommendations for a return event or organizational activity (one that received funding in a prior funding cycle):

YEAR	NOT-FOR-PROFIT / GOVERNMENT ENTITY	FOR-PROFIT
1	Initial Grant Recommendation	Initial Grant Recommendation
2	No more than 90% of initial grant award	No more than 66% of initial grant award
3	No more than 80% of initial grant award	No more than 33% of initial grant award
4	No more than 70% of initial grant award	\$0 recommended
5	No more than 60% of initial grant award	\$0 recommended
6	Project is considered for a new cycle of funding based, in part, upon its demonstrated track record and the degree to which the project has increased its tourism and community impact	\$0 recommended

In an effort to maintain meaningful levels of support through the TDC program, organizations that received a grant award of \$5,000 or less in its initial year of funding are exempt from the multi-year reduction formula and will be reviewed annually based on the project's effectiveness in meeting program review criteria.

**Funding in one fiscal year does not guarantee renewed or multi-year funding.**

**A TOURIST DEVELOPMENT COUNCIL GRANT CARRIES NO COMMITMENT FOR FUTURE SUPPORT BEYOND THE TIME OF THE PROGRAM, PROJECT OR EVENT.**

## MATCHING FUNDS

**All applicants must meet the program's \$1:\$1 grant match** in cash, or a combination of cash and in-kind contributions. In-kind contributions must not exceed 25% of the total cash project budget.

The **Tourist Development Council Grants Program shall not be considered the sole source of funding** for the proposed project. Applicants should thoroughly explore other funding sources prior to seeking support from this program.

Government Agencies/Municipalities producing tourist-oriented activities should explore and secure financial support from their local government and/or municipality in addition to applying to the TDC for funding consideration.

Miami Beach-based events/projects **must** explore financial support from the Miami Beach Visitor and Convention Authority (VCA) and/or the Miami Beach Cultural Arts Council (CAC) in addition to and before applying for the TDC for funding consideration. For more information about Miami Beach Funding opportunities, please call (305) 673-7050 or visit the website, [www.miamibeachvca.com](http://www.miamibeachvca.com).

	1Q	2Q	3Q	4Q
Cultural Tourism and Tourism Partnership (joint grant with CAC)	Oct 1, 2015 – Sept 30, 2016	N/A	N/A	N/A
Required	Pre-proposal Conference Deadline June, 19, 2015	N/A	N/A	N/A
Draft Application Deadline	June 29, 2015 3pm			
Major One Time Spec Evnt and Spec Evnt Recurring	Oct. 1, 2015 - Jan. 31, 2016	Feb. 1, 2016 - May 31, 2016	June 1, 2016 - Sep. 30, 2016	N/A
Required	Pre-proposal Conference Deadline July 6, 2015	Pre-proposal Conference Deadline August 7, 2015	Pre-proposal Conference Deadline February 29, 2016	N/A
Draft Application Deadline	July 13, 2015 3pm	November 30, 2015 3pm	March 7, 2016 3pm	N/A
Initiatives, North Beach Incentive, Spec Proj, Spec Proj Recurring and Tourism Partnership	Oct. 1, 2015 - Jan. 31, 2016	Feb. 1, 2016 - May 31, 2016  (Initiatives, Major One Time Spec Evnts and Spec Proj ONLY)	June 1, 2016 - Sep. 30, 2016	N/A
Required	Pre-proposal Conference Deadline July 10, 2015	Pre-proposal Conference Deadline December 4, 2015	Pre-proposal Conference Deadline February 29, 2016	N/A
Draft Application Deadline	July 17, 2015 3pm	December 11, 2015 3pm	March 7, 2016 3pm	N/A

Furthermore, sports-oriented events/projects are strongly encouraged to consider contacting the Miami-Dade Sports Commission for additional assistance. For more information about Miami-Dade Sports Commission, please call (305) 818-7188 or visit the website, [www.miamisports.org](http://www.miamisports.org).

## ALLOWABLE GRANT EXPENDITURE CATEGORIES

Grant dollars may be used **only for expenses directly related to the proposed project** in the categories indicated below. General overhead or other operating expenses not directly related to the proposed project are not permitted.

- ✓ Personnel: Administration, Artistic, Technical/Production salary support (no more than 25% of grant request can be allocated amongst any combination of these line items), and/or outside other fees (i.e., consultant fees) related to the proposed program, project or event
- ✓ Marketing and public relations
- ✓ Printing
- ✓ Postage
- ✓ In-County travel and transportation costs (i.e., event-related busses or shuttle services – *gas, rental cars and parking fees **are not** accepted*)
- ✓ Equipment rental
- ✓ Space rental (specific to performance/exhibition venues)
- ✓ Insurance (specific to the event/project)
- ✓ Expendable supplies/materials
- ✓ Honoraria
- ✓ Direct program costs
- ✓ Production costs related to proposed program, project or event
- ✓ Publications directly related to the proposed program, project or event (must have a public outreach component and meet the TDC Grants Program's objectives)
- ✓ Equipment rental and personnel necessary to provide program accessibility as mandated by the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973

## GRANT USE RESTRICTIONS

Grant dollars may **not** be used in the categories listed below:

- × Remuneration of County employees for any services rendered as part of a project receiving a grant from the Tourist Development Council
- × Salaries and fees unrelated to the proposed project
- × More than 25% of grant request for administrative salaries related directly to the management of the TDC funded project, including personnel artistic and technical/production and/or outside other fees (i.e., consultant fees)
- × "Bricks and mortar" or permanent equipment for the proposed project, unless the purchase price is less than the cost of rental (with prior approval by Department of Cultural Affairs' staff)
- × Repayment of prior debt or deficit reduction, contingencies, fines and penalties, interest and other financial costs
- × In-direct costs/overhead expenses such as office space rental, insurance and utilities
- × Compensation for forfeited revenues, such as grantee issued complimentary tickets, admissions or scholarships
- × Merchandise /Concessions/Gift Shops inventory
- × Website Design
- × Social/Fundraising events or beauty pageants
- × **Hotel and/or lodging expenses**

- × **Out of County travel or transportation** (i.e., international/national airfare)
- × Personal vehicle travel expenses (such as rental cars, mileage, gas, tolls, parking fees)
- × Hospitality costs, including private entertainment, food, beverages, decorations, or affiliate personnel (with the exception of artists)
- × Cash prizes
- × Charitable contributions or donations
- × **Events not open to the public** (see "Eligibility" section) which are restricted to private or exclusive participation (e.g., by invitation and/or purchase requirements that exceed the cost of a typical, standard ticket to an event/performance, or which require an established relationship with the presenting organization in order to participate), including restricting access to programs or facilities on the basis of race or ethnicity, color, creed, national origin, religion, age, gender, sexual orientation or physical ability.
- × **Expenses incurred prior to quarter activity dates** (*with exception for marketing expenses that do not exceed more than 3 months prior to the quarter activity dates*)
  - × Programs that do not wholly or substantially take place within Miami-Dade County
  - × Publications not directly associated with the promotion of the event
  - × Lobbying or propaganda materials
  - × Organizations who owe monies to venues owned and/or managed by Miami-Dade County (Miami-Dade County Auditorium, African Heritage Cultural Arts Center, The South Miami-Dade Cultural Arts Center, etc.)
  - × Indirect costs: Fees for indirect costs may not be assessed against TDC Grant funded programs as a result of having been awarded a TDC Grant. Indirect costs assessed as a consequence of other, non-County grant support received by a TDC Grant funded program may not be assigned to, charged against or debited from County grant funds.

## EVALUATION CRITERIA

NOTE: Full program criteria and point structure are used only during the first year of the multi-year cycle, at which the time each application is evaluated and scored based on:

### 1) Tourism Impact/Marketing Plan as determined by (25 points):

- hotel room nights
- program content
- projected attendance figures
- tourism industry support including hotels, airlines, etc.
- comprehensive marketing strategies
- media coverage as evidenced by ads in travel publications or other outside publications/electronic media
- television coverage and viewership from a major network or cable provider
- capability to serve as major tourism generators in the fourth quarter, "shoulder season" (i.e. July – September)

### 2) Quality/Track Record as determined by (10 points):

- support material (media reviews, articles, catalogues, etc.)
- reputation of the event/program/project
- reputation of organization and its programs and services
- history of organization and the event

- nature and scope of the organization's program
- impact on and involvement of Miami-Dade's multicultural community in the program
- event's ability to attract high caliber and high profile artists/participants
- programs that have a track record or a demonstrable potential to provide a significant national and/or international return for Miami-Dade County in regard to publicity and visitorship

**3) Event Coordination/Management as determined by (5 points):**

- brief resumes of key administrative staff
- project description and implementation
- feasibility of organizational structure in carrying out the event
- geographic location of program and project
- effective evaluation methods
- past events

**4) Fiscal Feasibility/Accountability as determined by (5 points):**

- financial stability of the organization
- broad base of financial support
- previous administration of Council grants
- capacity to attract financial support from other private and public sources as evidenced in matching requirements and in-kind services
- timely submission of final reports for applicants who have received previous TDC funding

**5) Efforts to comply with and incorporate the Americans with Disabilities Act (ADA) into projects including (5 points):**

- efforts to market to persons with disabilities including use of logos or language
- organizational compliance assessment of facilities used for programs
- efforts to identify and/or incorporate artists with disabilities in projects
- staff hiring practices, board member and volunteer recruitment of persons with disabilities to work with the organization/project
- use of available technology such as hearing assistance systems, audio description, etc., to assist with program accessibility Involvement of other community or governmental agencies such as Very Special Arts, The Hope Center, etc., who work with persons with disabilities in program planning or outreach programs.

**The TDC can reject applications that do not meet eligibility or evaluation criteria satisfactorily, or may refer such applications to Department of Cultural Affairs' grants programs to which the project may be better suited for funding consideration.**

**ORAL PRESENTATIONS**

Applicants may choose to, or be asked to address the Tourist Development Council. In accordance with Section 2-11.1(s) of the Code of Miami-Dade County, the Lobbyists Registration for Oral Presentation Affidavit must be completed, notarized and included with your application. The term "lobbyist" specifically includes the principal, as well as any agent, officer or employee of a principal, regardless of whether such lobbying activities fall within the normal scope of employment of such agent, officer or employee. **Individuals substituted for or added to the presentation team after submittal of the proposal and filing by staff, MUST register with the Miami-Dade County Clerk of the Board (Form BCCFORM2DOC) and pay all applicable fees.**

## **GRANT APPLICATION REVIEW PROCESS**

The TDC has a multi-level review process consisting of an applicant consultation, administrative review, corrections period, Subcommittee recommendation, and Panel review and final funding recommendation. Applicants are encouraged to attend the panel review meetings in order to benefit from the comments and discussions first-hand. The Panel may address questions directly to the applicant during the course of the review meeting.

### **SUBMISSION AND REVIEW**

- ◆ Upon submission, Department staff will review applications for technical eligibility and provide comments/suggestions to aid the applicant in improving the content and quality of the application. An application checklist will be posted in the CGO system or sent via e-mail to applicants indicating recommended corrections, corrections procedures and deadline date to submit corrections and required materials. Changes in projects (ie. Budgets, location, date, artists/programming) must be reported to the Administrator immediately in writing prior to Panel review. Note: Department staff **will not** review applications again after the correction deadline. The application sets that are received online by the corrections deadline will be considered the applicant's final submission and forwarded for panel review. Staff will not make any corrections on behalf of the applicant prior to distribution to the TDC Board. The applicant is solely responsible for the content of the application.

### **SUBCOMMITTEE REVIEW**

- ◆ Applications are reviewed and evaluated by a subcommittee of Tourist Development Council (TDC) board to make initial grant award recommendations.
- ◆ Applicants are then informed of their initial funding recommendation and panel meeting specifics such as date confirmation, time and location through the Application Speaker Registration Form which is provided via email.

### **PANEL REVIEW AND RECOMMENDATION**

- ◆ Applications are reviewed and evaluated by the full TDC and final funding recommendations are determined. A list of the TDC members is available upon request.
- ◆ The TDC's decision is considered final and may not be appealed.

### **APPROVAL PROCESS**

- ◆ Upon approval by the TDC, recommendations are forwarded to the Cultural Affairs and Recreation Committee and then on to the Board of County Commissioners and the Mayor for final approval.
- ◆ Grant agreement packages (contracts) and other required documents and instructions are provided to grantees. These documents must be properly completed before the grant award recommendation can be processed.
- ◆ Upon approval by the Board of County Commissioners and Mayor, properly completed grant agreements are submitted to the Office of the County Attorney, the Office of the Mayor and the Clerk of the Board for review and execution.

### **AWARD NOTIFICATION AND GRANT AGREEMENT**

- ◆ **Applicants will be notified of award by e-mail following the Tourist Development Council's decision.** The grant award package will include information regarding the grant agreements (contracts), other required documents and instructions for proper completion. These documents must be properly completed before the grant award recommendation can be processed. Upon receipt of the executed grant agreement, grantees may begin to submit

invoices and canceled checks (front and back) under the terms of the grant agreement budget. **Invoices and canceled checks must correspond to the budget detail as outlined in the application and contracted for in the grant agreement.**

#### **GRANT PAYMENT**

- ◆ Once cancelled checks and invoices have been received and approved, a check request, accompanied by a copy of the executed grant agreement, and the W-9 form, is submitted to the Miami-Dade County Finance Department. The grant award check is prepared and mailed directly from the Miami-Dade County Finance Department to the grantee at the address on record in the Finance Department. **It is imperative that grantees notify staff AND the Finance Department of any address changes during this process.** Grantees **may not** request pickup of checks.

Alternatively, grantees may sign up for Automatic Deposit of County funds directly into the organization's bank account. This is the fastest way to receive County funds once the request for payment has been processed by Finance. The Automatic Deposit sign up form and instructions can be downloaded at: <http://www.miamidade.gov/finance/direct-deposit.asp>

It is critically important to follow the instructions for Direct Deposit carefully, and to keep your account information current at all times with the County's Finance Department.

**NOTE: THE APPROXIMATE TIMELINE FROM DATE OF APPLICATION TO RECEIPT OF CHECK BY SUCCESSFUL APPLICANTS IS FIVE (5) MONTHS. FY 2015-2016 GRANT AWARDS WILL BE AVAILABLE FOR RELEASE DURING THE COUNTY'S FISCAL YEAR, OCTOBER 1, 2014 - SEPTEMBER 30, 2015. DUE TO THE STRICT CONSTRAINTS ACCOMPANYING EACH STEP OF THIS REVIEW PROCESS, IT IS CRITICAL THAT THE APPLICANT ADHERE TO ALL DEADLINES. FAILURE TO COMPLY WITH DEADLINES AND/OR INCORRECT EXECUTION OF CONTRACTS OR OTHER PAPERWORK WILL RESULT IN A DELAY OF PAYMENT OR CANCELLATION OF FUNDING.**

#### **PUBLICITY AND CREDIT REQUIREMENTS**

The Grantee must include the following credit line in all promotional and marketing materials related to this grant including web sites, news and press releases, public service announcements, broadcast media advertisements and announcements, event programs, and publications: **"The (insert event/program name) is made possible with the support of the Miami-Dade County Tourist Development Council, the Miami-Dade County Department of Cultural Affairs, the Cultural Affairs Council, the Miami-Dade County Mayor and Board of County Commissioners."**

The grantee must also use the County's logo in marketing and publicity materials whenever possible. Please call the Department to request an electronic logo file or download it from the CGO website at: <http://miamidadearts.culturegrants.org/navigation/links/page/manage-award>

Non-use of the County's logo is a contractual violation and may result in loss of future funding support. **Given the timing of events and application review, applicants may want to consider utilizing these acknowledgement materials in advance of the TDC's review and recommendation; however, advance use of these materials will not affect panel deliberations regarding the funding merits of the project/event.**

**Grantees are required to recognize and acknowledge Miami-Dade County's grant support in a manner commensurate with all contributors and sponsors of its activities at comparable dollar levels.**

In addition, grantees receiving funds through the Department of Cultural Affairs' YAM, YEP, SAS-C and AKI grant programs must include The Children's Trust logo and the following statement in all materials related to the grant project, including but not limited to newsletters, press releases, brochures, fliers, websites or any other materials for dissemination to the media or general public:

**"The (insert event/program name) is funded by The Children's Trust. The Trust is a dedicated source of revenue established by voter referendum to improve the lives of children and families in Miami-Dade County."**

To download an electronic version of The Children's Trust logo, please go to: [www.thechildrenstrust.org](http://www.thechildrenstrust.org).

**Note:** In cases where funding by The Children's Trust represents only a percentage of the grantee's overall funding, the above language can be altered to read **"The (insert event/program name) is funded in part by The Children's Trust..."**

## **COMPLIANCE REQUIREMENTS AND RELEASE OF FUNDS**

A Final Report is required within forty-five (45) days of the project completion date. Final Report forms are available online for download from the Department of Cultural Affairs' web site: <http://miamidadearts.org/grant-reporting-documents>.

Funded activities must take place within the County's fiscal year for which they are approved (October 1 - September 30). All funding recommendations are contingent upon approval of the Tourist Development Council's FY 2014-2015 budget by the Miami-Dade County Mayor and Board of County Commissioners, and are subject to the availability of funds.

**FY 2015-2016 grant awards will be available for release during the County's fiscal year, October 1, 2015 - September 30, 2016. Grant awards will not be released until all final reports for previous years' funding from all Department programs are received.**

Grant funds not encumbered (contracted for) by the end of the County's fiscal year in which they were awarded, or for which a project extension has not been approved, shall revert to the TDC on September 30, 2015.

All funded activities must provide equal access and equal opportunity in employment and services, and may not discriminate on the basis of race, color, religion, ancestry, national origin, sex, pregnancy, age, disability, marital status, familial status, sexual orientation, physical ability, gender identity or gender expression, or status as a victim of domestic violence, dating violence or stalking, in accordance with Title VI and Title VII of the Civil Rights Act of 1964, the Age Discrimination Act of 1975, Title IX of the Education Amendments of 1972 as amended (42 U.S.C. 2000d et seq.), the Americans with Disabilities Act (ADA) of 1990, Section 504 of the Rehabilitation Act of 1973, and Miami-Dade County ordinances No. 97-170, § 1, 2-25-97 and No. 98-17, § 1, 12-1-98.

*Miami-Dade County provides equal access and equal opportunity in employment and services and does not discriminate on the basis of race, color, religion, ancestry, national origin, sex, pregnancy, age, disability, marital status, familial status, sexual orientation, physical ability, gender identity or gender expression, or status as a victim of domestic violence, dating violence or stalking, in accordance with Title VI and Title VII of the Civil Rights Act of 1964, the Age Discrimination Act of 1975, Title IX of the Education Amendments of 1972 as amended (42 U.S.C. 2000d et seq.), the Americans with Disabilities Act (ADA) of 1990, Section 504 of the Rehabilitation Act of 1973, and Miami-Dade County ordinances No. 97-170, § 1, 2-25-97 and No. 98-17, § 1, 12-1-98.*

*The Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council develop cultural excellence, diversity and participation throughout Miami-Dade County by strategically creating and promoting opportunities for artists and cultural organizations, and our residents and visitors who are their audiences. The Department directs the Art in Public Places program and serves its board, the Art in Public Places Trust, commissioning, curating, maintaining and promoting the County's award-winning public art collection. The Department also manages, programs and operates the South Miami-Dade Cultural Arts Center, a campus of state-of-the-art cultural facilities in Cutler Bay, as well as Miami-Dade County Auditorium, Joseph Caleb Auditorium and the African Heritage Cultural Arts Center, all dedicated to presenting and supporting excellence in the arts for the entire community. Through staff, board and programmatic resources, the Department, the Council and the Trust promote, coordinate and support Miami-Dade County's more than 1,000 not-for-profit cultural organizations as well as thousands of resident artists through grants, technical assistance, public information and interactive community planning. The Department receives funding through the Miami-Dade County Mayor and Board of County Commissioners, The Children's Trust, the National Endowment for the Arts, the State of Florida through the Florida Department of State, Division of Cultural Affairs and the Florida Council on Arts and Culture, and the John S. and James L. Knight Foundation. Other support and services are provided by TicketWeb for the Culture Shock Miami program, the Greater Miami Convention and Visitors Bureau, the South Florida Cultural Consortium and the Tourist Development Council.*





**Date:**

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

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

A handwritten signature in black ink, appearing to read "Michael Spring", written over the printed name.

**Subject:** Overview of TDC Board Terms and Nominations

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The mission of the Miami-Dade County Tourist Development Council (TDC) is to develop and promote Miami-Dade County's appeal as a tourist destination, primarily by supporting tourism-related activities and programs. To accomplish this mission, the TDC invests its resources in tourist-oriented cultural and special events such as visual and performing arts, including theater, concerts, operas, dance, festivals, art exhibitions and recitals; sports events; television origination projects.

Pursuant to Florida State Statute and County Ordinance, the composition of the TDC must be comprised of nine (9) members with the following qualifications:

- One (1) member: the Chair of the County Commission or a member of the County Commission designated by the Chair;
- Two (2) members: elected municipal officials, at least one of whom shall be from the most populous municipality in the County (i.e., the City of Miami);
- Three (3) members: owners or operators of motels, hotels or other tourist accommodations in the County and subject to the tourist development tax; and
- Three (3) members: persons who are involved in the tourist industry and who have demonstrated an interest in tourist development, but who are not owners or operators of motels, hotels, or other tourist accommodations in the County and subject to the tax.

Members of the TDC are appointed via group appointment by the Miami-Dade County Board of County Commissioners for a period of four years, usually staggered terms.

The attached chart lists each board member and their appointed term.





Miami-Dade County Tourist Development Council

<b>MEMBERS</b>	<b>AFFILIATION</b>	<b>TITLE</b>	<b>Term</b>
<b>Chairperson</b>			
Commissioner Bruno Barreiro	Miami-Dade County Commissioner	Commissioner	02/13 – 02/16
<b>Elected Municipal Officials</b>			
Honorable Micky Steinberg	City of Miami Beach	Commissioner	03/12 – 03/16
Honorable Keon Hardemon	City of Miami Commissioner	Commissioner	03/12 – 03/16
<b>Owners/Operators of Hotels or other Tourist Accommodations</b>			
Hemant Patel	King Motel, Midtown Inn	General Manager	05/12 – 01/16
T. Gene Prescott	Biltmore Coral Gables	President	03/14 – 03/18
Danielle Torres	Marriott Courtyard Hampton Inn - Homestead	Director of Sales	03/13 – 03/16
<b>Involved in Tourist Industry</b>			
Stuart L. Blumberg	Tourism Consultant	Consultant	03/14 – 03/18
William Perry	World Wide Concessions	Partner/Owner	03/14 – 03/18
Olga Ramudo	Express Travel of Miami, Inc.	President/CEO	03/12 – 03/16





## MEMORANDUM

**Date:**

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

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

A handwritten signature in black ink, appearing to read "Michael Spring", with a large, sweeping flourish extending to the right.

**Subject:** Recap of Adopted TDC Criteria for Grants Evaluation

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The Tourist Development Council (TDC) is a nine member volunteer advisory board. Each member is appointed by the Miami-Dade County Commission, with the goal of encouraging, developing and promoting Miami-Dade County's appeal as a tourist destination by sponsoring tourist-oriented sports events, cultural and special events (visual and performing arts, including theater, concerts, recitals, opera, dance, art exhibitions, and festivals) and television origination projects. The following criteria are listed and should be followed when evaluating applications:

1) Tourism Impact/Marketing Plan as determined by:

- hotel room nights
- program content
- projected attendance figures
- tourism industry support including hotels, airlines, etc.
- comprehensive marketing strategies
- media coverage as evidenced by ads in travel publications or other outside publications/electronic media
- television coverage and viewership from a major network or cable provider
- capability to serve as major tourism generators

2) Quality/Track Record as determined by:

- support material (reviews, articles, catalogues, etc.)
- reputation of the event
- reputation of organization and its programs and services
- history of organization and the event
- nature and scope of the organization's program
- impact and involvement of Miami-Dade's multicultural community in the program
- event's ability to attract high caliber and high profile artists/participants
- programs that have a track record or a demonstrable potential to provide a significant national and/or international return for Miami-Dade County in regard to publicity and visitorship

3) Event Coordination/Management as determined by:

- project description and implementation
- feasibility of organizational structure in carrying out the event
- geographic location of program and project
- effective evaluation methods
- past events

4) Fiscal Feasibility/Accountability as determined by:

- financial stability of the organization
- broad base of financial support
- previous administration of Council grants
- capacity to attract financial support from other private and public sources as evidenced in matching requirements and in-kind services



5) Efforts to comply with and incorporate the Americans with Disabilities Act (ADA) into projects including:

- efforts to market to persons with disabilities including use of logos or language
- organizational compliance assessment of facilities used for programs
- efforts to identify and/or incorporate artists with disabilities in projects
- staff hiring practices, board member and volunteer recruitment of persons with disabilities to work with the organization/project
- use of available technology such as hearing assistance systems, audio description, etc., to assist with program accessibility
- involvement of other community or governmental agencies such as Very Special Arts, The Hope Center, etc., who work with persons with disabilities in program planning or outreach programs





## MEMORANDUM

**Date:**

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

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

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

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

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### FY 2014-2015 Available Budget

The allocation of funds to the Tourist Development Council's budget for fiscal year 2014-2015 is \$1,292,047. 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, \$117,047 was carried over from FY 2013-2014.

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

There are twenty (20) applications requesting a total of \$282,000 for the fourth funding period. Of these 20 applications, nineteen (19) are from non-profit organizations requesting a total of \$257,000; and one (1) application is from a for-profit organization requesting \$25,000.

Five (5) of these 20 organizations represent New and/or First-time projects to the Tourist Development Council; thirteen (13) are Continuing projects; and two (2) are eligible under the Ongoing projects category (i.e., nonprofit organizations that have completed a five year TDC funding cycle). The appropriate formulas have been applied in determining funding recommendations for applicant organizations that fall into the Continuing projects categories subject to the organizations' satisfying eligibility requirements and meeting program criteria.

The Tourist Development Council Subcommittee met to review applicants' requests. Per TDC policy, the 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 \$152,800 has been recommended for 18 organizations by the TDC Subcommittee for this fourth funding period. The current balance in the Reserve Fund is \$16,672. 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 <sup>35</sup>	\$
Second Funding Period	364,527		35,323	\$ 399,850 <sup>31</sup>	
Third Funding Period	215,273		53,177	\$ 268,450 <sup>29</sup>	
Fourth Funding Period	152,800			\$ 152,800 <sup>18</sup>	
Reserve	119,197				16,672
Set-Aside Grants	124,400				
<b>TOTAL</b>	<b>\$1,292,047</b>	<b>\$ 124,400</b>	<b>\$ 102,525</b>	<b>\$1,275,375 <sup>113</sup></b>	<b>\$ 16,672</b>

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

#### Supplements

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



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

**BUDGET UPDATE CHART**

	Special Events / Promotions	Sports Events	Television	Government	Total
Total TDC Funding Available in FY 2014-2015					<b>\$1,292,047</b>
Total TDC First Funding Period Allocations					<b>\$454,275</b>
Total TDC Second Funding Period Allocations					<b>\$399,850</b>
Total TDC Third Funding Period Allocations					<b>\$268,450</b>
Continuing <i>(Reduction Formula)</i> Projects - Funding Formula Amounts (# of requests)	\$ 99,050  (12)	\$ 8,750  (1)	N/A	N/A	\$ 107,800  (13)
Ongoing Projects <i>(Beginning New Cycle)</i> - Recommended Amounts (# of requests)	\$ 20,000  (2)	N/A	N/A	N/A	\$ 20,000  (2)
New and/or First- time Projects - Recommended Amounts (# of requests)	\$ 25,000  (3)	N/A	N/A	N/A	\$ 25,000  (3)
<b>Total Recommended for Second Funding Period (# of requests)</b>	<b>\$ 144,050  (17)</b>	<b>\$ 8,750  (1)</b>	N/A	N/A	<b>\$ 152,800  (18)</b>
<b>Balance Remaining (Reserve)</b>					<b>\$ 16,672</b>

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



FY 2014-2015 Tourist Development Council  
 Application Summary Worksheet  
 Panel Meeting -- June 24, 2015 2:00 pm  
 Fourth Funding Period

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Sub-Committee Action
VI. A-1	Area Performance Gallery, Inc. db/a Area Stage Company	10,800	Marketing and Cheek to Cheek - A Broadway Romance	09/03/15 to 04/05/15	15,000	Continuing / 2nd	12,000	12,000	0.9	4,200	R	
VI. A-2	City Theatre, Inc.	9,000	City Theatre's Shorts Gone Wild	09/10/15 to 09/13/15	12,000	Continuing / 2nd	10,000	10,000	0.9	3,000	R	
VI. A-3	Coral Gables Congregational Church (United Church of Christ), Inc.	9,000	2015 Summer Concert Series & Young Musicians' Summer Master Classes	06/14/15 to 08/14/15	15,000	Continuing / 2nd	10,000	10,000	0.9	6,000	R	
VI. A-4	Creation Art Center Corporation	5,000	Creation Art Center Cultural Programs	07/01/15 to 09/30/15	5,000	Continuing / 5th	5,000	5,000	0.6	0	R	
VI. A-5	Delou Africa, Inc.	3,500	8th Annual African Diaspora Dance & Drum Festival of Florida	08/01/15 to 08/02/15	5,000	Continuing / 3rd	5,000	3,500	0.8	1,500	R	
VI. A-6	Friends of the Miami-Dade Public Library, Inc.	12,000	Storytelling Miami	03/14/15 to 06/13/15	15,000	Continuing / 3rd	13,500	15,000	0.8	3,000	R	
VI. A-7	Infrinito Art & Cultural Foundation, Inc.	15,750	18th Brazilian Film Festival of Miami	09/12/15 to 09/19/15	25,000	Continuing / 2nd	17,500	17,500	0.9	9,250	R	
VI. A-8	Key Biscayne Community Foundation, Inc.	5,000	The 58th Annual Key Biscayne 4th of July Parade	07/04/15 to 07/04/15	15,000	Continuing / 3rd	5,000	5,000	0.8	10,000	R	
VI. A-9	Miami Hispanic Ballet Corp.	9,000	XX International Ballet Festival of Miami 2015	08/29/15 to 09/28/15	25,000	Continuing / 5th	10,500	15,000	0.6	16,000	R	
VI. A-10	New Theatre, Inc.	5,000	National New Play Network Rolling World Premiere of Women Playing Hamlet	04/01/15 to 06/30/15	10,000	Continuing / 5th	7,000	10,000	0.6	4,000	R	
VI. A-11	South Florida Art Center, Inc. db/a ArtCenter/ South Florida	5,000	Central What? Central Americal	06/28/15 to 11/08/15	5,000	Continuing / 3rd	5,000	5,000	0.8	0	R	
VI. A-12	The Rhythm Foundation, Inc.	9,000	Big Night In Little Haiti	07/17/15 to 09/18/15	15,000	Continuing / 2nd	10,000	10,000	0.9	6,000	R	
Subtotals:		99,050			162,000					\$2,950		0
											*D = Direct R = Reimbursement	

Special Events/Promotions  
 Nonprofit Organizations (First-Time)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Sub-Committee Action
VI. B-1	Hilandale Section CID-Unesco Inc.	0	INTERNATIONAL DANCE AND CULTURAL EVENT CID	09/18/15 to 09/20/15	6,000	First Time / 1st	N/A	N/A	N/A	6,000	R	
VI. B-2	Miami Music Institute, Inc.	15,000	Miami Summer Music Festival	06/29/15 to 08/03/15	25,000	First Time / 1st	N/A	N/A	N/A	10,000	R	
VI. B-3	Stempe Flamenco, Inc.	9,000	10th Festival of Flamenco Song in Miami	09/02/15 to 09/08/15	15,000	First Time / 1st	N/A	N/A	N/A	9,000	R	
VI. B-4	The Miami Foundation, Inc. as fiscal agent for Bas Fisher Invitational	4,000	WEIRD MIAMI Exhibitions and Bus Tours	08/03/15 to 09/30/15	4,000	First Time / 1st	N/A	N/A	N/A	0	R	
Subtotals:		25,000			50,000					25,000		0
											*D = Direct R = Reimbursement	



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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Sub-Committee Action
VI. C-1	CABLESTAGE, INC.	15,000	2014-2015 Season	07/01/15 to 08/30/15	15,000	Ongoing / 1st	9,000	15,000	N/A	0	R	
VI. C-2	Ground Up And Rising, Inc.	5,000	Ground Up & Rising "2015 Summer Season"	07/03/15 to 09/13/15	15,000	Ongoing / 1st	3,500	3,500	N/A	10,000	R	
Subtotals:		20,000			30,000					10,000		0

\*D = Direct R = Reimbursement

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 Sub-Committee Action
VI. D-1	Pinecrest Premier Soccer Inc.	8,750	Mega Cup Miami Youth Soccer Tournament	09/05/15 to 09/07/15	15,000	Continuing / 4th	10,000	25,000	0.7	1,500	R	
Subtotals:		8,750			15,000					1,500		0

\*D = Direct R = Reimbursement

Television  
For-Profit Organizations (First-Time)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Sub-Committee Action
VI. E-1	Tcapital Films	0	Tammy In Miami	07/15/15 to 09/28/15	25,000	First Time / 1st	N/A	N/A	N/A	2,500	R	
Subtotals:		0			25,000					2,500		0

\*D = Direct R = Reimbursement

Beginning Balance for FY 2014-2015: 1,175,000  
 Carry-over/Recaptured Funds: 117,047  
 Total Available for FY 2014-2015: 1,292,047  
 Beginning Balance for 4th Funding Quarter: 152,800  
 Total in the Reserve Fund: 16,672  
 Remaining Balance for the Program: 16,672  
 Total number of Applications: 20  
 Grant request grand total: 282,000  
 Request to recommendation grand total: 101,950  
 Staff Recommendation Grand Total: 152,800  
 Final Subcommittee Recommendation Grand Total: 0



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

**FY 2014-2015 - Tourist Development Council - 4th Quarter (Jul 1 - Sep 30)**

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

**ORGANIZATION:** Area Performance Gallery, Inc. d/b/a Area Stage Company

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

**PROJECT TITLE:** Marketing and Cheek to Cheek - A Broadway Romance

**SUBCOMMITTEE RECOMMENDATION:** \$ 10,800.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2ND

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 08-01-2015 through 09-30-2015

**EVENT LOCATION:** Area Stage Company at the Riviera Theatre, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support costs associated with marketing, promotion, advertising and production of the Area Stage Co 2014-15 Season 4th Quarter presentation of NYC's Cabaret "Cheek to Cheek -A Broadway Romance." Activities will take place at the Riviera Theatre in Coral Gables and include two evening performances on September 5th and 6th @ 8pm, and a professional workshop on September 6th from 1pm to 5pm on cabaret performance technique. Marketing campaign will begin August 1st.

**HOTEL CONFIRMATION:**

The Mutiny Hotel	6 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	3	230
Out of County	0	120
Out of State	3	100
Foreign	0	50
TOTAL	6	500

**MARKETING DETAILS:** "Cheek to Cheek - A Broadway Romance" will delight Miami's musical theatre and contemporary American composer lovers, as well as tourists from Europe and Latin America, and U.S. tourists visiting from other regions.

This work has been presented in the tough New York market to critical acclaim, generating a buzz among the most sophisticated audiences. This production will mark its Florida premiere, making it available for the first time to audiences in Miami-Dade county. The play will be performed by professional Broadway actors who draw their own fan base, generating an enthusiastic response among local audiences and visitors.

Our marketing plan for the premiere of "Cheek to Cheek" is handled by Diverta Group, and includes the following:

Print media/newspapers The Miami Herald, Miami New Times, Sun Sentinel, Doral News, South Miami Newsletter, Coral Gables News Magazine, and some Spanish-language publications with whom we have a relationship which include El Nuevo Herald, Venezuela Al Día, Diario Las Américas, El Venezolano, America Hoy, Ciudad Doral; International magazines Carteles, Conexiones, Posh, Venue, Brickell Magazine, Momentos 360, Selecta and several others; Radio partners SBA and its stations DJ106.7/EL ZOL 95.7/ Z 92 & Cima 106.3, WQBA, Actualidad 1020AM, Amor 107.5, Radio Caracol, Radio Mambí, leading bilingual radio Mega 94.5, and public radio stations WLRN & WDNA; TV outlets CNN Español, Telemiami, MIRA Teve, Coral Gables Public TV.

Local, national, and international web-magazines, e-zines and blogs: miami-theater.com, examiner.com,

artzine.com, miamiandbeaches.com, southfloridatheatre.com, elvenezolano.com, ColumnaEstilos.com, www.teatroenmiami.org, clapclapmiami.com, Miami.com and many others.

E-blasts to our list of 8,000 subscribers are augmented by blasts sent out by our partners such as Centro Cultural Español to their list of over 25,000, South Florida Theatre League. We also invite neighborhood businesses to participate in combined marketing efforts.

Social Media Outlets: Facebook, Twitter, LinkedIn, Groupon/Living Social, and Mycotorra.com.

10,000 postcards distributed across the South Florida Tri-County area through hotels, restaurants, community calendars, local businesses and bus shelter ads.

Integrated box office/marketing solutions: ASC's ever-growing electronic database and marketing system analyzes attendance records for our patrons and ticket buyers in order to better serve their interests and evaluate audience responses to our programming and marketing efforts. We also use Miami-Dade's Culture Shock & Golden Tickets programs to attract youth and retirees.

**PREVIOUS TDC FUNDING:** \$12,000 (13-14)

**OTHER GOVERNMENT FUNDING:**

N/A

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## **PROJECT NARRATIVE:**

The proposed project marks the fourth quarter of our 14-15 Season, which includes the presentation of NYC's Cabaret style show "Cheek to Cheek - A Broadway Romance." There are a few objectives that we aim to meet with this program. The geographical and demographic area that we serve starves for alternative programming. While Miami Beach and the Design Districts are thriving with exciting offerings, the cities of Coconut Grove, Coral Gables, and South Miami, seldom present true Cabaret style performances with the caliber of artists we are bringing. We are confident that tourists will be attracted to attend this critically acclaimed show. As an organization that is constantly challenging itself, we feel that it is important to our audiences and to our students to gain exposure to other aspects of the performing arts, outside the traditional format of "play" presentations. This year's project seasoned Broadway performers bring to our venue a quality of performance that is sure to inspire the company's stakeholders. Although technically in the city of Coral Gables, because of its location, our programming reaches out to audiences from Coconut Grove, Pinecrest, the Hammocks, So. Miami, Kendall and Doral. In addition, we pull audiences and tourists from Broward and Palm Beach counties.

The event "Cheek to Cheek, A Broadway Romance" will be presented on Friday, September 5th and Saturday, September 6th @8pm. The professional workshop will take place on Saturday from 1 to 5pm. Ticket prices are \$20, \$25 and \$35, with \$5 student discounts available at each price point.

The Area Stage Co is an award winning organization that has enjoyed a steady growth thanks to the support of audiences. Because high artistic value productions are at the forefront of our mission, we are able to cultivate long term supporters, which turn into great ambassadors for our organization.

We use paid and free media outlets, maximizing all avenues available to small private companies such as ours. Utilizing local, national, and international web-magazines, e-zines and blogs, e-blasts to our list of 8,000 subscribers, social media, 10,000 flyers and partnerships with local businesses, we hope to generate enough attention to fill up both performances. Our Hotel Sponsor is The Mutiny, where we will be booking two rooms for three nights to host the actors, and offering special rates for our spectators.

TDC funding will be applied primarily to the promotion of this work to ensure the highest possible turnout among audiences. Other expenses defrayed by the TDC grant will include Artistic and Technical fees. Given our vast experience with professional productions of this sort, and the fact that we own and staff our own venue, we do not anticipate any logistical hindrances during this production. We also feel that our reputation as a top-quality bilingual venue will bring more of the success we saw last year.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 5,000	\$ 5,000	
Personnel: Artistic		\$ 5,000	\$ 5,000	
Personnel: Technical/Production	\$ 2,000	\$ 3,000	\$ 5,000	
Outside Artistic Fees/Services	\$ 4,000	\$ 3,000	\$ 7,000	
Outside Other Fees/Services		\$ 2,000	\$ 2,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 8,000	\$ 5,000	\$ 13,000	\$ 7,500
Marketing: Postage/Distribution	\$ 1,000		\$ 1,000	
Marketing: Web Design/ Support/ Maintenance		\$ 500	\$ 500	
Travel: In County	\$ 0	\$ 250	\$ 250	
Travel: Out of County	\$ 0	\$ 1,000	\$ 1,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 1,000	\$ 1,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			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		\$ 400	\$ 400	
Supplies/Materials		\$ 850	\$ 850	
Other Expenses				
Set and lights		\$ 2,500	\$ 2,500	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 29,500	\$ 44,500	\$ 7,500
TOTAL EXPENSES	\$ 52,000			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 8,000		18%
Memberships			0
Tuitions/Enrollment Fees	\$ 5,000		11%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income	\$ 12,000		27%
Corporate Support		\$ 7,500	0
Foundation Support	\$ 2,500		6%
Private/ Individual Support	\$ 1,000		2%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			

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

			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 29,500	\$ 7,500	34%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 44,500		
Total Revenues	\$ 52,000	Total In-Kind %	17%



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

**FY 2014-2015 - Tourist Development Council - 4th Quarter (Jul 1 - Sep 30)**

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

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**ORGANIZATION:** City Theatre, Inc.

**GRANT REQUEST:** \$ 12,000.00

**PROJECT TITLE:** City Theatre's Shorts Gone Wild

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

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2ND

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 09-10-2015 through 09-13-2015

**EVENT LOCATION:** Fillmore Miami Beach at the Jackie Gleason Theater , Surfcomber Hotel,

**PROJECT SYNOPSIS:**

Grant funds are requested to support Shorts Gone Wild, a short play festival to be performed at the Fillmore Miami Beach at the Jackie Gleason Theater Sept. 10-13, 2015. Launched to provide voice to the unique challenges and issues pertinent to Miami's LGBT community, Shorts Gone Wild is an instrument for social change through the development of new pieces of theatre celebrating LGBT characters, interests and is an expression of our responsibility in utilizing the arts for championing equality.

**HOTEL CONFIRMATION:**

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Pending	

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	10	1650
Out of County	4	500
Out of State	1	65
Foreign	0	0
TOTAL	15	2215

**MARKETING DETAILS:** Our continuing marketing strategy is to emphasize City Theatre as a national forum for new work. We will continue to build our national profile by including the works of renowned playwrights as well as the emerging new voices we discover as part of City Theatre's National Short Play Writing Contest. We will also capitalize on the success of our past twenty seasons. Building upon our partnership with the national literary publishing house Samuel French and the Dramatist Guild, City Theatre will expand our national presence. We will distribute over 5000 postcards and full glossy season brochures to various venues and theatre events. We promote accessibility to culturally diverse audiences through free outreach programs; discount ticket vouchers for low-income, senior and student attendees; signed performances arranged for special group special needs; on-site programs throughout the community; and free readings. Our regional partner the South Florida Theatre League will include City Theatre events in its Theatre League Festival running all summer. Last season we worked closely with the staff at the Adrienne Arsht Center to mount a strong comprehensive marketing campaign in the terms of the amount, quality and variety of press, which provides visibility to Shorts Gone Wild. Information regarding our programming was on our website, Facebook, twitter, and in brochures, postcards, street signage, and press releases (Miami Herald, Sun Sentinel, Key Biscayne Islander, and on WLRN). At no time in our company's institutional growth has our marketing strategy been as specific and bold in raising our visibility and promoting our work on the regional and national map. We will do so by: (1) studying purchasing trends and demographic data for attendees at the Fillmore over the past four seasons and designing promotions to retain our loyal, core audience while also appealing to the growing population of residents in the Miami Beach and Downtown Miami neighborhoods; (2) capitalizing on the 90%+ attendance for City Theatre's performances last season by branding this show for local and tourist families seeking cultural entertainment.

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

(10-11); \$5,000 (09-10); \$5,000 (08-09); \$10,000 (07-08) End of Cycle; \$5,000 (06-07); \$5,000 (05-06);  
\$5,000 (04-05); \$5,000 (03-04)

**OTHER GOVERNMENT FUNDING:**

Miami Beach CAC Artistic Disciplines - \$8,550

## **PROJECT NARRATIVE:**

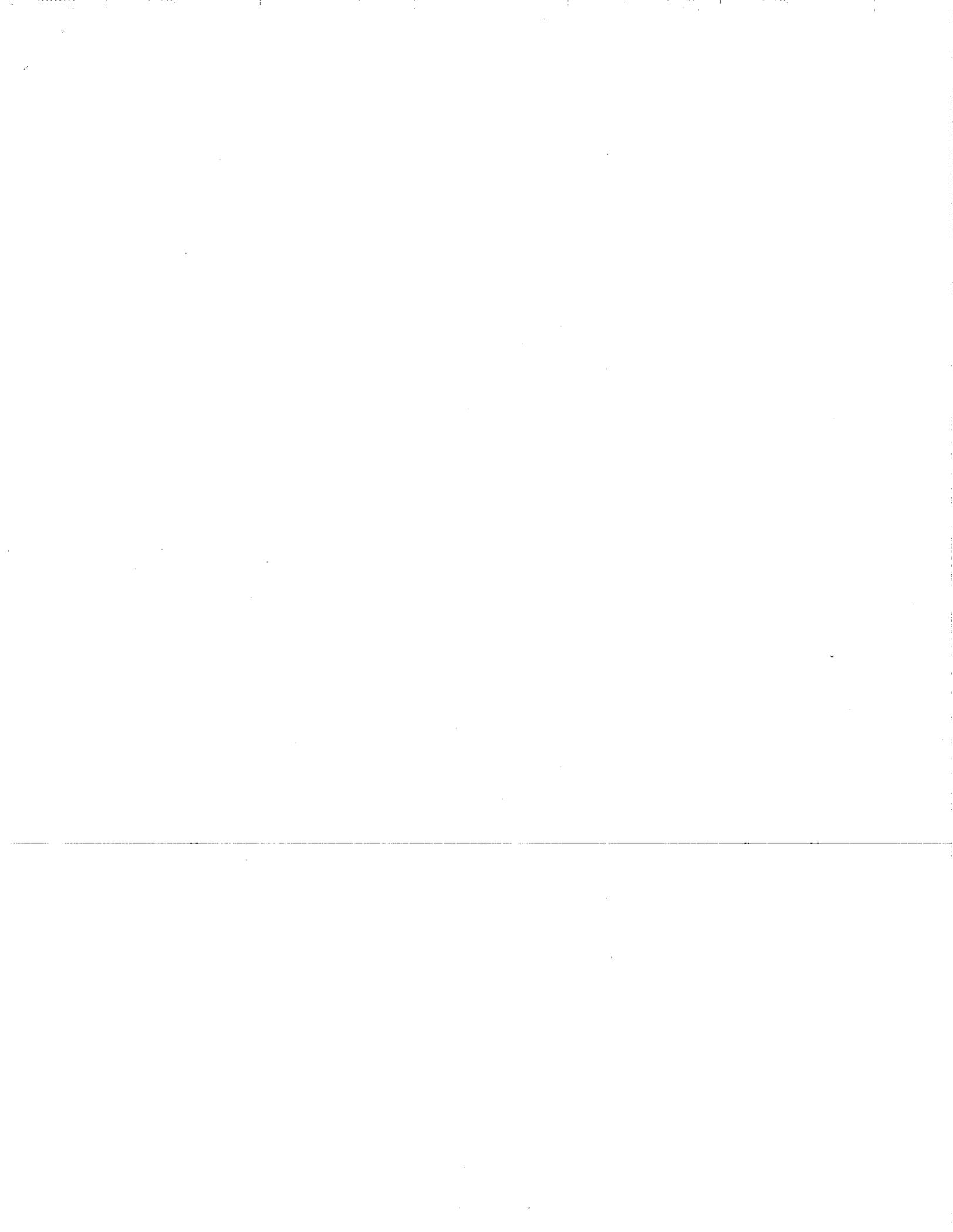
Shorts Gone Wild was launched to provide voice to the unique challenges facing South Florida's large LGBT community. Directors and playwrights are carefully chosen to begin a six-month workshop of newly commissioned plays, ultimately leading to a product that addresses issues relevant to South Florida's divergent community.

The performing arts have always been an integral part of Miami's culture, however, performing arts with a purpose is what City Theatre is practicing. Issues pertinent to the LGBT community such as stereotyping, positive representation, sexual identity and marriage equality are explored. Dedicated to using theatre to build bridges between diverse communities and to promoting social justice, Shorts Gone Wild addresses these issues through the creative process. Shorts Gone Wild is City Theatre's arm for social justice and an expression of our responsibility in utilizing the arts for public support and championing equality.

Shorts Gone Wild will be presented September 10 – 13, 2015 at the Fillmore Miami Beach at the Jackie Gleason Theater. Four performances will be available at the ticket price of \$30 per ticket with reduced rates for group sales. Select performances will feature post show engagement discussions with cast and community leaders with two performances that will be complimentary for college students. Over 2,000 attendees are expected to attend.

At no time in our company's institutional growth has our marketing strategy been as specific and bold in raising our visibility and promoting our work on the regional and national map. We will distribute postcards and full glossy season brochures to various venues and theatre events. The host venue, the Fillmore Miami Beach, has begun a social media campaign, a schedule of e-blasts, and posters displayed at the venue promoting the event. We are partnering with local community groups to maximize the marketing efforts. For example, The Gay Men's Chorus and Pridelines are among the groups who expressed interest in this program, we are currently fine tuning the objectives of the collaborations. We believe that a program of this nature reaches its full potential if hands from the community at large are involved. The mission, vision and intention of the program speaks to the community. The planning of the program should involve the leaders, and heart and soul of the organizations equipped to speak for the community as well.

Since 1996, City Theatre has worked primarily with WLRN and The Miami Herald, and our increased commitment to both outlets last year resulted in far greater audiences. One of Miami Beach's hottest hotels, The Surfcomber, will be our Host hotel for Shorts Gone Wild and will host our Opening Night event, as well as offer special "incentive" rates for its visitors waiting for a cultural experience at City Theatre's Shorts Gone Wild.



**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 5,000	\$ 5,000	
Personnel: Artistic	\$ 5,000	\$ 28,000	\$ 33,000	
Personnel: Technical/Production		\$ 10,000	\$ 10,000	
Outside Artistic Fees/Services	\$ 2,000	\$ 4,000	\$ 6,000	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 4,000	\$ 6,000	\$ 10,000	\$ 3,000
Marketing: Postage/Distribution		\$ 1,500	\$ 1,500	
Marketing: Web Design/ Support/ Maintenance		\$ 1,000	\$ 1,000	
Travel: In County		\$ 1,500	\$ 1,500	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 1,000	\$ 1,500	\$ 2,500	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 4,000	\$ 4,000	\$ 12,000
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event,		\$ 1,500	\$ 1,500	

etc.		\$ 1,500	\$ 1,500	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 6,000	\$ 6,000	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 12,000	\$ 70,000	\$ 82,000	\$ 15,000
<b>TOTAL EXPENSES</b>	<b>\$ 97,000</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 22,950		28%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 5,000		6%
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income	\$ 12,000		15%
Corporate Support	\$ 9,000	\$ 9,000	11%
Foundation Support	\$ 7,500		9%
Private/ Individual Support	\$ 5,000	\$ 6,000	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		
		0
		0
		0
Gov't Grants: Local		
City of Miami Beach	\$ 8,550	10%
		0
		0
Gov't Grants: The Children's Trust (Direct Funding)		0
Merchandise/ Concessions/ Gift Shop Revenues		0
Investment Income (Endowment)		0
Interest and Dividends		0
Cash on Hand		0
Other Revenues		
		0
		0
		0
		0
Department of Cultural Affairs Grants		

			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 70,000	\$ 15,000	15%
Grant Amount	\$ 12,000		
Cash Revenues + Grant Amount	\$ 82,000		
Total Revenues	\$ 97,000	Total In-Kind %	18%

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

**FY 2014-2015 - Tourist Development Council - 4th Quarter (Jul 1 - Sep 30)**

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

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**ORGANIZATION:** Coral Gables Congregational Church (United Church of Christ), Inc. **GRANT REQUEST:** \$ 15,000.00

**PROJECT TITLE:** 2015 Summer Concert Series & Young Musicians' Summer Master Classes **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:** 06-04-2015 through 08-14-2015

**EVENT LOCATION:** Coral Gables Congregational United Church of Christ, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support July 2 through August 14 marketing expenses and artists' fees for the Coral Gables Congregational Church Community Arts Program 2015 Summer Concert Series (30th Year) and Young Musicians' Summer Master Classes. In total, the Series presents six exceptional concerts to Miami-Dade County visitors and residents. The Series' roster of world-renowned classical and jazz artists also provides four Young Musicians' Summer Master Classes to children (ages 8-18).

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**HOTEL CONFIRMATION:**

The Biltmore	60 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		2837
Out of County		793
Out of State	27	620
Foreign		87
TOTAL	27	4337

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

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

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

(4) Direct Postal Mail brochures addressed to 11,000 households listed in our concert data base;

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

(6) Print, Online Ads & Feature Stories that appear in the Coral Gables Cultural Calendar, Gables

Magazine, El Nuevo Herald, Diario Las Americas, Miami Herald and Neighbors, El Nuevo Herald, Miami New Times, South Florida Sun-Sentinel, El Sentinel, South Florida Classical Review and What's Happening in Greater Miami and the Beaches Calendar of Events;

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

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

(9) Strategic Placement of Flyers in partnership with Miami-Dade business establishments and Miami-Dade Chamber of Commerce, the local NAACP chapter, consulates, the Beacon Council, the Business Development District Members and Greater Miami Convention and Visitors Bureau, music teachers' studios, various summer music programs (e.g., Florida Memorial University, University of Miami, Miami-Dade College) and

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

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

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

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

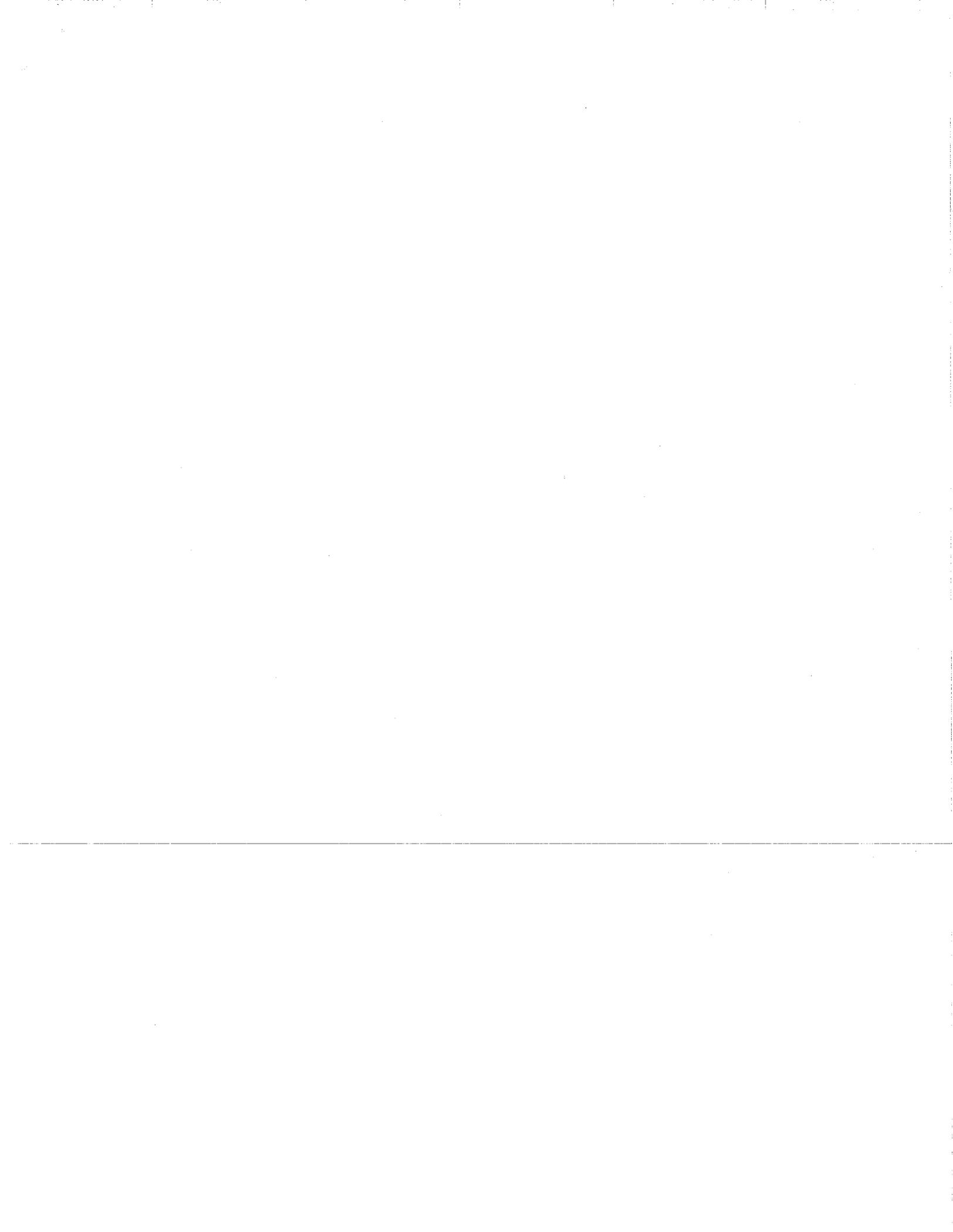
The 2015 Summer Concert Series and Young Musicians' Summer Master Classes of the Coral Gables Congregational Church Community Arts Program provide an entire summer concert and educational schedule—with the finest in the world of classical and jazz music artists—to pique the interests of local arts enthusiasts, families, and visitors to M-D County. The tourist attraction is further enhanced by the Church's listing in the "National Register of Historic Places."

The project's six concerts will take place at Coral Gables Congregational Church every other Thurs. evening (8:00 p.m.-10:00 p.m.) throughout the summer: June 4-August 13. Four Friday (10:00 a.m.-12:00 p.m.) Master Classes will take place June 19-August 14. The TDC grant time frame covers four concerts and three master classes: July 2-August 14. The entire project's concert (C) and master classes (MC) schedule is: June 4 (C) Jazz at Lincoln Center (JALC) Presents! JALC Orchestra members / June 18 (C) & 19 (MC) Amit Peled, classical cellist / July 2 (C) jazz vocalist, James Tormé / July 16 (C) & 17 (MC) Awadagin Pratt, pianist / July 30 (C) & July 31 (MC) Jason Marsalis Vibes Quartet / August 13 (C) & August 14 (MC) Arturo O'Farrill and the Afro Latin Octet. Concert tickets are \$30 advance; \$35 at the door. Upwards of 300 free concert tickets are made available to children (ages 8-18). Young Musicians' Summer Master Classes are \$15 each; scholarships are available. Free concert tickets and scholarships are allocated to children and families within the CAP Conservatory, and to students in other needs-based programs, such as Breakthrough Miami (provides academic mentoring to many at-risk children and youth).

The solid reputation of the Summer Concert Series (30th year) is the largest attraction for tourists who seek superb culture at reasonable prices. Firm and effective marketing strategies include targeted radio, print, cyber sites, social media (Facebook, Twitter and YouTube), electronic viral and postal direct mail. The Church is a stopping point of up to ten tour buses daily (i.e., 2,500 tourists yearly), providing a tremendous marketing tool for this project).

Media sponsors include NPR station WLRN 91.3 FM and WDNA 88.9 FM. The Biltmore Hotel is the project's hotel sponsor. Sixty rooms are currently blocked; we anticipate 132 as the project progresses. The Hotel's location with its fine dining, directly across the street from the project's venue, offers concert goers (wherever their prime resting place) great added value.

TDC dollars enhance this project by funding marketing and a roster of renowned artists. The result is touting a high-quality cultural resource that also focuses on youth and, therefore, long-term cultural development. The project is produced with one full-time paid staff and 40 part-time volunteers. Implementation is composed of year-round fundraising, November through March artist contracting, and February through August on-going marketing and advertising.



**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 59,281	\$ 59,281	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 2,500	\$ 2,500	
Outside Artistic Fees/Services	\$ 7,000	\$ 27,750	\$ 34,750	
Outside Other Fees/Services			0	\$ 9,000
Marketing ADV/ PV/ Printing/ Publication	\$ 8,000	\$ 27,625	\$ 35,625	\$ 18,253
Marketing: Postage/Distribution		\$ 1,500	\$ 1,500	
Marketing: Web Design/ Support/ Maintenance		\$ 1,500	\$ 1,500	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
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		\$ 1,300	\$ 1,300	
Supplies/Materials		\$ 1,673	\$ 1,673	
Other Expenses				
Hospitality		\$ 4,500	\$ 4,500	\$ 2,877
ASCAP		\$ 350	\$ 350	
Piano Tuning & Moving		\$ 500	\$ 500	
CC Processing Fees		\$ 1,530	\$ 1,530	
Artist's Hotel			0	\$ 4,361
Subtotal	\$ 15,000	\$ 130,009	\$ 145,009	\$ 34,491
TOTAL EXPENSES	\$ 179,500			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 53,268		37%
Memberships			0
Tuitions/Enrollment Fees	\$ 650		0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support		\$ 25,491	0
Foundation Support			0
Private/ Individual Support	\$ 39,091	\$ 9,000	27%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0

			0
Gov't Grants: State			
State of FL Division of Cultural Affairs	\$ 14,000		10%
			0
			0
Gov't Grants: Local			
City of Coral Gables	\$ 7,550		5%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 3,500		2%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Cultural Advancement Grant	\$ 11,950		8%

			0
			0
			0
			<b>Grant Amount % of Total Cash Revenues</b>
Subtotal	\$ 130,009	\$ 34,491	10%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 145,009		
Total Revenues	\$ 179,500	Total In-Kind %	24%

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

**FY 2014-2015 - Tourist Development Council - 4th Quarter (Jul 1 - Sep 30)**

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

**ORGANIZATION:** Creation Art Center Corporation

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

**PROJECT TITLE:** Creation Art Center Cultural Programs

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

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 5TH

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 07-01-2015 through 09-30-2015

**EVENT LOCATION:** Miami Hispanic Cultural Arts Center, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support the marketing efforts associated with the production of Creation Art Center's cultural programming which includes art exhibitions, literary encounters, and theatrical productions to be presented from July 1 - September 30, 2015. Art exhibits are free. The project activities will take place at Miami Hispanic Cultural Arts Center.

**HOTEL CONFIRMATION:**

Deauville Beach Resort	40 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	8	950
Out of County	12	80
Out of State		100
Foreign		120
TOTAL	20	1250

**MARKETING DETAILS:** Creation Art Center uses different media outlets to promote its programs. (1) Radio and TV announcements (Univision Radio); (2) newspapers and magazine ads (El Nuevo Herald, Diario Las Americas); (3) online media websites; (4) press releases, flyers, posters, banners and direct mail and email blasts. (5) Social Networks are used to reach a younger audience through event postings events on Facebook, YouTube, and Twitter; (6) Direct Mail and E-Mail Blasts include electronic posters and postcards sent through Constant Contact to target groups such as: Corporations, Business & associations, Hotels, Dance Schools, Arts Programs in Universities, Local Churches, and Synagogues.

Our new and updated website, [www.creationartcentermiami.org](http://www.creationartcentermiami.org) will be the new face of Creation Art Center, providing visitors with a comprehensive look at what our programming has to offer, in addition to offering information on current and upcoming productions, presentations, and activities.

By using all these media outlets Creation Art Center will reach a wider, more demographically diverse audience and promote its programs to an ever-expanding number of people in two important categories: those people who are eager to identify with the culture from their countries of origin and those people who want to learn more about the Hispanic culture because they live in South Florida.

**PREVIOUS TDC FUNDING:** \$5,000 (13-14); \$5,000 (11-12 ); \$5,000 (10-11); \$5,000 (09-10)

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

Creation Art Center "Cultural Programming" Project, besides bringing back to life the Latin cultural heritage promotes local and visiting Latin American artists improving and increasing the development of the arts in our community.

The program includes Free literary encounters "Viernes de Tertulia," that will take place the third Friday of every month (July 17, August 21 & September 17), hosted by El Nuevo Herald journalist Luis de la Paz with guests of different artistic backgrounds share their creative process, (Arturo Martorel, Director of the Mexican Cultural Center and a renowned writer, Rafael Bordao and Angel Cuadra Cuban writers). Art exhibits "Deep Inside" by Jaqueline Zerquera July 1 - 25 and "By Two" a collaboration with two artists Edison Blas Cruz and Yhosvany Amador July 31 to August 26 and "Latin Roots a Concert by Cuban pianist Isaac Rodriguez remembering the traditional Cuban Music and their greatest artists on August 8, (\$20 and \$15 for students) presented at the Miami Hispanic Cultural Arts Center, a building that dates from 1912 and is included in the National Registry of Historic Places, already an attraction to our visitors and home of CAC since 2012.

CAC presents concerts and recitals, sponsored in part by Steinway & Sons Pianos. The intimate concert hall creates the perfect setting for guests to enjoy an evening with a wide range of musicians and vocal interpreters.

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

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

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 1,000	\$ 17,000	\$ 18,000	
Personnel: Artistic		\$ 9,400	\$ 9,400	
Personnel: Technical/Production	\$ 250	\$ 9,750	\$ 10,000	
Outside Artistic Fees/Services	\$ 600	\$ 21,000	\$ 21,600	
Outside Other Fees/Services		\$ 7,500	\$ 7,500	
Marketing ADV/ PV/ Printing/ Publication	\$ 2,000	\$ 24,000	\$ 26,000	\$ 36,000
Marketing: Postage/Distribution		\$ 2,000	\$ 2,000	
Marketing: Web Design/ Support/ Maintenance	\$ 1,000	\$ 3,500	\$ 4,500	
Travel: In County		\$ 2,000	\$ 2,000	\$ 2,000
Travel: Out of County		\$ 4,000	\$ 4,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 5,000	\$ 5,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental		\$ 5,000	\$ 5,000	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 5,000	\$ 5,000	
Mortgage/ Loan Payments			0	

Insurance		\$ 2,000	\$ 2,000	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities		\$ 2,500	\$ 2,500	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 2,500	\$ 2,500	
Other Expenses				
Costumes		\$ 10,000	\$ 10,000	
Scenery		\$ 10,000	\$ 10,000	
Video	\$ 150	\$ 2,850	\$ 3,000	
Royalties		\$ 1,500	\$ 1,500	
			0	
Subtotal	\$ 5,000	\$ 146,500	\$ 151,500	\$ 38,000
<b>TOTAL EXPENSES</b>	<b>\$ 189,500</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 19,000		13%
Memberships			0
Tuitions/Enrollment Fees	\$ 7,000		5%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 34,000	\$ 38,000	22%
Foundation Support			0
Private/ Individual Support	\$ 32,700		22%
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			
GPS Support Grant	\$ 13,800		9%
			0
			0
Gov't Grants: Local			
			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 15,000		10%
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			

Hannibal Cox Jr. Cultural Grants	\$ 25,000		17%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 146,500	\$ 38,000	3%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 151,500		
Total Revenues	\$ 189,500	Total In-Kind %	25%

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

**FY 2014-2015 - Tourist Development Council - 4th Quarter (Jul 1 - Sep 30)**

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

**ORGANIZATION:** Delou Africa, Inc.

**GRANT REQUEST:** \$

5,000.00

**PROJECT TITLE:** 6th Annual African Diaspora Dance & Drum Festival of Florida

**SUBCOMMITTEE**

**RECOMMENDATION:** \$

3,500.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3RD

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 08-01-2015 through 08-02-2015

**EVENT LOCATION:** Little Haiti Cultural Center, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support the artistic production and marketing cost of our 6th Annual African Diaspora Dance and Drum Festival of Florida. This cultural event will be held at the Little Haiti Cultural Center on August 1- August 2,2015 and is open to the public. World renowned artists will lecture, teach and perform traditional African dance, drum/music and song to children and adults of multicultural backgrounds in the community and abroad to enrich their lives socially & creatively.

**HOTEL CONFIRMATION:**

Pending	

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	15	2370
Out of County	3	155
Out of State	3	111
Foreign		
TOTAL	21	2636

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

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

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

We have established a strong presence on the web and send frequent e-mail blasts to more than 500 people. We have developed Internet conversation and excitement through Facebook, Twitter and Instagram. For added appeal, we will also organize a flash mob event, and promote festival raffle and children's events.

As in previous years, Delou Africa will be featured in interviews, sneak previews and advertorials with media partners Hot 105.1 Radio, and television stations WPBT, Miami CBS, and Miami NBC which will explore the festival theme and its impact on the Miami community. T-shirts, banners, and post cards will display our logo and theme "Bridging Cultural Gaps". We print 10,000 fliers, 60 posters, and 5 banners to display at local hotels, storefronts and tourist attractions. Posters are placed in hotels and invitations

extended to hotel staff and guest. We also print a souvenir booklet where ads can be purchased for our concert program and in-turn taken home by our patrons to learn more about our organization and others in the community.

**PREVIOUS TDC FUNDING:** \$5,000 (13-14); \$3,500 (12-13)

**OTHER GOVERNMENT FUNDING:**

N/A

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## **PROJECT NARRATIVE:**

The 6th Annual three day African Diaspora Dance & Drum Festival of Florida will be held August 1 - August 2, 2015 at the Little Haiti Cultural Center, the hub of an emerging cultural arts district .This event will assist in expanding the knowledge base of the community with regards to African dance and drum styles, culture and history. We will have 12 workshops that are taught by world renowned artists like Youssouf Koumbassa/Guinea, Marisol Blanco/Cuba, Chuck Davis/USA, Djian Tie/Ivory Coast and Cesar Weislande/Haiti . We will have free children's village activities, rites of passage, storytelling, health screening, arts & craft and a back to school giveaway. Previous concerts has historically sold out. Our public concert "Bridging Cultural Gaps" will feature Delou Africa Dance Ensemble, Children of Kuumba, African Watoto Dance Theater and guest and local artist. Price range for workshops and concert are \$10-\$20.

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

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

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

A.D.D.D.F.F attracts world music and dance enthusiasts worldwide. We are seeking funding for marketing of the festival and its components. Our research indicates the artists that teach and perform at the festival attract their own following to the city who might not otherwise have visited. Previous A.D.D.D.F.F. festivals have drawn attendees from United States, Europe, the Caribbean, and Africa. Recreate and Move, Inc, Community Arts and Culture, The City of Miami Parks & Recreation and Miami Dade Cultural Affairs are some of the organizations involved in the production of this festival to make it a success.

**PROJECT EXPENSE BUDGET FY 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		\$ 15,000	\$ 15,000	\$ 4,000
Outside Other Fees/Services		\$ 2,000	\$ 2,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 4,000	\$ 1,000	\$ 5,000	
Marketing: Postage/Distribution		\$ 100	\$ 100	
Marketing: Web Design/ Support/ Maintenance	\$ 1,000		\$ 1,000	
Travel: In County		\$ 1,000	\$ 1,000	
Travel: Out of County		\$ 2,000	\$ 2,000	
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	\$ 3,800
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 900	\$ 900	

Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 500	\$ 500	
Other Expenses				
Food		\$ 2,000	\$ 2,000	
Hotel		\$ 1,500	\$ 1,500	
Security		\$ 650	\$ 650	
			0	
			0	
Subtotal	\$ 5,000	\$ 26,650	\$ 31,650	\$ 7,800
TOTAL EXPENSES	\$ 39,450			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 5,000		16%
Memberships			0
Tuitions/Enrollment Fees	\$ 3,320		10%
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	\$ 986		3%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0

			0
Gov't Grants: State			
NEA	\$ 2,500		8%
			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	\$ 6,000		19%
Other Revenues			
Space Rental		\$ 3,800	0
Outside Artistic Fees		\$ 4,000	0
Marketing			0
			0
Department of Cultural Affairs Grants			
Department of Arts in Neighborhoods	\$		00%

Development of Arts in Neighborhoods	8,844		28%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 26,650	\$ 7,800	16%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 31,650		
Total Revenues	\$ 39,450	Total In-Kind %	25%



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

**FY 2014-2015 - Tourist Development Council - 4th Quarter (Jul 1 - Sep 30)**

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

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**ORGANIZATION:** Friends of the Miami-Dade Public Library, Inc. **GRANT REQUEST:** \$ 15,000.00

**PROJECT TITLE:** Storytelling Miami

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 12,000.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3RD

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 03-14-2015 through 06-13-2015

**EVENT LOCATION:** North Dade Library, West Dade Library, South Dade Library

**PROJECT SYNOPSIS:**

Grant funds are requested to support STORYTELLING MIAMI, a derivative of the Miami-Dade Public Library's Art of Storytelling Festival. Storytelling Miami has an overall estimated attendance from March 14 to June 13 of 10,000 people enjoying 6 mini Storytelling Festivals, a series of 5 Sunset Jams, and 21 STEAM Break Camps. Storytelling Miami attracts local residents and the many tourists who come to Miami who are looking for free, safe, fun-filled family activities.

**HOTEL CONFIRMATION:**

None	

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	25	10,025
Out of County		
Out of State		
Foreign		
TOTAL	25	10025

**MARKETING DETAILS:** The library's graphics department and print shop provide all collateral necessary to promote programs in-house and through outreach efforts. Promotional collateral includes posters, fliers and monthly program guides that are distributed to all 48 branches in the library system and to partner organizations within the community.

Outreach: Efforts include visits to area hotels to promote and distribute materials to concierge desks. Information is disseminated through the library's close association with surrounding schools and other outlets such as Books & Books, Actor's Playhouse, Deering Estate, Fairchild Gardens, HistoryMiami, etc.

The Children's Trust is promoting the Festival online and at all of their community events. Storytelling events are further promoted through Commissioner online newsletters and city online newsletters.

Train Cards/Platform Signs: 132 train cards are placed in Metrorail train cars that see approximately 2,604,000 riders in a 4-week period. Family Festival signs are placed on Metrorail platforms that are seen by approximately 868,000 riders in a 4-week period. Materials will be placed mid-March.

Print Ads: Newspaper advertisements promoting the mini festivals will be placed in Community Newspapers with an audience reach of 5,000 - 10,000 residents. Newspaper postings are based on the locations of the mini festivals. Ads appear in South Florida Parenting and Family magazines, Miami Herald Weekend, El Nuevo Herald Viernes, Miami Times, Spanish Newspaper, South Dade News Leader, Miami Gardens News, Sun Sentinel.

Broadcast ads - TV ads on Comcast and the County's CIAO will run to promote the festival. Additionally, PSA's on WLRN, WPBT and Kidvision will further extend advertising reach. Radio ads are on Radio Disney and WLRN.

Online Advertisements: Online advertisements include web banners on websites and e-newsletters. Additionally, sites such as munchkinfun.com and miami.com will run festival ads as well.

E-mail Blast: Emails are sent through GovDelivery, the library's internal email distribution service with a reach of over 200,000 customers.

Social Media: To increase views by followers and non-followers of the library's Facebook page, regular Family Festival posts are boosted to increase the current average post reach of 200-800 views to 11,000-30,000 views.

Library Website:

Slider is about the Family Festival. Landing page includes individual event information and photos.

**PREVIOUS TDC FUNDING:** \$13,500 (13-14); \$15,000 (12-13); \$7,500 (11-12)End of Cycle; \$8,750 (10-11); \$10,000 (09-10); \$11,250 (08-09); \$12,500 (07-08)

**OTHER GOVERNMENT FUNDING:**

CAC - Junior Anchor Grant - \$2,000

City of Coral Gables - \$3,000

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## **PROJECT NARRATIVE:**

For 13 years, the library produced a huge storytelling festival titled the Art of Storytelling at its downtown library. This year the library is changing its format by increasing the venues, (presenting programs throughout the county, including many of the smaller branches) in an effort to allow the public to experience live performances and art without the costly outlay of time, travel & finances. Additionally, by spreading the events over the entire county, more visitors have more opportunities to participate in the event closest to them. Finally, the cost is much reduced because these programs do not require the tents, AC, security, etc. of a major festival; so twice as many people are able to attend at one-fourth the cost.

Another change is that the programs are interactive so that instead of watching a dance performance, the audience actually is given an opportunity to learn the dance, or write a poem about what they see. For example, teens learn new ways to solve important issues using iambic pentameter in Hip Hop Shakespeare workshops. Elementary age children spend a day learning how to write and illustrate a story and then post it online. The entire family spends the day at a mini-festival with all the trimmings from face-painting and cotton candy to drawing on walls! Everyone is invited to share their own story to be posted on YouTube.

Specifically, Storytelling Miami has an estimated overall attendance from March 14 to June 13 of 10,000 people enjoying 6 mini Storytelling Festivals, a series of 5 Sunset Jams, and STEAM Break Camps, (Science and Technology Spring Break Camps) hosted at 21 branch facilities and promoted via boosted Facebook posts, Twitter and e-mail distribution list. Storytelling Miami attracts local residents and the many tourists who come to Miami and who are looking for free, safe, fun-filled family activities.

It is important to note that Storytelling Miami is not a specific event that people book a year in advance like the Boat Show. However, the library's Calendar of Events is one of those listings that visitors check online and in print when looking at what to do on their Miami vacation. And although there are no specific partner hotels, it is not uncommon for local hotels to recommend the library to their guests (especially if it is raining) as a place that offers wholesome fun for the entire family. Some of the featured presentations include

Claudio Marcotulli – Venezuelan Film Maker

Mama Koku – Storyteller

Steel Away Steel Band

Lela Lombardo - Music, theatre and dance

Nicholas the Storyteller

P.A.T.H. - Hiphop education organization

Sandra L. Portal-Andreu – Dance

Nestor Zurita – Jazz artist and Director of Music Without Borders

Katie Weigman - Dance

Paloma Dueñas – Brazilian music artist and Director of Brasoul

Finally, the library prides itself in being one of the county's most prized cultural assets. This grant ensures that the library is able to present an array of artistic presentations of the highest caliber.

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**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration			0	\$ 10,000
Personnel: Artistic			0	
Personnel: Technical/Production			0	\$ 5,000
Outside Artistic Fees/Services		\$ 62,000	\$ 62,000	
Outside Other Fees/Services		\$ 3,000	\$ 3,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 15,000		\$ 15,000	\$ 5,500
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	\$ 2,000
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			0	
Supplies/Materials		\$ 20,000	\$ 20,000	\$ 2,500
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 85,000	\$ 100,000	\$ 25,000
<b>TOTAL EXPENSES</b>	<b>\$ 125,000</b>			

**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	\$ 25,000		25%
Foundation Support	\$ 35,000		35%
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			
Coral Gables	\$ 3,000		3%
Miami Beach	\$ 2,000		2%
			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	\$ 14,674		15%
Other Revenues			
Library		\$ 25,000	0
			0
			0
			0
Department of Cultural Affairs Grants			
Community Grant	\$ 5,326		5%
			0

			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 85,000	\$ 25,000	15%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 100,000		
Total Revenues	\$ 125,000	Total In-Kind %	25%

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

**FY 2014-2015 - Tourist Development Council - 4th Quarter (Jul 1 - Sep 30)**

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

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

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

**PROJECT TITLE:** 19th Brazilian Film 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:** 09-12-2015 through 09-19-2015

**EVENT LOCATION:** Colony Theatre, Miami Beach Cinematheque,

**PROJECT SYNOPSIS:**

Grant funds are requested to support the Brazilian Film Festival. The 19th edition will be held from September 12 to 19. The festival holds two competitions (shorts and features films) at Colony Theatre. The Crystal Lens Award will be given to the best feature and short films voted by the audience. The Annual Lifetime Achievement award will be presented to actress Regina Duarte. Two relevant films of her career and special documentaries will be screened at Miami Beach Cinematheque.

**HOTEL CONFIRMATION:**

Shore Club Hotel	100 room-nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	0	4505
Out of County	0	1000
Out of State	0	500
Foreign	60	800
TOTAL	60	6805

**MARKETING DETAILS:** The 19th Brazilian Film Festival of Miami press activities start (60) sixty days before the event, both in Brazil and in the US. The festival will be advertised at the 13th edition of the festival in NY and 6th edition in Buenos Aires, looping/power point on the festival's screenings and program magazine.

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

The electronic campaign will consist of a series of 30' spots to be aired on TV and radio as follows: 40 spots at Globo International USA - 570.000 viewers in Canada and US. 30 spots at WDNA Radio - 22.200 Listeners and 25 spots at WLRN - 425.000 Listeners. A TV Program about the festival will be aired on Canal Brasil - broadcasted in Brazil with viewership of households of 15.882,860.

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

An extensive campaign with promotional material distribution starts thirty days before the events with the following: 1.000 Magazines, 3.000 mini program, 500 T-shirts, e-invitations sent for the kickoff, special events and closing, 15 cinema's and event's banners, 500 theater's chair covers, 30,000 postcards, 200

posters and 1,000 credentials and strings, 2400 votes/survey, 200 hand bags to be distributed not only in Dade, but also in Broward and Brazil.

Inffinito will invite again key television stations to cover the event in 2015. See attached Marketing and Media Plan Campaign.

**PREVIOUS TDC FUNDING:** \$17,500 (13-14); {End of cycle - \$15,000 (12-13)}; \$10,000 (11-12); \$8,000 (10-11); \$9,000 (09-10); \$10,000 (08-09)

**OTHER GOVERNMENT FUNDING:**

Miami Beach VCA - \$17,500

## **PROJECT NARRATIVE:**

The Brazilian Film Festival of Miami was the first film festival worldwide dedicated exclusively to Brazilian films. It is now a meeting point for filmmakers, as it has become the premiere venue to see the newest Brazilian productions. The Festival has a significant impact on the local and abroad tourism in the region and it is part of the official calendar of events in the cities of Miami and Miami Beach. The event will follow the same recipe of successful editions since the pioneer project done in Miami in 1997.

The 19th edition will be held from September 12 to 19, 2015 - presenting 25 films. The program consists of an Opening Night with free admission screening and member pass distribution, Competitive Screenings of short and feature films at Colony Theater, documentaries and panel on Brazilian incentive law at MB Cinematheque and Closing Night with a Lifetime Award to actress Regina Duarte. The Crystal Lens Award will be given to the best feature and short films voted by the audience. Tickets will be available for sale online and at the venues. Admission is \$10, \$5 for Cultural Shock and member pass holders (we give away 500 passes) \$8 for senior and students. BRAFF provides audiences the opportunity to meet and spend time with the Brazilian actors, directors and producers not only at the theater with the Q&A but also at the panels and parties.

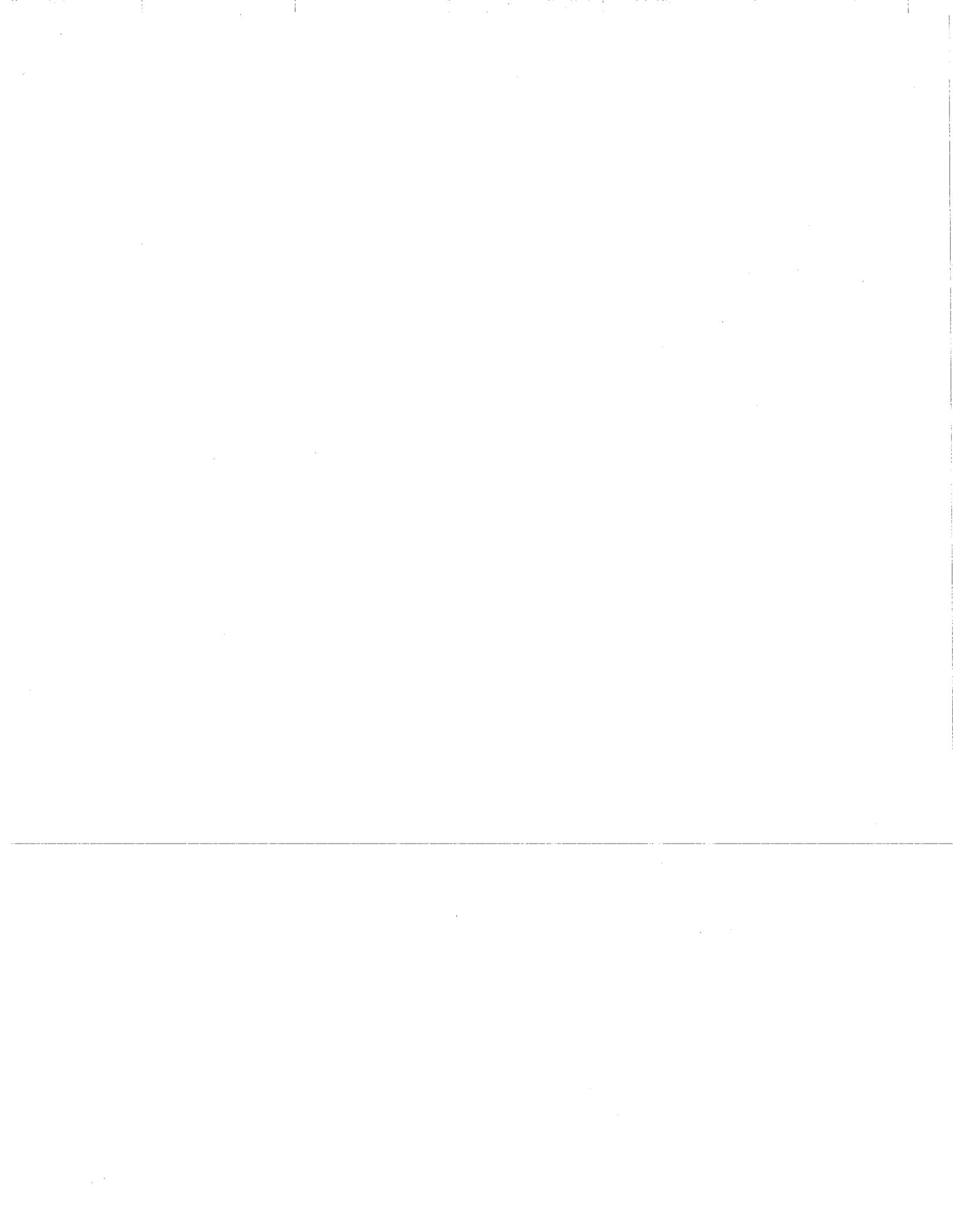
Press Relations' office activities in Brazil and in the US for the Festival will start 60 days before the event. The Festival's marketing and publicity campaign will start 30 days before the Festivals' opening and it is structured to encompass specific media through a simultaneous broad promotion schedule in printed, electronic and digital press. Advertisement will be placed in the most important and renowned South Florida's based American and Brazilian newspapers and magazines. The electronic campaign will consist of a series of 30 seconds commercial spots to be aired on Globo TV and radios WDNA and WLRN. The Festival will invite key television stations in Brazil to cover the event broadcasting the City of Miami as a sophisticated and culturally dynamic international destination.

The following are our Media Sponsors: Miami Herald, Achei, Acontece, Motion TV, Contigo! and Canal Brasil.

For this year's festival we already have blocked 100 rooms at Shore Club and we are working to have The James Royal Palm SoBe as our Hotel Sponsor.

TDC funding will enhance the cultural exchange between Brazil and US and also promotion of Miami in Latin America. Tourists and locals alike will have the opportunity to live new experiences through film and music where they learned more about Brazil and its culture.

Inffinito is the only producer of the event. All the productions aspects are divided between the offices in Miami and in Brazil. The project implementation strategy starts with the Fundraising from Oct-Jul, Pre-Production: Jan-May; Production: Jun-Sept; Press Relations and Publicity Campaign: July 19-Sept 19.



**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 5,000	\$ 67,000	\$ 72,000	
Personnel: Artistic		\$ 8,200	\$ 8,200	
Personnel: Technical/Production	\$ 6,000	\$ 22,300	\$ 28,300	
Outside Artistic Fees/Services		\$ 7,000	\$ 7,000	
Outside Other Fees/Services	\$ 1,000	\$ 23,050	\$ 24,050	\$ 10,000
Marketing ADV/ PV/ Printing/ Publication	\$ 5,000	\$ 33,985	\$ 38,985	\$ 30,000
Marketing: Postage/Distribution		\$ 3,000	\$ 3,000	
Marketing: Web Design/ Support/ Maintenance	\$ 3,000	\$ 4,500	\$ 7,500	
Travel: In County		\$ 6,000	\$ 6,000	\$ 5,000
Travel: Out of County		\$ 30,000	\$ 30,000	\$ 20,000
Equipment Rental		\$ 0	0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 14,880	\$ 14,880	
Equipment Purchase		\$ 0	0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental		\$ 5,400	\$ 5,400	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 4,000	\$ 12,508	\$ 16,508	
Mortgage/ Loan Payments		\$ 0	0	

Insurance		\$ 0	0	
Insurance / for Performance, Exhibition, Event, etc.	\$ 1,000	\$ 1,000	\$ 2,000	
Utilities		\$ 12,000	\$ 12,000	
Fundraising/ Development (Non-Personnel)		\$ 0	0	
Merchandise/ Concessions/ Gift Shops		\$ 0	0	
Supplies/Materials		\$ 10,000	\$ 10,000	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 260,823	\$ 285,823	\$ 65,000
<b>TOTAL EXPENSES</b>	<b>\$ 350,823</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 20,000		7%
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	\$ 38,834		14%
Foundation Support	\$ 132,000		46%
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 BAech VCA	\$ 17,500		6%
Consulate General Of Brazil	\$ 20,000		7%
			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			
Azul Airlines		\$ 20,000	0
James Royal Palm Hotel		\$ 10,000	0
Alexim/ACT Cargo		\$ 5,000	0
Globo Tv, Achei, Acontece, Contigo, Motion Tv and Miami Herald		\$ 30,000	0

Department of Cultural Affairs Grants			
Festival & Special Events	\$ 32,489		11%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 260,823	\$ 65,000	9%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 285,823		
Total Revenues	\$ 350,823	Total In- Kind %	23%

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

**FY 2014-2015 - Tourist Development Council - 4th Quarter (Jul 1 - Sep 30)**

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

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

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

**PROJECT TITLE:** The 56th Annual Key Biscayne 4th of July Parade

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 5,000.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3RD

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 07-04-2015 through 07-04-2015

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

**PROJECT SYNOPSIS:**

Funds are requested to support the 56th Annual Key Biscayne 4th of July Parade, a uniquely American tradition. Original floats, high school marching bands, Caribbean musicians, dancers, trail riders, Scottish bagpipers, youth clubs, and more will perform under a new theme for 2015.

The parade is a family friendly event that is free and open to the public. The parade takes place on July 4, 2015 at 11:00 a.m. and begins at 100 Crandon Blvd, Key Biscayne, FL 33149 and continues along Crandon Blvd.

**HOTEL CONFIRMATION:**

None	

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	600	8000
Out of County		3500
Out of State		2000
Foreign		500
TOTAL	600	14000

**MARKETING DETAILS:** The foundation's efforts to market the 56th Annual Key Biscayne 4th of July Parade begin with maintaining good relations with parade performers and encourage them to invite their fan-base to watch them perform. Many of the performance groups perform and compete nationally and attract a diverse audience through their respective websites and social media.

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

Much of the advertising focus is spent locally in the weeks leading up to the parade with paid and donated advertisements in the Islander News local newspaper, and countywide and regional news outlets like the Miami Herald. Beginning in June, Parade posters are visible in storefronts and public places inviting tourists and local visitors to return or stick around for the parade.

The foundation also works diligently to issue press releases to ensure placement on local television network websites and community events listings. These website features and events listings are viewed by thousands and are aggregated throughout the blogosphere and web in general. Online and Print publications that have included the Parade in their events listings have included Community Newspapers, Greater Miami Convention & Visitors Bureau, Florida International magazine, Miami Beach 411, The Miami Herald, Florida Sun, Florida Travel and Life, Florida Trend, Key Biscayne magazine, Miami Family magazine, Miami New Times, The Miami Times, and South Florida Parenting.

Channel 77, the Village's government television station, promotes the parade and other local tourist

activities. The channel is available at both the Ritz-Carlton Key Biscayne Resort, and the Silver Sands Motel.

**PREVIOUS TDC FUNDING:** \$5,000 (13-14); \$5,000 (12-13)

**OTHER GOVERNMENT FUNDING:**

Village of Key Biscayne - \$5,000

Community Grants - \$7,500

## **PROJECT NARRATIVE:**

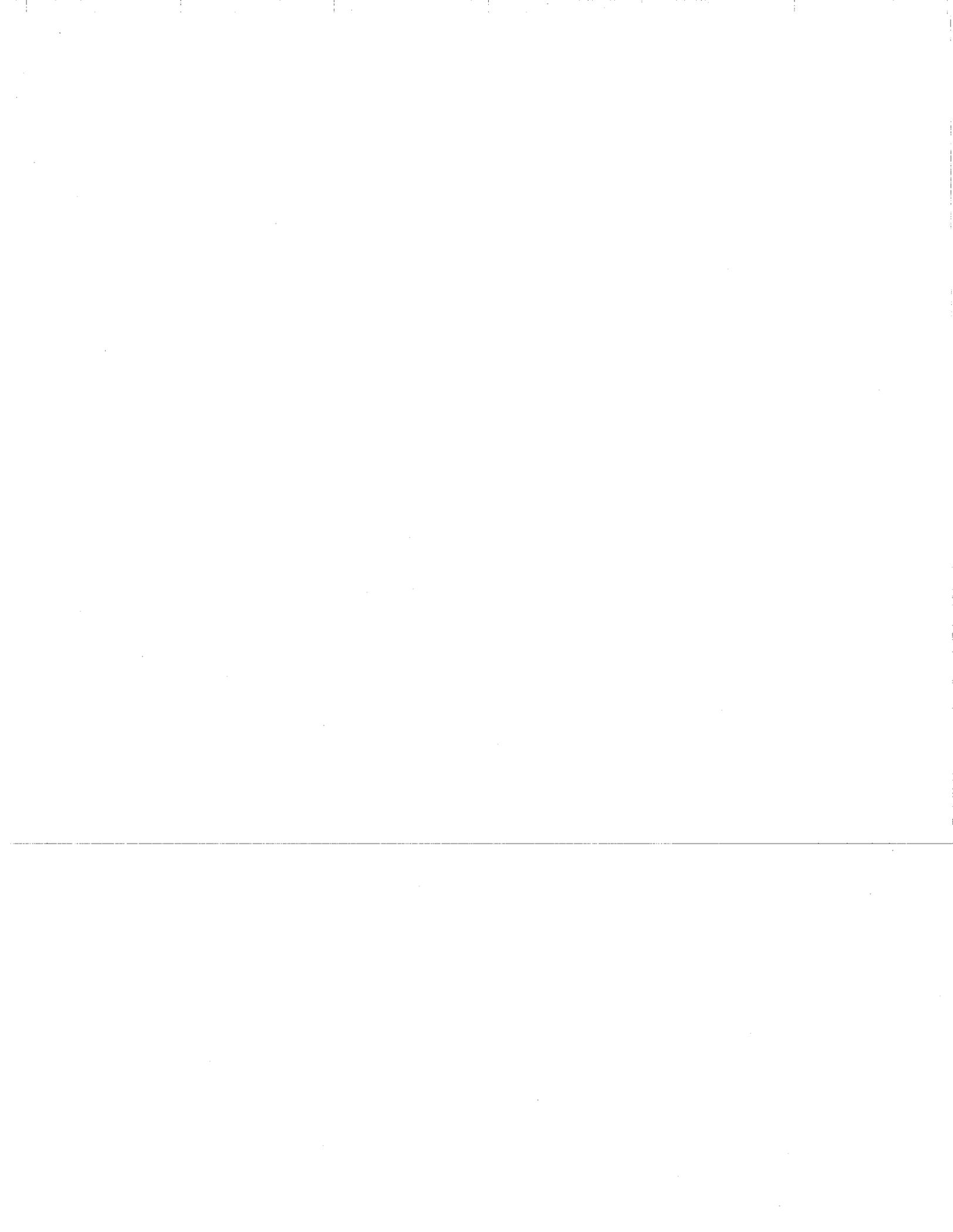
The proposed project is the 56th Annual Key Biscayne 4th of July Parade. This free event is open to the public and attracts visitors to Miami-Dade County's beautiful Key Biscayne for a day full of family friendly activities. The parade begins at 11am on July 4, 2015, starts at 100 Crandon Blvd and runs along Crandon Blvd from Harbor Drive to West Enid Drive. It offers international, national, and local visitors a fantastic kick-start to a patriotic holiday on the Island. The parade does not organize vendors, but food and refreshments are readily available and easily accessible throughout the village as visitors enjoy the beach, local restaurants, shops, and parks. We anticipate that 14,000 spectators and 600 participants will enjoy patriotic Americana and Caribbean culture, amid numerous historic and environmental landmarks.

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

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

The annual pre-parade BBQ raises funds and reminds weekend beach goers to return for the upcoming festivities. This fundraising event is open to the public with tickets in previous years selling at \$20/adult and \$10/child. The BBQ will take place on 29 May 2015.

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



**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 2,000	\$ 2,000	\$ 5,000
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 11,000	\$ 11,000	\$ 250
Outside Other Fees/Services			0	\$ 1,000
Marketing ADV/ PV/ Printing/ Publication	\$ 6,000	\$ 0	\$ 6,000	\$ 800
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 1,500	\$ 1,500	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 9,000	\$ 0	\$ 9,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	\$ 1,000
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event,		\$ 0,500	\$ 0,500	

etc.		\$ 2,500	\$ 2,500	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 1,000	\$ 1,000	\$ 1,000
Other Expenses				
High School Honorarium (to Band Program)		\$ 3,000	\$ 3,000	
T-Shirt Costs		\$ 2,000	\$ 2,000	
Button Costs		\$ 1,000	\$ 1,000	
Barbeque Costs		\$ 3,000	\$ 3,000	
			0	
Subtotal	\$ 15,000	\$ 27,000	\$ 42,000	\$ 9,050
<b>TOTAL EXPENSES</b>	<b>\$ 51,050</b>			

**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	\$ 2,500	\$ 8,800	6%
Foundation Support			0
Private/ Individual Support	\$ 2,500	\$ 250	6%
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			
			0
			0

		0
Gov't Grants: State		
		0
		0
		0
Gov't Grants: Local		
Village of Key Biscayne	\$ 5,000	12%
		0
		0
Gov't Grants: The Children's Trust (Direct Funding)		0
Merchandise/ Concessions/ Gift Shop Revenues		0
Investment Income (Endowment)		0
Interest and Dividends		0
Cash on Hand		0
Other Revenues		
T-Shirt Sales	\$ 4,000	10%
Button Sales	\$ 1,500	4%
Barbeque Sales	\$ 4,000	10%
		0
Department of Cultural Affairs Grants		

Community Grants	\$ 7,500		18%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 27,000	\$ 9,050	36%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 42,000		
Total Revenues	\$ 51,050	Total In-Kind %	22%

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

**FY 2014-2015 - Tourist Development Council - 4th Quarter (Jul 1 - Sep 30)**

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

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**ORGANIZATION:** Miami Hispanic Ballet Corp.

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

**PROJECT TITLE:** XX International Ballet Festival of Miami 2015

**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:** 08-29-2015 through 09-13-2015

**EVENT LOCATION:** Fillmore Miami Beach at the Jackie Gleason, Miami-Dade County Auditorium, Miami Hispanic Cultural Arts Center

**PROJECT SYNOPSIS:**

Grant funds are requested to support the XX International Ballet Festival of Miami 2015 which will take place in several venues throughout Miami-Dade County from August 29th to September 13th, 2015. In addition to featuring Principal Dancers from some of the most important ballet companies in the world, the Festival also includes additional activities such as film screenings, workshops, master classes, and art exhibits.

**HOTEL CONFIRMATION:**

Seacoast Suite	200 room nights
Deauville Beach Resort	200 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	45	5380
Out of County	15	3000
Out of State	35	1000
Foreign	105	1500
TOTAL	200	10880

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

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

**Television Programs:** A Public Service Announcement (PSA) is recorded and distributed to TV stations and Cable networks. Media Sponsors for the 2015 edition of the festival will include Univision 23, Unimas, CBS 4 (WFOR-TV), My 33 WBFS TV, CNN, America TeVe 41, Mundo Fox Canal 8, Canal SUR, TV Marti and others.

**Print Media:** print ads will be published in different sizes during the month of August and the first two weeks in September, 2015. Ads are placed in local newspapers/magazines including: Venue, Pointe, The Miami Herald, El Nuevo Herald, Diario Las Américas, and others local newspapers. One month advertising on a king size (14 X 48 Feet) billboard on a preferential area SW 1 Street and 17 Ave. Distribution of Flyers (10.000), Posters (500), Brochures (7.000) and concert programs (10.000).

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

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

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

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

**OTHER GOVERNMENT FUNDING:**

Miami Beach VCA - \$18,000

State of Florida - GPS - \$53,000

## **PROJECT NARRATIVE:**

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

Programs are: International Young Medalists, September 4, 2015 @ 11:00 am at Chapman Conference Center, Miami-Dade College (free for students) and September 5, 2015, @ 8:00 pm at Colony Theater. Contemporary Dance Performance on September 6, 2015 @ 5:00 pm at Colony Theater. Etoiles Grand Gala on September 11, 2015 @ 8:00 pm TBA includes presentation of the "Life for Dance" Award & XX Anniversary Gold Medal ; Grand Gala of the Stars on September 12, 2015 (Fillmore Miami Beach) includes presentation of the "Criticism and Culture of Ballet" Award. Closing Gala on September 13, 2015 @ 5:00 pm at Miami-Dade County Auditorium

Collateral activities planned for August 29 - September 13 includes a dance film series in collaboration with Cinematheque de la Danse of Paris at the Miami Beach Cinemateque, Miami Dade College and the MHCAC(3 Films); Dance Master Classes and Workshops from Aug 31 to Sep 11 from 5 to 8 pm., Glamour of Dance Fashion Show, Book Presentation and "World Ballet Divas" Art Exhibit at Miami Hispanic Cultural Art Center. Several events are free; ticket prices for performances range from \$15 to \$75.

Confirmed companies are: Ballet Estable Teatro Colón, Argentina; Ballet de Santiago, Chile; Companhia Sopro and Ballet do Theatro Municipal do Rio, Brazil; Compañía Nacional de Danza, Mexico; Northern Ballet Theater, England; Royal Ballet of Flanders, Belgium; Tulsa Ballet and Cuban Classical Ballet of Miami, USA; Balletto Teatro a la Scala and Balletto Opera di Rome, Italy.

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

Notable media sponsors include: TV Stations - Univision 23, Channel 4,33, CNN, SUR, America TV 41, Univas, TV Marti. Radio -WQBA, Amor, Mambi, Caracol, Radio Paz, WLRN and 89.7 FM Classical. Hotels include Seacoast Suites and Deauville Beach Resort which have booked 50 rooms each for four nights for a total of 400 room nights in three different weekends. According to past experience, the figures may go over 400 room nights.

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

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 2,000	\$ 28,000	\$ 30,000	\$ 5,000
Personnel: Artistic	\$ 2,250	\$ 47,750	\$ 50,000	
Personnel: Technical/Production	\$ 2,000	\$ 20,000	\$ 22,000	
Outside Artistic Fees/Services		\$ 65,000	\$ 65,000	
Outside Other Fees/Services		\$ 30,000	\$ 30,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 8,850	\$ 27,000	\$ 35,850	\$ 55,000
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County	\$ 4,000	\$ 6,000	\$ 10,000	\$ 5,000
Travel: Out of County		\$ 70,000	\$ 70,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 6,000	\$ 6,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition,	\$ 5,000	\$ 0,000	\$	\$

Event, etc.	\$ 5,900	\$ 9,100	15,000	15,000
Mortgage/ Loan Payments			0	
Insurance		\$ 4,000	\$ 4,000	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 3,000	\$ 3,000	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 315,850	\$ 340,850	\$ 80,000
<b>TOTAL EXPENSES</b>	<b>\$ 420,850</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 120,000		35%
Memberships			0
Tuitions/Enrollment Fees	\$ 14,850		4%
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income			0
Corporate Support	\$ 60,000	\$ 60,000	18%
Foundation Support			0
Private/ Individual Support	\$ 50,000	\$ 20,000	15%
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			
			0

		0
		0
Gov't Grants: State		
State of FL - GPS	\$ 53,000	16%
		0
		0
Gov't Grants: Local		
Miami Beach VCA	\$ 18,000	5%
		0
		0
Gov't Grants: The Children's Trust (Direct Funding)		0
Merchandise/ Concessions/ Gift Shop Revenues		0
Investment Income (Endowment)		0
Interest and Dividends		0
Cash on Hand		0
Other Revenues		
		0
		0
		0
		0
Department of Cultural Affairs Grants		

			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 315,850	\$ 80,000	7%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 340,850		
Total Revenues	\$ 420,850	Total In-Kind %	23%

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

**FY 2014-2015 - Tourist Development Council - 4th Quarter (Jul 1 - Sep 30)**

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

**ORGANIZATION:** New Theatre, Inc.

**GRANT REQUEST:** \$

10,000.00

**PROJECT TITLE:** National New Play Network Rolling World Premiere of Women Playing Hamlet

**SUBCOMMITTEE**

**RECOMMENDATION:** \$

6,000.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 5TH

**STATUS:** Organization - Non-Profit

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

**EVENT LOCATION:** South Miami-Dade Cultural Arts Center, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support New Theatre's National New Play Network Rolling World Premiere of Women Playing Hamlet at its home at the South Miami-Dade Cultural Arts Center running April 3 – April 26, 2015. The play fulfills our mission of "new voices new works and will have a total of 15 performances.

**HOTEL CONFIRMATION:**

Pending	

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	13	800
Out of County	2	100
Out of State	0	100
Foreign	0	0
TOTAL	15	1000

**MARKETING DETAILS:** New Theatre will market the production through press releases to our local media outlets, postcard distribution (5,000) in local shops restaurants throughout Miami- Dade County, trade advertising, free events and calendar listings in both print media (The Miami Herald, New Times, Miami Today, Sun-Sentinel, etc.), web-based sites media and newsletter, among them TheatreMania, MiamiARTzine, Greater Miami Convention & Visitors Bureau, Cultural Connection/WLRN Radio, and Miami Monthly, etc. New Theatre will send out its eblasts announcement to a list of over 7,000 and seek trade eblast with other local arts organizations (SMDCAC, City Theatre, Roxy Theatre Group, Artistic Vibes, etc.) With the increased use of social media in everyday life, New Theatre is continually promoting its shows through Facebook, Twitter and through texting trees. New Theatre will also participate in the County's Cultural Shock program free student tickets. New Theatre is working on securing inkind advertising in hotel rooms, paid and inkind trade radio spots on Magic 102.7 FM with Around Town Magazine and Goldstar.

**PREVIOUS TDC FUNDING:** \$7,000 (12-13); \$8,000 (10-11); \$9,000 (09-10); \$10,000 (07-08)

**OTHER GOVERNMENT FUNDING:**

## **PROJECT NARRATIVE:**

New Theatre, in its 29th Anniversary Season will produce the National New Play Network Rolling World Premiere production of WOMEN PLAYING HAMLET by William Missouri Downs, running April 3 – 26, 2015

The play will be presented at New Theatre's home at the new state of the art South Miami-Dade Cultural Arts Center for a total of 15 performances. Ticket prices range from \$26 in advance to \$31 the day of the performance, with discounts for students (\$16), senior (\$21) and groups. After New Theatre's commission and World Premiere of ANNA IN THE TROPICS by Nilo Cruz won the 2003 Pulitzer Prize for Drama, New Theatre's contribution to the American Theatre landscape through its new works has had increased visibility. The project will benefit tri-county patrons, but also visitors coming to South Florida and seeking culture and arts.

WOMEN PLAYING HAMLET is a hysterically funny and moving new work. Utilizing an all female cast, this clever new work by playwright William Missouri Downs, follows a flawed actress who wrangles with being cast as the archetype role of Hamlet. WOMEN PLAYING HAMLET is part of the National New Play Network Rolling World Premiere having its premieres at Unicorn Theatre, Kansas City, MO, Gamut Theater, Harrisburg PA along with New Theatre.

In order to attract local and out of town audiences, New Theatre will market the production through postcard distribution, trade advertising, free events and calendar listings in print media, web-based sites media and newsletter, among them TheatreMania, MiamiARTzine, Greater Miami Convention & Visitors Bureau, and Cultural Connection/WLRN Radio. New Theatre will send out its e-blast announcement and seek trade e-blast with other local arts organizations. With the increased use of social media in everyday life, New Theatre is continually promoting its shows through Facebook, Twitter and through texting trees. New Theatre will also participate in the County's Cultural Shock program making available free student tickets. New Theatre is working on securing inkind/trade radio spots on Magic 102.7 fm, trade with Around Town Magazine and Goldstar. The project does not have a specific participating hotel. However, New Theatre is working with La Quinta to secure a discounted rate for any patron traveling to Miami who inquires about lodging with the box office.

The director has cast the show and designers have been confirmed. The staff and the marketing committee of the board of directors have met to plan and implement the marketing of the shows. TDC funding will assist in the marketing of the play so that we can attract tourist traveling to Miami who get a chance to see WOMEN PLAYING HAMLET in its World Premiere in Miami-Dade County.



**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 1,000	\$ 6,164	\$ 7,164	\$ 1,000
Personnel: Artistic	\$ 2,500	\$ 24,574	\$ 27,074	\$ 1,000
Personnel: Technical/Production	\$ 400	\$ 800	\$ 1,200	
Outside Artistic Fees/Services	\$ 2,100	\$ 2,500	\$ 4,600	\$ 1,000
Outside Other Fees/Services	\$ 0	\$ 0	0	
Marketing ADV/ PV/ Printing/ Publication	\$ 1,500	\$ 5,500	\$ 7,000	\$ 2,000
Marketing: Postage/Distribution	\$ 0	\$ 0	0	
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 1,000	\$ 1,000	
Travel: In County	\$ 0	\$ 0	0	
Travel: Out of County	\$ 0	\$ 0	0	
Equipment Rental	\$ 0	\$ 0	0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 0	0	
Equipment Purchase	\$ 0	\$ 0	0	
Equipment Purchase / for Performance, Exhibition, Event, etc.	\$ 0	\$ 0	0	
Space Rental	\$ 0	\$ 0	0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 3,000	\$ 3,000	
Mortgage/ Loan Payments	\$ 0	\$ 0	0	
Insurance	\$ 0	\$ 1,300	\$ 1,300	

Insurance / for Performance, Exhibition, Event, etc.	\$ 0	\$ 2,000	\$ 2,000	
Utilities	\$ 0	\$ 200	\$ 200	
Fundraising/ Development (Non-Personnel)	\$ 0	\$ 0	0	
Merchandise/ Concessions/ Gift Shops	\$ 0	\$ 0	0	
Supplies/Materials	\$ 0	\$ 0	0	
Other Expenses				
Set Construction	\$ 2,500	\$ 1,500	\$ 4,000	
Costume & Props	\$ 0	\$ 3,000	\$ 3,000	
Other Misc Production expenses	\$ 0	\$ 1,000	\$ 1,000	
			0	
			0	
Subtotal	\$ 10,000	\$ 52,538	\$ 62,538	\$ 5,000
<b>TOTAL EXPENSES</b>	<b>\$ 67,538</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 19,500		31%
Memberships	\$ 2,038		3%
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	\$ 2,000	0
Foundation Support	\$ 3,000		5%
Private/ Individual Support	\$ 13,000	\$ 3,000	21%
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		
% OF ADV GRANT	\$ 15,000	24%

			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 52,538	\$ 5,000	16%
Grant Amount	\$ 10,000		
Cash Revenues + Grant Amount	\$ 62,538		
Total Revenues	\$ 67,538	Total In-Kind %	8%



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

**FY 2014-2015 - Tourist Development Council - 4th Quarter (Jul 1 - Sep 30)**

**Agenda Item No.: A-11**

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

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

**PROJECT TITLE:** Central What? Central America!

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

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3RD

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 09-26-2015 through 11-08-2015

**EVENT LOCATION:** ArtCenter/South Florida, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to present Central What? Central America!, a series of exhibitions, performances and public programs highlighting contemporary art production in Central America. Curator and art historian Dr. Roc Laseca will organize CWCA including two solo exhibitions (September 26-November 8, 2015) by artists from Guatemala—conceptual artist Stefan Benchoam and performance artist Regina José Galindo.

**HOTEL CONFIRMATION:**

Pending	

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	13	1700
Out of County		1200
Out of State		1200
Foreign	7	2400
TOTAL	20	6500

**MARKETING DETAILS:** On September 26th, ArtCenter South Florida will open two solo exhibitions under the title of Central What? Central America!, featuring new work by Guatemalan sculptor Stefan Benchoam and performance artist Maria José Galindo. The exhibitions will be curated by Dr. Roc Laseca. Benchoam and Galindo are leaders in a growing community of young contemporary artists from Central America who are working internationally, and their artwork will be integral to a weekend-long symposium that Dr. Laseca is organizing at ArtCenter the following week. The symposium will bring an additional 500 artists, art historians and attendees to Miami Beach. On the occasion of the exhibition, ArtCenter will produce a publication about contemporary art production in Central America that will be distributed at partnering hotels as well as the Art Deco Welcome Center and the LGBT Visitor Center.

ArtCenter's campus is located on the Lincoln Road pedestrian mall, and 40% of our patrons are international tourists. The exhibition content will appeal to the Latin American ex-pat and tourist cohorts in Miami-Dade County. ArtCenter offers incentive packages to tourists through our partners in the hospitality industry, and will target Central American visitors in conjunction with the exhibition. We will work with the Miami consular offices of the represented nations (Mexico, Guatemala, Nicaragua, Costa Rica) as well as the Americas Society, Cisneros Fontanals Art Foundation, The Center for Latin American Studies at University of Miami, Latin American and Caribbean Center (LACC) at Florida International University and other Central American nonprofits based in South Florida to cross promote the exhibition.

Kiskinis Communications directs our communication strategy. Through their work, ArtCenter's exhibitions and programs are regularly covered in The Miami Herald, El Nuevo Herald, Ocean Drive, and other publications. Our in-house marketing team meets twice monthly to plan PR and social media campaigns

for upcoming exhibitions and public programs. Our weekly newsletter reaches over 7,500 people, informing our supporters about upcoming exhibitions and events and links to social media sites. ArtCenter has over 4,200 Facebook fans, 1,800 Twitter followers and 900 Instagram followers. We also print 1,500-2,000 postcards promoting the exhibitions and public programs. These postcards are disseminated to over 40 art venues and partner organizations throughout Miami-Dade and Broward counties.

As members of INFRACULTURE, Miami's cultural calendar, posts about our exhibitions and events reach 7,000 subscribers monthly. TDC funding will allow us to buy advertising in international art publications (Artforum, Frieze). Additionally, we have advertising agreements with ArtCircuits, Around Town Magazine and Miami Art Guide to feature our exhibitions and programs. We run monthly marketing metrics reports to analyze the social media sites response to our posts.

**PREVIOUS TDC FUNDING:** \$5,000 (13-14); \$5,000 (12-13)

**OTHER GOVERNMENT FUNDING:**

Cultural Arts Council - \$27,075 (\$1,000 is allocated for this project)

DCA - State of Florida - \$2,000

## **PROJECT NARRATIVE:**

ArtCenter will present *Central What? Central America!*, an exhibition and symposium featuring work by artists from Central America to be on view from September 26 – November 8, 2015 at ArtCenter's anchor gallery, Project 924, located at 924 Lincoln Road. A symposium will be held October 2-3 falling in the next fiscal year, and while it will bring 20 artists and scholars to Miami Beach for free public lectures and performances, it is not included in the grant request. Curator/art historian Dr. Roc Laseca will organize the exhibition and symposium. Laseca has worked at the Guggenheim Museum and El Museo del Barrio in New York, and curated the Bill Viola retrospective at MoCA North Miami.

The exhibition will feature work by two prominent Guatemalan artists: sculptor Stefan Benchoam and performance artist Regina José Galindo. Galindo has received the Venice Biennial's Best New Artist award, and Benchoam is the founder of one of Guatemala's leading exhibition spaces, *Proyectos Ultravioleta*. The artists will develop their projects during residencies at ArtCenter.

Benchoam is known for his public interventions and found object sculptures, which encourage the use of public space in Guatemala City. He will create a new immersive installation for the exhibition including a reading room. Galindo is a performance artist who explores ethics and social injustice in society. She will present a collection of videos as well as an installation and performance in the 924 Vitrine, a unique 40'x4'x10' glass-fronted space inset into the architecture the building.

The exhibition will be free and open to the public and open to the public seven days per week. On average, 300 people attend our exhibition openings and 6,500 see each exhibition (based on actual gallery head counts). The symposium will bring an additional 500 people to ArtCenter.

Miami's population is 70% Hispanic or Latino as of the 2010 census, and 65% of the population speak Spanish at home. The Central American community in South Florida, including permanent and part-time residents as well as tourists, is growing, but programming specific to the art and cultural production of the region is still rare. CWCA will create a nuanced picture of contemporary art practices in Central America, and make connections between artists working locally, regionally and globally.

The marketing strategy for this exhibition includes outreach to English and Spanish-language media outlets. Postcards and our publication will be printed and distributed at over 40 venues including the gallery, art spaces, regional cultural institutions, partnering hotels, the LGBT Visitor Center and the Art Deco Welcome Center.

ArtCenter will partner with hotels and the GMCVB to develop tours specific to the exhibition. The tours will be offered through partner hotels. The ArtCenter tour package will support the county's reputation as

a cultural destination by offering tourists a guided tour of the exhibition plus access to resident artists' studios.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 500	\$ 3,000	\$ 3,500	
Personnel: Artistic	\$ 700	\$ 1,300	\$ 2,000	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 2,800	\$ 6,900	\$ 9,700	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 1,000	\$ 7,500	\$ 8,500	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County		\$ 3,800	\$ 3,800	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities			0	

Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses				
Production Costs		\$ 6,000	\$ 6,000	
Housing & Per Diem		\$ 8,232	\$ 8,232	
			0	
			0	
			0	
Subtotal	\$ 5,000	\$ 36,732	\$ 41,732	0
<b>TOTAL EXPENSES</b>	<b>\$ 41,732</b>			

**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	\$ 8,200		20%
Foundation Support	\$ 20,000		48%
Private/ Individual Support	\$ 800		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		
DCA-State of Florida	\$ 2,000	5%
		0
		0
Gov't Grants: Local		
CAC-City of Miami Beach	\$ 1,000	2%
		0
		0
Gov't Grants: The Children's Trust (Direct Funding)		0
Merchandise/ Concessions/ Gift Shop Revenues		0
Investment Income (Endowment)		0
Interest and Dividends		0
Cash on Hand	\$ 4,732	11%
Other Revenues		
		0
		0
		0
		0
Department of Cultural Affairs Grants		

			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 36,732	0	12%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 41,732		
Total Revenues	\$ 41,732	Total In-Kind %	0

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

**FY 2014-2015 - Tourist Development Council - 4th Quarter (Jul 1 - Sep 30)**

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

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**ORGANIZATION:** The Rhythm Foundation, Inc.

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

**PROJECT TITLE:** Big Night in Little Haiti

**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:** 07-17-2015 through 09-18-2015

**EVENT LOCATION:** Little Haiti Cultural Complex, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support Big Night in Little Haiti summer 2015 programs. Big Night takes place each third Friday at the Little Haiti Cultural Complex, and brings thousands of people to 'downtown Little Haiti' to enjoy a night of outstanding Haitian music, art and culture. This grant covers activities on July 17; August 21; September 18. Big Night has become a focus of the GMCVB's initiatives to develop cultural tourism in Miami's distinct neighborhoods.

**HOTEL CONFIRMATION:**

Best Western on the Bay	40 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	15	4000
Out of County	20	2000
Out of State	10	1000
Foreign	15	500
TOTAL	60	7500

**MARKETING DETAILS:** Marketing Big Night in Little Haiti uses various platforms.

Printed materials: 20,000 printed cards and 150 posters are distributed tri county (by mail and via flyering).

Radio: Ads on WLRN 91.3 FM, WDNA 88.9 FM, WSRF 1580am

TV: PSA's on Ayiti TV and on Channel 2 WPBT.

Social Media: A primary mode for promoting Big Night in Little Haiti is through social media. We regularly engage with our 2500 Facebook.com/bignightlitlehaiti page followers, and maintain a busy Instagram account, a content-rich Youtube Channel and a newsy blog. The demographics of the Facebook fans show the international reach of the event: sizeable numbers register in the demographic feed as living in New York, Haiti, France, Canada, with smaller numbers in various other countries. Many people find the page through google.fr and google.ca (French and Canadian)

We use lively content and paid promotions to keep building this online presence. We also work with several popular web and email-based promo networks, including Haitian media sites HMIPix and Pikliz.com, and general news and lifestyle sources like NewTropic.com, Prism Music Group and Tropicult.com.

TV coverage allows us to reach an international audience and introduce Big Night in Little Haiti to a much wider public. We air a monthly TV show (and supporting PSAs) on Aiyti TV, a locally-based Haitian TV network. WE are discussing now other options to share the HD video recordings we are making each

month, including a Haitian-diaspora TV network and NPR.org.

A monthly publicity campaign ensures that activities at Big Night are included in all area entertainment calendars.

We are proud to be featured in targeted promotions by the GMCVB, including the Live Music Month bus to Big Night in Little Haiti each November. Big Night in Little Haiti photos and video appear in materials distributed internationally to promote Miami, and in its printed materials distributed locally to tourists. Especially with the opening of several new design-oriented hotels in Miami's Biscayne Blvd corridor, and the increased restaurants and services available in Little Haiti, we will work closely to distribute Big Night materials to area hotel concierges.

**PREVIOUS TDC FUNDING:** \$10,000 (13-14); {End of Cycle - \$5,000 (12-13)}; \$5,000 (11-12); \$5,000 (10-11); \$5,000 (09-10); \$5,000 (08-09); \$5,000 (02-03) End of Cycle;

**OTHER GOVERNMENT FUNDING:**

NEA - \$5,000

FIL Cultural Grant - \$7,500

## **PROJECT NARRATIVE:**

BIG NIGHT IN LITTLE HAITI is a free family-friendly event presented the 3rd Friday of each month - a night of music, art and fun at the Little Haiti Cultural Complex. Summer series dates are July 17; August 21 and September 18. Getting to know Little Haiti means falling in love with Haitian culture, appreciating one of Miami's unique neighborhoods, and sharing experiences with one of Miami's largest immigrant communities.

Big Night includes

- A double bill concert in the plaza by outstanding Haitian musicians: lively konpa dance bands; old school big bands; twoubadou folk singers; voodoo-roots rasin artists and kreyol jazz.
- A neighborhood-based rara (carnival horns and percussion marching group) procession through the neighborhood to close the night.
- World-class visual arts in the gallery, in partnership with Haitian Cultural Arts Alliance.
- Hands-on art activities for kids, in partnership with Bass Museum of Art.
- Arts and crafts vendors, and delicious kreyol cuisine.
- Coordination of a special events calendar at area art studios, restaurants and venues.
- Public services to ensure the safety and comfort of patrons at the event
- Outreach opportunities for visiting artists at FIU Latin American and Caribbean Center.

Big Night provides a consistent access for Miami residents and visitors to discover Little Haiti. Each month, BNLH attracts more than 2000 people from the tri-county region and beyond - Little Haiti residents; Wynwood hipsters; suburban Caribbean professionals and their families; and increasingly tourists. GMCVB is promoting Miami's diverse cultural neighborhoods as a selling point for visitors, and Big Night is featured prominently in Little Haiti marketing materials - we see a number of tourists at Big Night each month.

New this season, we are launching a specialized Little Haiti arts walk, focusing on a specific artspace or studio each month, and inviting area venues to coordinate activities, including the newly opened Caribbean Marketplace.

Also new is the creation of a monthly television program, Live from Big Night in Little Haiti - in discussion now with NPR. We currently air a show on Media Sponsor Aiyti TV, a locally-based Haitian TV network. This January we began HD live streaming the production on our own website. The goal with media outreach is making Big Night in Little Haiti visible worldwide!

The tourism component comes through GMCVB promo to develop Little Haiti as a cultural experience for tourists, and the focus that Big Night has in these efforts. We also work with FIU LACC on their annual

Haiti Summer Institute, which brings a group of 50+ people to Miami to study Haitian language and culture. As well, visiting artists use a number of hotel room nights. Our hotel partner is Best Western on the Bay in North Bay Village , where we have 48 room nights blocked. TDC funds will help develop the night and the new initiatives, serving a great number of area visitors.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 12,000	\$ 12,000	\$ 1,500
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 7,000	\$ 14,000	\$ 21,000	
Outside Other Fees/Services		\$ 1,000	\$ 1,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 4,000	\$ 5,000	\$ 9,000	\$ 3,000
Marketing: Postage/Distribution		\$ 1,500	\$ 1,500	
Marketing: Web Design/ Support/ Maintenance	\$ 1,000	\$ 1,500	\$ 2,500	
Travel: In County		\$ 4,500	\$ 4,500	
Travel: Out of County		\$ 3,000	\$ 3,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 3,000	\$ 3,000	\$ 6,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 3,000	\$ 3,000	\$ 2,400
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		\$ 1,500	\$ 1,500	
Other Expenses				
documentation		\$ 4,000	\$ 4,000	
security		\$ 4,500	\$ 4,500	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 59,500	\$ 74,500	\$ 6,900
TOTAL EXPENSES	\$ 81,400			

**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:			0
Outside Programs/ Performances			
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:	\$		7%
Other	5,000		
Rental Income			0
Corporate Support	\$ 10,000	\$ 3,000	13%
Foundation Support	\$ 15,000		20%
Private/ Individual Support	\$ 1,500	\$ 1,500	2%
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			
NEA	\$ 5,000		7%

		0
		0
Gov't Grants: State		
portion of FL Cult grant	\$ 7,500	10%
		0
		0
Gov't Grants: Local		
		0
		0
		0
Gov't Grants: The Children's Trust (Direct Funding)		0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 3,000	4%
Investment Income (Endowment)		0
Interest and Dividends		0
Cash on Hand		0
Other Revenues		
City of Miami in kind space rental		\$ 2,400
		0
		0
		0
Department of Cultural Affairs Grants		

Cult Adv funds	\$ 12,500		17%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 59,500	\$ 6,900	20%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 74,500		
Total Revenues	\$ 81,400	Total In-Kind %	9%

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

**FY 2014-2015 - Tourist Development Council - 4th Quarter (Jul 1 - Sep 30)**

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

**ORGANIZATION:** Hallandale Section CID-Unesco Inc.

**GRANT REQUEST:** \$

6,000.00

**PROJECT TITLE:** INTERNATIONAL DANCE AND CULTURAL EVENT  
CID

**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:** 09-16-2015 through 09-20-2015

**EVENT LOCATION:** International Dance and Cultural Event CID, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support a series of dance events, September 16th 2015 at the Crown Plaza Hotel in Miami Beach, open to the public featuring international dancers from all over the world.

The project is called International Dance and Culture CID

**HOTEL CONFIRMATION:**

Crown Plaza Hotel	Pending

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	5	500
Out of County	5	400
Out of State		
Foreign	60	100
TOTAL	70	1000

**MARKETING DETAILS:** From the month of May the organization intends to approach the public with a marketing plan

1 working with social media

2 working with local radio

3 working with local television network

The organization is planning to work with Facebook, You Tube, and Twitter these social media channels work in concert to create increased exposure to our organization news, events and activities in the community. For example, Twitter fans are periodically asked to visit Facebook pages for expanded content or to comment. We will be growing our base of portal members, Twitter fans and Facebook friends. And we will continue to increase the reach of social media channels by pursuing reciprocal relationships with like-minded organizations, and inviting the public to participate in upcoming event with interactive programs. This will allow us to cover the local community and target the interest group for our function

Local Radios, especially in the Haitian community allow us to cover the Haitian community estimated at over 100,000 people. We are expecting to reach the African American community by advertising with radio 105; we intend to work with the communication specialist officers of the cities of Aventura, North Miami North Miami Beach and Hallandale as well.

The local televisions we usually work with are Island TV, tropic TV and NBC 2,

Those channels cover the maximum of communities as well and we intend to work with them primarily but because it is an international event we will also approach Hispanic station Telemundo to advertise to the Spanish speaking public

This outreach will start in May 2015 and intensified in August 2015 with television appearances and radio outreach.

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

N/A

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## **PROJECT NARRATIVE:**

The organization has been active in promoting and education about international dance styles through programs in after school and in public schools as well. The organization plans every year an annual event open to the public showcasing the different styles and cultures and their positive impact on human relation. The organization is planning a series of events from the 16th to the 20th of September 2015 at both the Crown Plaza Hotel for a night of "International Dance and Cultural Event CID". The CID is the International Dance Council based in Greece that is bringing for the very first time in Miami FL. It is held annually in a different country in the world, last year it was held in India. It brings people from all over the world for a high end performance and we will showcase their talent at the ticketed event of September 16th 2015. CID is the International Dance Council based in Athens Greece focusing on research and the development of healing and bringing peace through music and dance.

The events will attract between 70 to 100 guest performers, coming from all over the world that will fly in our cities and stay at our hotel, increasing the occupation of room that is well needed in this low season time of September. Several events are planned but the ones concerning this grant are the International Dance and Cultural events CID open to the public that will be advertised through airway and television.

One of those events will be at the Crown Plaza Hotel in South Beach September 16th open to the public.

### **OUR SPONSORS;**

Toyota of North Miami

Hallandale Gulfstream.

Crown Plaza Hotel Miami Beach.

We are partnering with UNESCO that will bring the staff that usually take care of this event.

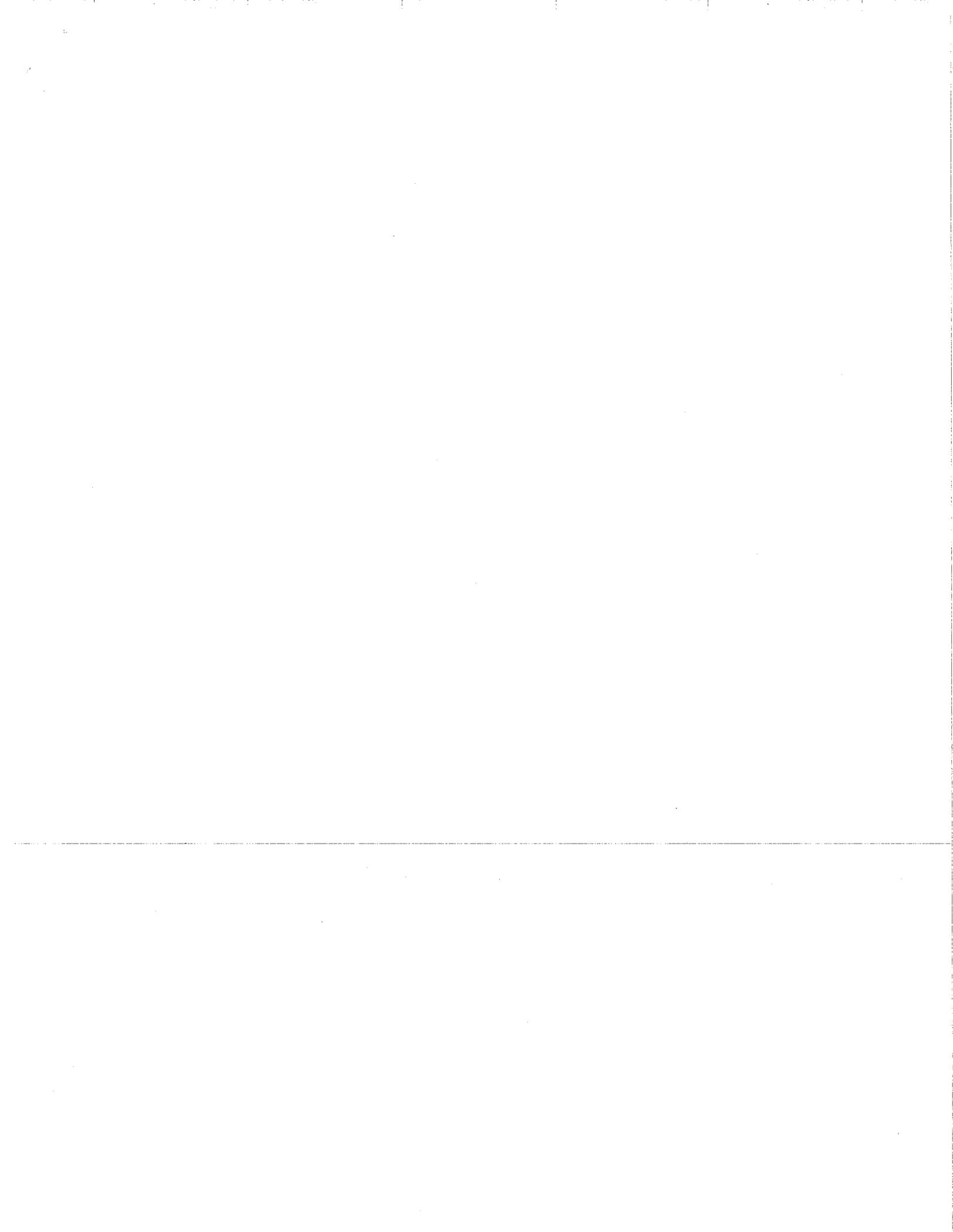
Radio MEGA

msnbc2 Tropic TV

UNESCO

We have not blocked any hotel room yet and the TDC funds will be important for marketing and artistic fees relevant to this program.

This event is different from any event because of its link to the UNESCO research development, focusing on bringing peace in the world through Music and dance. The 16th of September will be the ticketed event open to the public. We expect to block at least 50 to 100 rooms for our guest performers that often travel with their spouse and whole families to those functions.



**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration			0	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 23,000	\$ 23,000	
Outside Artistic Fees/Services	\$ 6,000		\$ 6,000	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication		\$ 4,500	\$ 4,500	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 4,500	\$ 4,500	
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		\$ 24,000	\$ 24,000	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 30,000	\$ 30,000	
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		\$ 3,500	\$ 3,500	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 6,000	\$ 89,500	\$ 95,500	0
<b>TOTAL EXPENSES</b>	<b>\$ 95,500</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 30,500		32%
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	\$ 43,000		45%
Foundation Support	\$ 16,000		17%
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		
		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	\$ 89,500	0	6%
Grant Amount	\$ 6,000		
Cash Revenues + Grant Amount	\$ 95,500		
Total Revenues	\$ 95,500	Total In-Kind %	0

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

**FY 2014-2015 - Tourist Development Council - 4th Quarter (Jul 1 - Sep 30)**

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

**ORGANIZATION:** Miami Music Institute, Inc.

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

**PROJECT TITLE:** Miami Summer Music Festival

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 15,000.00

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

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1ST

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 06-29-2015 through 08-03-2015

**EVENT LOCATION:** Barry University, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support the artistic, marketing and production costs for the Miami Summer Music Festival, a new classical music festival held at Barry University from June 28th-August 3rd, 2015 that brings over 200 young professional artists from around the world to study and perform with world leading classical music artists including Deborah Voigt, Sherrill Milnes, and members from the Metropolitan Opera, Cleveland Orchestra, Philadelphia Orchestra and Local Miami Artists.

**HOTEL CONFIRMATION:**

Hotel Urbana	500 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	40	4000
Out of County	20	750
Out of State	200	200
Foreign	20	50
TOTAL	280	5000

**MARKETING DETAILS:** MSMF's marketing plan focuses on the implementation & confluence of cross-media marketing, including traditional, digital & experiential marketing strategies. Our goal is to create and build content that engages our current and potential audience, which includes So. FL residents and visitors. Music festivals are top tourist destinations; MSMF encourages summer tourism to Miami by providing a destination experience for arts and music enthusiasts. Our strategic national press campaign increases exposure with major outlets: OPERA America, Musical America, Opera News, as well as major UK media outlets. The musical world at large will recognize Miami as a destination city for arts & culture; this effort will expand our audience reach and encourage specific travel to So. FL for the Festival. Interest in MSMF has increased, with student applications from over 20 countries, and a peaked level of interest from professional artists eager to come to Miami to perform, work and collaborate. MSMF brings esteem to So. FL's classical music culture, and encourages musicians and patrons to visit Miami and participate in the festival.

Traditional marketing strategies for this year include distribution of printed materials including 15000 postcards and 100 posters through direct mail campaigns, using our targeted mailing lists of 12,000 and with cooperation from other arts groups at cross-promotional events. Print ads will be placed in Miami Herald and El Nuevo Herald. We will also have 50 radio spots on South Florida Public Radio. Media interviews with Founder Michael Rossi are scheduled with Classical South Florida, WLRN, Sebastian Spreng and South Florida Public Radio.

This year, we are proud to be working with The Urbana Hotel with a 500 Room Night Bock, along with other upscale hotels in the Miami and Miami Beach area, for sponsorship to create a one-of-a-kind experience for our patrons. Special hotel rates for our guests and discounted ticket packages will be

offered. We will also offer ticket discounts through Goldstar, Groupon, LivingSocial, & calendar listings in travel geared publications including Greater Miami Festival's & Events, Welcome/Bienvenidos magazine, & Miamiandbeaches.com. The MSMF Marketing Plan benefits development of the Festival, drives traffic to hotels and provides exclusive arts entertainment for tourists.

Digital marketing content includes: email campaigns to targeted lists of 15,000 - including collaborative swaps with cooperative arts groups, web & Facebook ads, continued SEO and web development, calendar listings, and a social media campaign (channels for video, photos & audience-performer interaction) allowing us to reach a global scale audience. Paid Digital advertisements include South Florida Classical Review and Organiste.

MSMF will also be partnering with The Parent Academy in order to provide free tickets to lower income families for our Family Opera Production of Hansel and Gretel.

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

## **PROJECT NARRATIVE:**

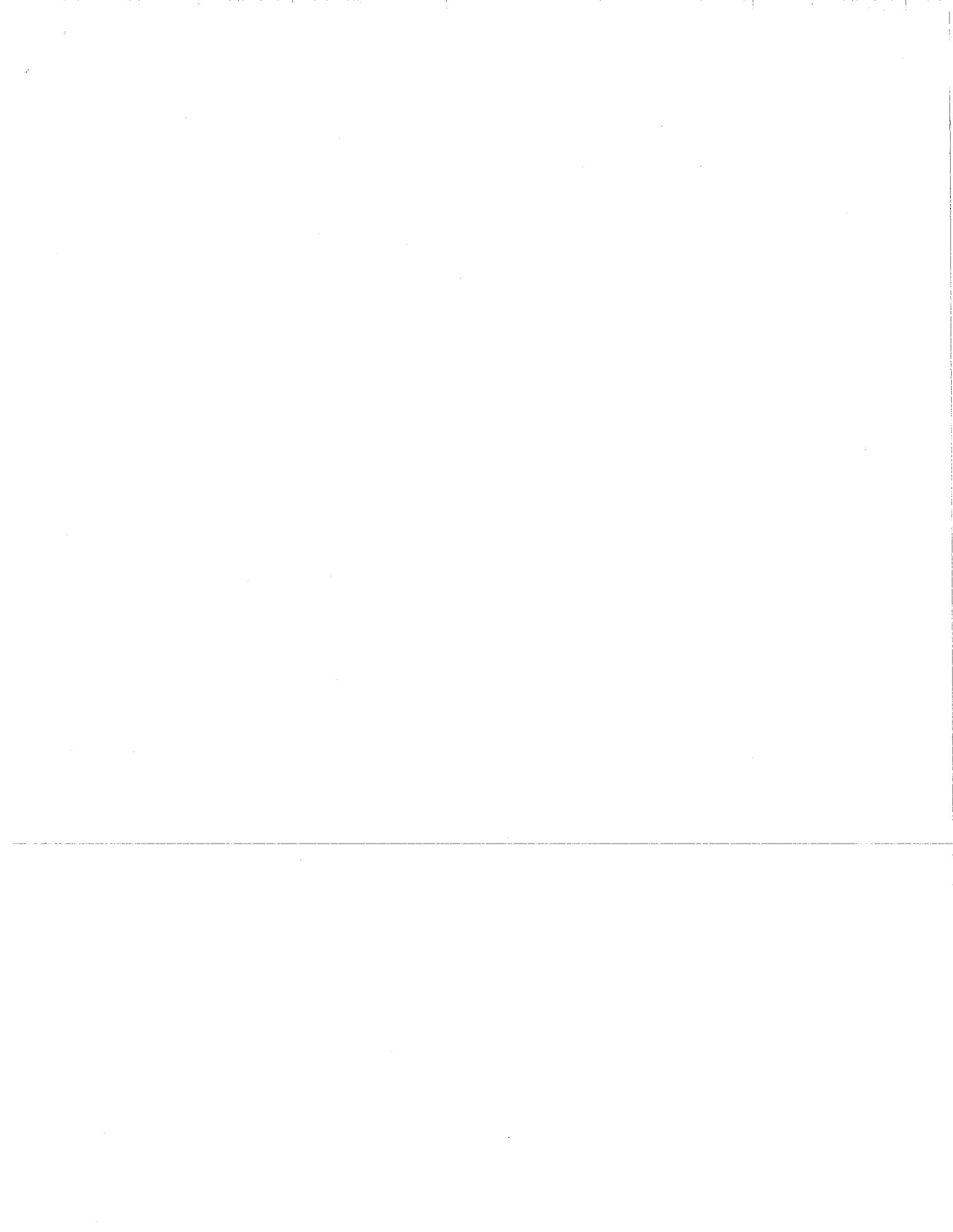
In one short year, MSMF has become an international destination for students preparing for the rigors of the professional music industry and a welcomed addition to Miami's cultural dynamic. This year's Festival, June 28th – August 2, 2015, brings together over 200 of the finest talents from around the world to participate in its Opera, Piano and Orchestral Institutes. These young professional artists receive instruction and mentorship from an international array of 55 artist faculty and unparalleled opportunities to perform in public concerts. Audience numbers are projected to increase by 42% which includes 1000 new visitors to Miami during the Festival's four-week run. Indicators within the classical music industry suggest that the Festival enhances the reputation of Miami's cultural venues as it continues to grow and attract talent from around the world.

Barry University, serves as a new major sponsor through its donation of facilities for rehearsals and performances. With this new sponsorship, MSMF is able to complete its mission of training young artists in every aspect of today's classical music industry by adding two intensive institutes: the MSMF Composition Institutes (June 29-July 12, 2015) and a four-week intensive Conducting Institute. The 2015 Festival continues to cultivate new collaborations within Miami's cultural sector as demonstrated by the 3-week piano symposium's partnership with the Miami International Piano Festival Academy.

The Festival offers 11 Large Scale Performance at the Broad Theatre which includes 6 performances of 3 full-production operas, 2 Performances of the Children's Opera Hansel and Gretel which will be targeted to first time Classical Music goers, 3 Symphony Orchestra concerts, 1 Chamber Opera, 1 Concert of Zarzuela Songs and one Gala Concert at the New World Center. In addition, the festival will produce 8 chamber music concerts, 2 Composition Institute Concerts, 6 Piano Recitals from and over 50 Masterclasses which will be open to the general public.

MSMF believes that bringing in new audiences is a vital part of it's mission and keeps ticket prices between \$0-\$15 so it is affordable to all Miami Residents. These events will bring in estimate ticket sales of \$7,500. TDC funds will be used to enhance the marketing efforts already in place to target both Local and out of State audiences and additional sponsorships for specific performances and performers. Current Festival sponsors in addition to Barry University, include Dunch Arts, The Betsy, South Beach, and Steinway Piano Gallery, Coral Gables and Media Sponsors Classical South Florida radio.

This season, we launch a strategic national press campaign to increase exposure with major national and international outlets. Marketing strategies include direct and digital mail campaigns to our targeted lists of 15,000, calendar listings, social media campaigns, experimental marketing, and cross-promotional campaigns with other Miami Arts Organizations.



**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 109,250	\$ 109,250	
Personnel: Artistic		\$ 50,000	\$ 50,000	
Personnel: Technical/Production		\$ 36,000	\$ 36,000	
Outside Artistic Fees/Services	\$ 6,000	\$ 110,900	\$ 116,900	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 5,000	\$ 10,500	\$ 15,500	\$ 5,000
Marketing: Postage/Distribution		\$ 1,000	\$ 1,000	
Marketing: Web Design/ Support/ Maintenance		\$ 2,500	\$ 2,500	
Travel: In County	\$ 2,000	\$ 9,600	\$ 11,600	
Travel: Out of County		\$ 3,000	\$ 3,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase		\$ 2,250	\$ 2,250	
Equipment Purchase / for Performance, Exhibition, Event, etc.	\$ 0		0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 5,000	\$ 10,300	\$ 15,300	\$ 100,000
Mortgage/ Loan Payments			0	

Insurance		\$ 6,300	\$ 6,300	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	\$ 5,000
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses				
Legal and Grant Writing, professional fees		\$ 9,500	\$ 9,500	
Production Expenses	\$ 7,000	\$ 57,700	\$ 64,700	
Student and Faculty Housing		\$ 156,700	\$ 156,700	\$ 10,000
Audition Expenses		\$ 7,500	\$ 7,500	
Meals/Student Life		\$ 1,000	\$ 1,000	
Subtotal	\$ 25,000	\$ 584,000	\$ 609,000	\$ 120,000
<b>TOTAL EXPENSES</b>	<b>\$ 729,000</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 7,500		1%
Memberships			0
Tuitions/Enrollment Fees	\$ 432,000		71%
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income			0
Corporate Support		\$ 120,000	0
Foundation Support			0
Private/ Individual Support	\$ 14,500		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
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			
Dormitories (Fees students pay for housing on Campus)	\$ 130,000		21%
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0

			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 584,000	\$ 120,000	4%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 609,000		
Total Revenues	\$ 729,000	Total In-Kind %	20%

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

**FY 2014-2015 - Tourist Development Council - 4th Quarter (Jul 1 - Sep 30)**

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

**ORGANIZATION:** Siempre Flamenco, Inc.

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

**PROJECT TITLE:** 10th Festival of Flamenco Song in Miami

**SUBCOMMITTEE**  
**RECOMMENDATION:** \$ 6,000.00

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

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1ST

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 09-02-2015 through 09-06-2015

**EVENT LOCATION:** The Adrienne Arsht Center for the Performing, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support artistic, marketing and production costs of the Tenth annual Festival of Flamenco Song in Miami. The festival will present four concerts at the Adrienne Arsht Carnival Theater on September 4th-6th 2015 featuring guest artists from Spain . Other activities will include a screening of documentary film about flamenco on September 3rd and a master class with guest artists on September 2nd.

**HOTEL CONFIRMATION:**

Pending	

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	2	685
Out of County	0	157
Out of State	0	20
Foreign	5	8
TOTAL	7	870

**MARKETING DETAILS:** Our marketing plan consists of targeting various sectors of the general public through timely advertising and outreach. Our marketing campaign will include a strong cyber component as well as traditional print and radio ads.

Newspaper advertising in both English and Spanish publications; Miami Herald and el Nuevo Herald, Community papers Biscayne Times & New Times, radio advertising on public radio WDNA and Classical Miami, internet advertising on National and International Flamenco websites: deflamenco.com, flamencobuzz.com, flamenconote.com, local web magazines ArtBurst Miami, MaimiArtzine, miami.com, among others. Eblasts sent from the Arsht center will target 70,000 interested attendees, plus siempre flamenco's data base of 9000.

We will target and put up posters and leave fliers at: Spanish Restaurants where they have flamenco entertainment, Dance Academies, Bookstores, Libraries, Dance, Music and Language depts. at universities U of M., F.I.U., and MDCC. We will also postcards at hotels that are easily accessible to the venue.

Previews provide free, strong promotion. Past previews have included articles by Sarah Moreno, Arturo Arias, Olga Connor and the late Norma Niurka, all of el Nuevo Herald, articles By Jesus Hernandez in el Diario de las Americas, a cover page article By Pamela Duque in the neighbors section of The Miami Herald, and an article by Fernando Landeros in the Tropical Life section of the Miami Herald. Most recently Artburst Miami did a video promo of Siempre Flamenco.

We have implemented a strong internet campaign which consists of Google Yahoo and Face book ads starting one month prior to an event. Using key words such as: flamenco, dance, guitar, music, Spanish dance, gypsy music etc we are able to reach all that have an interest in this type of event.

We will also do extensive outreach by offering complimentary tickets to collaborating partners who share their emails and in turn engage new diverse audiences. These Partners include: Miami Dade Live,

Centro Cultural Español, , Art Works For Us, ArtCenter South Florida, Pan (Performing Arts Network), Ballet Flamenco la Rosa, Jakmel Art Gallery, Papaloko for Kids, among others.

In addition, our events have huge tourist appeal. Flamenco music and dance has gained a reputation worldwide as one of the highlights on any cultural agenda. By planning each phase of marketing carefully, with a specific timeline and outreach program, we will be able to reach the maximum of people interested and insure a successful festival while strengthening the appeal of the city as a multicultural and artistically diverse destination.

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

DAN - \$4,422

## **PROJECT NARRATIVE:**

The proposed project is Siempre Flamenco's 10th Festival of Flamenco Song. Taking place in Miami on September 2 through 6 2015, the festival will feature four concerts at the Arsht Carnival Theater, a documentary film and master classes with guest artists. The only one of its kind in the United States, the festival centers around flamenco song, the lifeblood of all flamenco art.

The festival has huge tourist appeal. Flamenco music and dance has gained a reputation worldwide as a major cultural phenomena. Flamenco is growing in popularity, and Miami is recognized as one of the top destinations to see it in the U.S. The festival is gaining national and international recognition. The past two years, the festival has sold out. Due to high demand, we've expanded the festival to four concerts instead of three. The concerts will feature internationally recognized flamenco artists from Spain. Specifically, the festival will feature "la Susi," one of Spain's leading flamenco singers. This will be the first time that "la Susi" performs in Miami. She's known as somewhat of a cult figure in the flamenco world and her performance will be a huge draw for tourists. The festival will also feature two renown singers, Jose Mendez from Jerez de la Frontera and Ismael de la Rosa from Seville. TDC funding will contribute to these artists' fees. These artists are major stars in the flamenco world and will attract flamenco fans from all over.

What's truly unique about these concerts isn't just the quality of the flamenco artists but the venue in which they'll perform: the Adrienne Arsht Carnival Theater. With only 200 seats, it offers audiences a unique opportunity to see world-class flamenco in an intimate, up-close environment. The tickets will be \$48.00 which is a good deal for tourists and Miami audiences alike. At a larger concert hall, similar tickets in "orchestra seating" are double this price. The unique experience offered and the guest artists will attract flamenco fans from outside Miami. Last year, at least 16% of our audience was from out of county and 2% out of state. We expect those figures to increase this year. We plan to attract a multiethnic and intergenerational audience through deliberate and timely advertising campaigns. TDC funding will help us implement a strong marketing campaign with additional newspaper, radio ads, and e-blasts, targeting direct constituencies in Miami-Dade, Florida, and the greater United States. Timely advertising means that attendees will be able to plan their event calendar accordingly.

The festival adds to Miami's multicultural and artistic diversity. Further, the festival is Labor Day weekend, a long weekend which marks the end of summer and beginning of Fall. This is a great weekend for tourists because hotel and plane/bus tickets are cheaper, and a lot of people across Florida and the United States will take advantage of that.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 2,000	\$ 500	\$ 2,500	\$ 1,000
Personnel: Artistic	\$ 0	\$ 8,000	\$ 8,000	\$ 1,000
Personnel: Technical/Production	\$ 0	\$ 0	0	\$ 0
Outside Artistic Fees/Services	\$ 7,000	\$ 14,000	\$ 21,000	
Outside Other Fees/Services	\$ 0	\$ 10,000	\$ 10,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 6,000	\$ 1,000	\$ 7,000	\$ 1,000
Marketing: Postage/Distribution	\$ 0	\$ 0	0	
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 0	0	\$ 0
Travel: In County	\$ 0	\$ 0	0	
Travel: Out of County	\$ 0	\$ 4,200	\$ 4,200	
Equipment Rental	\$ 0	\$ 0	0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 600	\$ 600	
Equipment Purchase	\$ 0	\$ 0	0	
Equipment Purchase / for Performance, Exhibition, Event, etc.	\$ 0	\$ 0	0	
Space Rental	\$ 0	\$ 0	0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 0	0	\$ 8,200
Mortgage/ Loan Payments	\$ 0	\$ 0	0	

Insurance	\$ 0	\$ 0	0	
Insurance / for Performance, Exhibition, Event, etc.	\$ 0	\$ 600	\$ 600	
Utilities	\$ 0	\$ 0	0	
Fundraising/ Development (Non-Personnel)	\$ 0	\$ 0	0	
Merchandise/ Concessions/ Gift Shops	\$ 0	\$ 0	0	
Supplies/Materials	\$ 0	\$ 950	\$ 950	
Other Expenses				
costumes/props	\$ 0	\$ 900	\$ 900	
choreography	\$ 0	\$ 800	\$ 800	
documentation	\$ 0	\$ 600	\$ 600	
hospitality	\$ 0	\$ 5,000	\$ 5,000	\$ 800
Production fees	\$ 0	\$ 5,422	\$ 5,422	\$ 0
Subtotal	\$ 15,000	\$ 52,572	\$ 67,572	\$ 12,000
TOTAL EXPENSES	\$ 79,572			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 38,400		57%
Memberships			0
Tuitions/Enrollment Fees	\$ 600		1%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 1,000	\$ 10,000	1%
Foundation Support			0
Private/ Individual Support	\$ 3,000	\$ 2,000	4%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0

		0
		0
Gov't Grants: State		
		0
		0
		0
Gov't Grants: Local		
		0
		0
		0
Gov't Grants: The Children's Trust (Direct Funding)		0
Merchandise/ Concessions/ Gift Shop Revenues		0
Investment Income (Endowment)		0
Interest and Dividends		0
Cash on Hand	\$ 5,150	8%
Other Revenues		
		0
		0
		0
		0
Department of Cultural Affairs Grants		
50% DAN	\$	7%

50% DAN	4,422		7%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 52,572	\$ 12,000	22%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 67,572		
Total Revenues	\$ 79,572	Total In-Kind %	18%



# Miami-Dade County Department of Cultural Affairs

## FY 2014-2015 - Tourist Development Council - 4th Quarter (Jul 1 - Sep 30)

Agenda Item No.: B-4

**ORGANIZATION:** The Miami Foundation, Inc. as fiscal agent for Bas Fisher Invitational

**GRANT REQUEST:** \$  
4,000.00

**PROJECT TITLE:** WEIRD MIAMI Exhibitions and Bus Tours

**SUBCOMMITTEE**  
**RECOMMENDATION:** \$  
4,000.00

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

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1ST

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 08-03-2015 through 09-30-2015

**EVENT LOCATION:** Bas Fisher Invitational, ,

**PROJECT SYNOPSIS:**

Funds are requested to support Bas Fisher Invitational's (BFI) Season opening Exhibition and artist guided tour. BFI has become known locally and nationally for it's high-caliber program of engaging art projects that reflect the needs of Miami's diverse artistic community. With TDC funds BFI will be able to offset tour costs by making tickets free for local organizations that may not have experienced our programming. The events will take place September 11 and 27 mainly in Downtown Miami.

**HOTEL CONFIRMATION:**

Pending	

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	3	300
Out of County		55
Out of State	1	10
Foreign		
TOTAL	4	365

**MARKETING DETAILS:** We have increased our marketing budgets specifically to better target our current followers and subscribers, as well as reaching out to new avenues as well. Increased marketing will allow us to hire a designer for all exhibition and event materials, allowing the web and print materials to feel cohesive. This would include distributed flyers, facebook banners and images to use in our e-mail blasts. We currently do all this in house and would greatly benefit from a professional designing our marketing materials.

We also plan on further consulting with a marketing and public relations expert about how we can reach new audiences and best promote our programming. We anticipate increasing our social media presence partially through paid ads and paid visibility tactics. Currently a small percentage of our 1,881 Facebook friends actually receive our event invitations and notifications. This would allow for increased visibility.

For distributed flyers, we will issue over 1,000 per opening to local shops and hotels such as The Freehand, Sweat Records, Panther Coffee, Jugo Fresh, etc. For bus tours, we will print 500 and distribute to the same venues. As demand for the bus tours continues to grow, we will progress into advertisements with the plan of offering multiple bus tours per artist instead of limiting it to just one.

In 2010 the BFI joined a new email marketing service called "Emma," which allows us to make targeted email lists without bombarding recipients with multiple emails, and to track who is opening and responding to our emails. Each email is sent to the specific audience we are trying to reach, at times that have been tested and shown to have the highest open rate. The list of Miami residents has approximately 1500 emails, the National list has an additional 1120 emails, there is a 60-person list of our closest supporters, and a press list with 251 emails, for a total of 2,931 active emails.

The BFI regularly sends press releases with images to publications ranging from the Miami Herald, Miami New Times, Biscayne Boulevard Times, Miami Art Guide, and the Sun Sentinel, to national publications like The New York Times, Art Papers, Art Slant and more.

Three years ago the BFI website was redone through "Cargo Collective," an artist designed web template. This enables us to post our current programming and keeps an archive of past projects easy to update and access. Shows are posted about 4 weeks prior to their opening and are followed by accompanying Facebook event posts, Twitter posts & customized e-mails.

Beyond traditional marketing, the BFI will work with both the Golden Ticket and Culture Shock programs to provide increased opportunities for seniors and college aged students to attend our events. We have previously adopted a similar model by offering complimentary tickets to members of the Lotus House.

Lastly, we are also a paying organization on cultural events calendar, Infraculture.

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

Artist-run Bas Fisher Invitational (BFI) finds innovative ways to integrate the South Florida community with WEIRD MIAMI, a creative city tour that turns locals into tourists as they discover unnoticed and unknown places, while tracing undocumented histories, redrawing maps and making new friends. BFI offers behind-the-scenes looks at the city and its artistic offerings by inviting artists and community leaders to create exhibitions and tours that reflect their relationship with the city while making their thought process accessible and interactive. Our tours and exhibitions are constantly evolving and represent artists of different ages, races, genders, cultural background and disciplines.

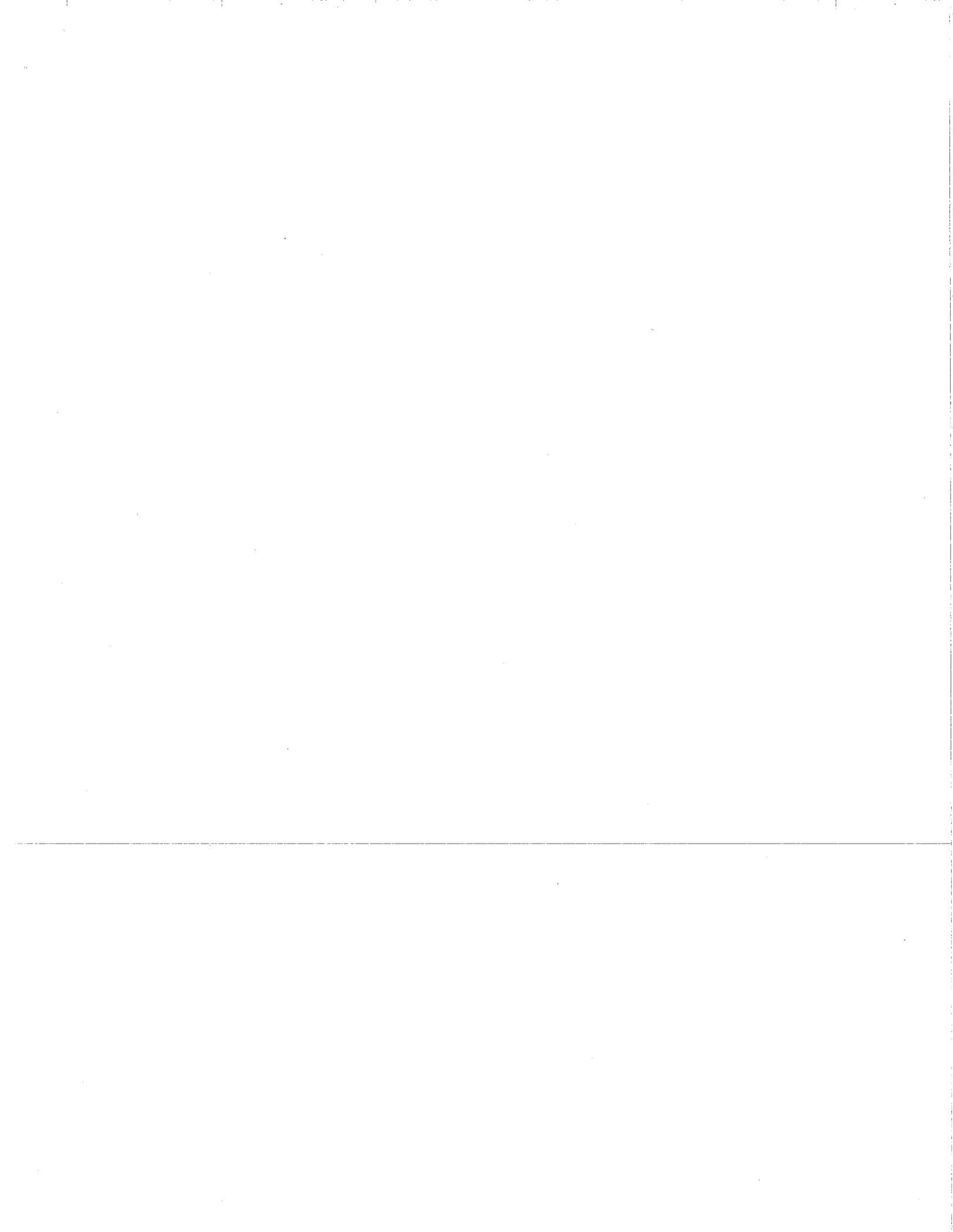
Our season opening exhibition, tour and paneled discussion will take place September 11th and 27th and will feature an artist selected from our upcoming Call For Proposals. The artist(s), chosen by a closed panel, will put together a solo show as well as a bus tour. BFI works one on one with the artist to develop and present the tours, which are run entirely by BFI. The only outside contractor we use is the bus driver. Locations of the bus tour are dependent on the artist's focus, but exhibitions and paneled discussions take place at BFI's gallery located in Downtown Miami.

In the past year alone, we have supported bus tours ranging in content from Juan Carlos Zaldivar's tour on Gender Identity and technology based art, to Shaneeka Harrell's contemporary dance bus tour, which incorporated history, archival music and poetry. The Miami New Times rated Shaneeka's tour as one of the top 10 events to attend during the Miami Book Fair International, a major tourism generator in Miami.

Our exhibitions and talks are always free and open to the public. WEIRD MIAMI bus tours vary in price but generally range \$25-\$35 per ticket, depending upon contents of the tour.

BFI is committed to making our programming widely accessible to diverse audiences. Our current audience is predominately attendees between 25-40 years old. One of our objectives this year is to maintain our current audience, while increasing marketing towards students in high school and college, as well as senior citizens. BFI has just signed up as a paid member with Infraculture, a cultural calendar that lists selected arts events and whose website receives over 60,000 hits per month. We have also started to offer 5 complimentary bus tickets per tour for different community non-profit organizations, as well as participating in Culture Shock and Golden Ticket, as well as our continued marketing through Social Media and email marketing system MyEmma.

BFI regularly works with Miami Dade Department of Cultural Affairs and has seen our programming grow year after year. TDC's funding will enable us to better market the events to a broad audience with a newly increased focus on inclusivity of tourist coming to Miami. We hope to motivate attendees to create dialogue about art made in or about Miami.



**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 7,000	\$ 7,000	
Personnel: Artistic		\$ 5,000	\$ 5,000	
Personnel: Technical/Production		\$ 500	\$ 500	
Outside Artistic Fees/Services	\$ 2,200	\$ 0	\$ 2,200	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 300	\$ 0	\$ 300	
Marketing: Postage/Distribution		\$ 100	\$ 100	
Marketing: Web Design/ Support/ Maintenance		\$ 650	\$ 650	
Travel: In County	\$ 500	\$ 0	\$ 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.			0	\$ 3,833
Mortgage/ Loan Payments			0	
Insurance		\$ 375	\$ 375	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities		\$ 125	\$ 125	

Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials	\$ 1,000	\$ 1,600	\$ 2,600	
Other Expenses				
Miami Foundation Fiscal Sponsor Fee		\$ 150	\$ 150	
Art Shipping		\$ 500	\$ 500	
			0	
			0	
			0	
Subtotal	\$ 4,000	\$ 16,000	\$ 20,000	\$ 3,833
<b>TOTAL EXPENSES</b>	<b>\$ 23,833</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 1,000		5%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support		\$ 3,833	0
Foundation Support	\$ 10,000		50%
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		
State of Florida Department of Cultural Affairs Grant	\$ 4,000	20%
Miami Downtown Development Authority	\$ 1,000	5%
		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	\$ 16,000	\$ 3,833	20%
Grant Amount	\$ 4,000		
Cash Revenues + Grant Amount	\$ 20,000		
Total Revenues	\$ 23,833	Total In-Kind %	19%

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

**FY 2014-2015 - Tourist Development Council - 4th Quarter (Jul 1 - Sep 30)**

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

**ORGANIZATION:** GABLESTAGE, INC.

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

**PROJECT TITLE:** 2014-2015 Season

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 15,000.00

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

**FUNDING CATEGORY:** Ongoing

**FUNDING YEAR:**

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 07-01-2015 through 08-30-2015

**EVENT LOCATION:** GableStage, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support a portion of GableStage's 2014-2015 Season. From Aug 1-Aug 30, I'LL EAT YOU LAST by Academy Award nominated playwright, John Logan will be premiered at GableStage at The Biltmore Hotel in Coral Gables reaching an audience of 3000 including students, tourists, and residents. Prep for the production begins July 1 and performances are Thur-Sat at 8pm and Sun at 2pm and 7pm. Ticket prices range from \$15-55. The Biltmore Hotel, Miami Herald, and WLRN are sponsors.

**HOTEL CONFIRMATION:**

The Biltmore Hotel	60 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	1	2250
Out of County		450
Out of State		260
Foreign		40
TOTAL	1	3000

**MARKETING DETAILS:** GableStage utilizes a multi-pronged marketing plan utilizing both traditional and non-traditional marketing efforts. THE MIAMI HERALD and WLRN routinely promote GableStage and have a regional and national reach. Each production offers new opportunities to seek area groups and organizations for cross-promotion via email and website advertising as well as continuing to reach out to the core audience-base through tried-and-true methods such as direct mail and newspaper advertising.

To promote an individual show:

- 16,000 Postcards are direct mailed via THE MIAMI HERALD
- 3,000 Club Cards are printed and distributed to local hotels, galleries, theaters and other businesses as well as to include in any mailings sent from GableStage
- Newspaper advertisements are placed in THE MIAMI HERALD—but most importantly the Sunday edition with a 197,243 circulation—THE SUN SENTINEL, THE PALM BEACH POST, THE MIAMI NEW TIMES, and THE JEWISH JOURNAL.
- Online advertisements are sought with all of the above newspapers as well as with local publications including SUNPOST, ENV MAGAZINE, CORAL GABLES GAZETTE, and EL NUEVO HERALD
- Magazine advertisements are placed in AROUNDTOWN MAGAZINE and other local magazines
- Radio Spots are purchased on WLRN, WDNA, and Classical South Florida and ticket give-aways take place
- Email blasts are sent out using GableStage's ever-increasing contact listing of almost 15,000
- Cross-promotional email blasts are sent by area arts partners such as Palm Beach DramaWorks and the Adrienne Arsht Center
- Interviews and media-coverage are sought from Metro-Dade Television, WLRN Public television,

WPLG Local 10, and Channel 33 in South Florida

- Word-of-Mouth—after opening, reviews are released in all major newspaper outlets such as THE MIAMI HERALD and THE MIAMI NEW TIMES, as well as many online outlets like FloridaTheaterOnstage.com. These reviews are instrumental in spreading the word about the production.
- Limited Day-of, Half-price tickets are offered through WLRN's Cultural Connection program to reach out to new theatre-goers attending GableStage for the first time.
- Google Adwords provided by Google for Non-Profits provides online search advertising for individual productions.
- Online Calendar listings are placed with Greater Miami Convention & Visitor Bureau, Miami Herald, AroundTown Magazine, & South Florida Theatre League
- The newly remodeled GableStage website and BLOG are utilized to inform audiences about activities and programs. Purchases can be made via the website.

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

**OTHER GOVERNMENT FUNDING:**

N/A

## **PROJECT NARRATIVE:**

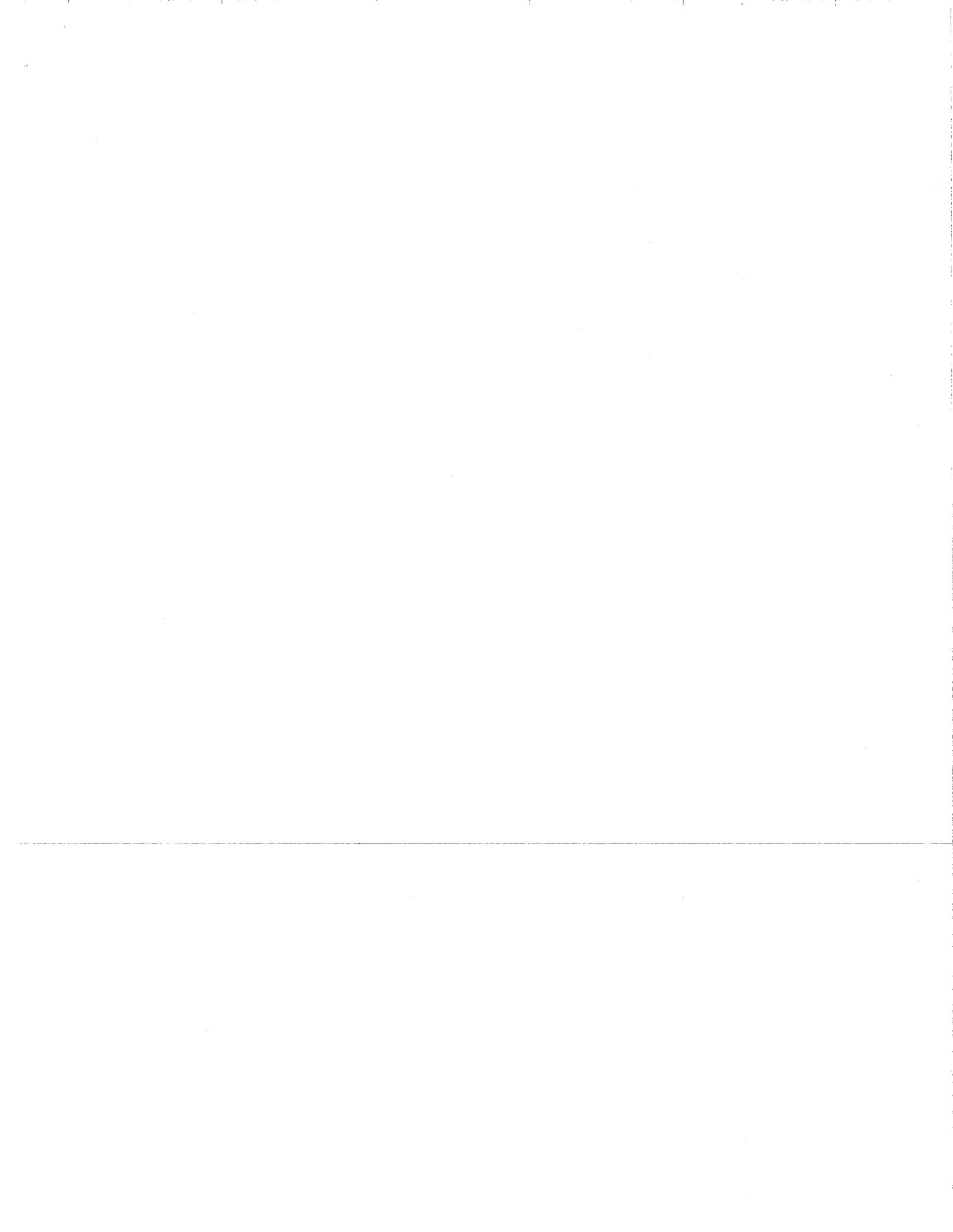
GableStage seeks funds to support a portion of the 2014-2015 Season at our theatre host located at the Biltmore Hotel which acts as our hotel sponsor. We estimate that 60 nights, approximately 35 rooms, will be booked at the Biltmore within the 4th quarter period in relation to our programming.

GableStage produces six plays per season and is now in its 17th successful season of presenting high-quality, thought-provoking theatre. The second to last play in the 2014-2015 season is I'LL EAT YOU LAST by Academy Award nominated playwright, John Logan running AUG 1 thru AUG 30 with rehearsals and production preparation beginning JULY 1. This one-woman show features an actress portraying Sue Mengers, the first female Hollywood "superagent" sharing all the inside showbiz details and dirty secrets straight from her glamorous Beverly Hills home. The New York Times described the show as "Funny and Provocative!" GableStage offers a different entertainment element for tourists looking for something beyond the stereotypical entertainment outlets of the beaches and the party scene. Many of the shows chosen for a GableStage season are recently off their Broadway run thus attracting audiences who may have heard of the production on Broadway, but been unable to attend. GableStage gives them a chance to view the production in a more intimate setting and at an affordable price. As GableStage's local and national audience base grows, its reputation will continue to enhance the South Florida cultural scene.

Ticket prices range from \$15 for students to \$55 for a Saturday night. Performances are held every Thurs-Sun at the Biltmore Hotel in Coral Gables, reaching an estimated audience of 3000 people for this period with 22 paid performances and 1 free benefit preview given to Coral Gables Community Foundation to use as a fundraiser.

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

Since last season, GableStage's online presence has been revamped with a remodeled website and inclusion of a Blog. Information is more visual, easier to navigate, smartphone compatible and the purchasing process is simpler. More online advertising has been sought through local partners and Google Adwords through Google for Non-profits. These changes have increased our regional and national reach. TDC funding will allow GableStage to continue to produce programming at the highest level of quality and continue to increase marketing outreach efforts into the digital sphere.



**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 66,250	\$ 66,250	
Personnel: Artistic	\$ 3,750	\$ 28,450	\$ 32,200	
Personnel: Technical/Production		\$ 31,250	\$ 31,250	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 6,000	\$ 29,000	\$ 35,000	
Marketing: Postage/Distribution	\$ 1,250	\$ 3,750	\$ 5,000	
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.		\$ 1,000	\$ 1,000	
Space Rental		\$ 7,063	\$ 7,063	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 4,000	\$ 3,062	\$ 7,062	
Mortgage/ Loan Payments			0	
Insurance		\$ 7,500	\$ 7,500	

Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 21,535	\$ 21,535	
Other Expenses				
Credit Card Related Fees		\$ 2,500	\$ 2,500	
Telephone, Copier, Internet		\$ 5,000	\$ 5,000	
Storage		\$ 2,500	\$ 2,500	
Office Supplies		\$ 1,250	\$ 1,250	
IT Technical Support & General Repairs		\$ 2,500	\$ 2,500	
Subtotal	\$ 15,000	\$ 212,610	\$ 227,610	0
<b>TOTAL EXPENSES</b>	<b>\$ 227,610</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 40,000		18%
Memberships	\$ 60,000		26%
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	\$ 28,750		13%
Foundation Support	\$ 34,360		15%
Private/ Individual Support	\$ 27,000		12%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			

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

Cultural Advancement (ADV)	\$ 22,500		10%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 212,610	0	7%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 227,610		
Total Revenues	\$ 227,610	Total In-Kind %	0

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

**FY 2014-2015 - Tourist Development Council - 4th Quarter (Jul 1 - Sep 30)**

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

**ORGANIZATION:** Ground Up And Rising, Inc.

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

**PROJECT TITLE:** Ground Up & Rising "2015 Summer Season"

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

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

**FUNDING CATEGORY:** Ongoing

**FUNDING YEAR:** 1ST

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 07-03-2015 through 09-13-2015

**EVENT LOCATION:** Artistic Vibes, Miami Beach Botanical Garden,

**PROJECT SYNOPSIS:**

Grant funds are requested to support our critically lauded, professional theatre productions during Ground Up & Rising's(GU) 2015 Summer Season at the Miami Beach(MB) Botanical Garden and Artistic Vibes(AV) in South Miami-Dade. AV shows for "The Recommendation" will be July 3(8pm), 5 & 12 @ 2pm & 6pm, and MB shows will be July 18, 19, 24, 26 @5pm. "At Home At The Zoo" shows will be MB: AUG 22(8pm)23(2pm & 6pm),29(8pm),30(2pm & 6pm), and AV shows: Sept 5,6,11,13 @5pm.

**HOTEL CONFIRMATION:**

None	

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	11	900
Out of County	0	275
Out of State	1	195
Foreign	0	50
<b>TOTAL</b>	<b>12</b>	<b>1420</b>

**MARKETING DETAILS:** Our marketing plan yields a 15% increase in attendance each season through online/print media, radio (\$20,000 of in-kind radio advertising from Star 102.1 FM and NPR), and an aggressive grassroots marketing campaign. This will provide our innovative programming the ability to maintain a buzz-worthy exposure with critics, media, tourists, and most importantly, Miami constituents. For our online/print news campaign, we capitalize on our reputation and established contacts at such publications as the Miami Herald, Sun-Sentinel and the Miami New Times to provide us with advance coverage in the form of articles and special mentions (i.e. Miami Herald Critic's Picks) for several weeks before our productions. In addition, the same media organizations listed above publish reviews of our shows to an aggregate circulation of over 400,000 people.

Our comprehensively coordinated online social media component features street theatre performances that will enlighten thousands of Miami residents through the conduit of our social media platforms. We will be able to accomplish this viral component by filming vignettes from our shows. These exciting glimpses into our work will make our work even more engagingly attractive as an entertainment option for Miami audiences. This will also allow us to reach the millennial generation who get the bulk of their information through digital media. Building the future audience of the Arts is our foremost priority.

This online marketing aspect directs all traffic back to our website, [www.groundupandrising.org](http://www.groundupandrising.org), where prospective patrons can peruse our critical praise, organizational history and see the altruistic agenda our company is striving to accomplish in the region. This extensive campaign utilizes social networking to maximize exposure through clever marketing including teaser trailers (video) of the events, and major print publication quotes about the show that link back to our website. We also make our programming FREE to everyone under 25, ensuring that our programming is accessible to young adult audiences.

Additionally, we have a large e-mail database of patrons (over 2500), and also promote our shows on targeted sites such as FloridaTheaterOnStage.com with banner ads.

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

-In-Kind support: \$10,000 in 102.1 Star FM radio ad and online banner placement. 102.1 FM will also place our video trailer for the show on their website.

**PREVIOUS TDC FUNDING:** {End of cycle - \$3,500 (13-14)}; \$3,500 (11-12); \$3,500 (10-11); \$3,500 (09-10); \$3,500 (08-09)

**OTHER GOVERNMENT FUNDING:**

MB ARTISTIC DISCIPLINES: \$18,475.71

## **PROJECT NARRATIVE:**

Ground Up & Rising 2015 Summer Season Of Professional Theatre:

A) "The Recommendation" by Jonathan Caren:

A World Premiere play by Julliard Grad Jonathan Caren, one of America's exciting new theatrical voices. Aaron is smart, privileged and liked by everyone. Iskinder, his college roommate, is modest, unconnected and comes from a middle-class immigrant family. Soon the best of friends, Aaron takes Iskinder under his wing, sharing his world of favors and fortune. But once in the real world, Aaron is thrust into a terrifying situation without his familiar safety net. As the tables turn, both Aaron and Iskinder have to rethink the meaning of friendship and where loyalty has its limits.

"Garden" Program\*:

When: July 18,19,24,26 at 5pm

Where: MBBG

Admission: FREE

"House" Program\*:

When: July 3, 5, 12(Sat 8pm and Sun 2pm & 6pm)

Where: AV

Admission: \$25 General Admission/FREE for all people under the age of 25

B) "At Home At The Zoo" by Edward Albee:

"I've been to the zoo."

These opening words usher the audience into one of the most iconic plays in American theater history: The Zoo Story. More than fifty years later, master playwright Edward Albee wrote a prequel to this classic, showing Peter's life immediately preceding his encounter with Jerry on the park bench and is every bit as powerful as the original. We meet Ann, Peter's wife, and see the conversation that compelled Peter to go for that fateful walk in the park. At Home at the Zoo is a must for any theater lover.

"Garden" Program\*:

When: Sept 5, 6, 11, 13 2014 at 5pm

Where: MBBG

Admission: FREE

"House" Program\*:

When: Aug 22, 23, 29, 30(Saturdays 8pm and Sundays 2pm & 6pm)

Where: AV

\$25 General Admission/FREE for all people under the age of 25

TDC Funding & The Project's Tourism Attractiveness: TDC funding will enhance our ability to deliver world-class presentations to tourists and residents alike by defraying marketing efforts, administrative and space rental costs, thereby allowing our organization greater freedom to focus on compensating on talented artists, which in turn augments the quality of the productions.

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

\*Ground Up's "House and Garden" programming platform allows us to serve two different audiences. Those who enjoy their theatre in the park under the beautiful Miami sky will choose the "Garden" option. And those who prefer to enjoy their theatre with the intimacy and production aesthetics that only an indoor, air conditioned venue can provide will opt for the "House" option.

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

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

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**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 3,000	\$ 3,000	
Personnel: Artistic	\$ 3,750	\$ 18,750	\$ 22,500	
Personnel: Technical/Production		\$ 2,000	\$ 2,000	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services		\$ 1,500	\$ 1,500	
Marketing ADV/ PV/ Printing/ Publication	\$ 3,000	\$ 600	\$ 3,600	
Marketing: Postage/Distribution		\$ 150	\$ 150	
Marketing: Web Design/ Support/ Maintenance		\$ 150	\$ 150	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental		\$ 0	0	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental	\$ 8,250	\$ 3,750	\$ 12,000	\$ 12,000
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)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 2,600	\$ 2,600	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 33,000	\$ 48,000	\$ 12,000
<b>TOTAL EXPENSES</b>	<b>\$ 60,000</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 4,200		9%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support		\$ 12,000	0
Foundation Support			0
Private/ Individual Support	\$ 787		2%
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		
MBCA: ARTISTIC DISCIPLINES GRANT	\$ 18,747	39%
		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		
MDCA: DEVELOPING ARTS IN NEIGHBORHOODS GRANT	\$ 9,266	19%
		0

			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 33,000	\$ 12,000	31%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 48,000		
Total Revenues	\$ 60,000	Total In-Kind %	25%

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

**FY 2014-2015 - Tourist Development Council - 4th Quarter (Jul 1 - Sep 30)**

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

**ORGANIZATION:** Pinecrest Premier Soccer Inc.

**GRANT REQUEST:** \$

15,000.00

**PROJECT TITLE:** 2015 Adidas Mega Cup Miami Youth Soccer  
Tournament

**SUBCOMMITTEE**

**RECOMMENDATION:** \$

8,750.00

**PROJECT TYPE/CATEGORY:** Sport

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 4TH

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 09-05-2015 through 09-07-2015

**EVENT LOCATION:** Kendall Soccer Park, Deerwood Bonita Lakes Park, Tamiami Park

**PROJECT SYNOPSIS:**

Grant funds are requested to support the 2015 Adidas Mega Cup Miami Soccer Tournament. This event is a youth soccer tournament for ages 8-18 and is held over Labor Day weekend, 9/5-9/7, 2015 at Kendall Soccer Park, Amelia Earhart Park, Deerwood Bonita Lakes Park, & Tamiami Park. This tournament brings U.S. Youth Soccer teams and family members from throughout the state to Miami Dade County for a soccer tournament. Grant proceeds will be used to market the tournament to north Florida teams.

**HOTEL CONFIRMATION:**

Hampton Inn - Dadeland	10 room nights
Marriott - Miami Lakes	10 room nights
Marriott Dadeland	10 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	1652	2907
Out of County	2243	4361
Out of State		
Foreign		
TOTAL	3895	7268

**MARKETING DETAILS:** Our marketing efforts are directed toward continuing to increase awareness of the tournament, promote Miami Dade County as a vacation destination for the family, to expand our efforts to draw female teams to the tournament, and to draw teams north of Palm Beach.

Participants must be registered to a club, so coaches make the decisions to participate rather than individuals. We will continue to use social media to market the tournament, to reach out directly to coaches and directors from other clubs, to use our own staff's connections in the soccer community, to market the tournament on the state's governing soccer body, FYSA, and to hire a registration and scheduling director with heavy experience in managing soccer tournaments and a vast network of connections with soccer organizations throughout the state.

Our phone app is a one-stop information tool for the tournament. It includes such features as field locations, directions, schedules, rules, local information such as hotels, restaurants, etc. We will use Facebook & Twitter to help promote our tournament. We have a database of all coaches who participated in the tournament previously and have the ability to e mail all participants. We will send out multiple tweets, posts, and e mail blasts to promote the tournament.

We will also mail coaches a tournament packet that describes the tournament, describes the flavorful experience to be had in Miami-Dade County, and includes a tournament promotional item. We will also mail a tournament brochure to these coaches and clubs as well.

We will purchase an online advertisement on the FYSA website, during April through August. Each year team tryouts are held in June and all players must register for the new season so there is much traffic on the FYSA site during that period. We will also advertise in Touchline magazine, published by FYSA.

Our club has hired two new directors of coaching. Sarah Dacey and Richard Chinapoo will spearhead the personal networking efforts, working with our own club coaches to meet with coaches and directors of coaching from other clubs. As our teams participate in other tournaments, we will interact with and reach

out to other coaches to support our tournament.

Jeff Pinterelli has been hired to coordinate the tournament registration and scheduling process. He operates Soccer Skills Unlimited, the largest youth soccer tournament hosting organization in the state of Florida. He will utilize his vast network of club and coach contacts to promote our tournament.

The Annual General Managers Meeting is an annual meeting of all FYSA affiliate clubs and their directors for the state of Florida. At this event, we will host a vendor booth in order to gain more brand recognition. Coaches and directors of all clubs nationally will attend this event, giving our tournament more exposure to a larger audience. We will distribute additional tournament and Miami Dade County tourist information at this event.

**PREVIOUS TDC FUNDING:** \$10,000 (13-14); \$12,500 (12-13); \$25,000 (09-10)

**OTHER GOVERNMENT FUNDING:**

## **PROJECT NARRATIVE:**

The 2015 Adidas Mega Cup Miami is a youth soccer tournament for players 8-17. It is held over Labor Day weekend, 9/5-9/7, 2015 at several Miami-Dade County parks; Deerwood Bonita Lakes Park, Kendall Soccer Park, Tamiami Park, and Amelia Earhart Park. Over 200 competitive soccer teams visit Miami-Dade County for the holiday weekend; over 3,000 players and coaches and over 6,000 spectators. There are over 600 games scheduled, with 60 games per day at each park.

Players must be registered to a club, so coaches make the decision to participate rather than individuals. Most players travel with their families, although older age groups may travel as a team. With a three day weekend at various locations allows the participants and their families the opportunity to experience Miami in between games and in their down time.

During the Spring period, we advertise on FYSA's website; Florida Youth Soccer Association, the state's governing soccer body. We also advertise in Touchline magazine. State championship playoff games are held at locations throughout the state and we will be distributing postcards at these events.

A tournament packet with promotional material on the tournament and on Miami Dade County will be mailed to coaches. We will host a vendor booth at the Annual General Managers meeting in order to promote more awareness of our tournament. Every registered soccer club in the state participates in this event. We will also distribute material on Miami-Dade County at this event.

Social media remains an important tool for us. Our phone app. is a one stop information source, with schedules, directions, and other information. Although team coaches make the tournament decisions, Facebook and Twitter generate interest from the players themselves.

This year we are working with an outside scheduler. His background is in managing youth soccer tournaments and he has a large database of contacts which we will tap into to bring additional teams to our event. He will work hand in hand with our directors of coaching, who have an extensive network of contact of their own, to reach out to other clubs to promote our tournament.

Three Marriott hotels and Hampton Inn Dadeland have block off 10 rooms for our event. We are waiting for completion of the paperwork at this time. Our tournament website lists all hotels in proximity to each field as well as their rates and contact info so parents can book at a hotel of their choosing.

As many organizations do, we operate on a shoe string budget. We plan our expenditures carefully and in order to maximize our return. TDC grant funds allow us additional means with which to promote our tournament and to promote the tourism aspect of their weekend. While most of our dollars are spent on

labor, equipment, and direct tournament-related expenditures, TDC funds allow us additional funds with which to appeal to the coaches' and families soccer interests and families' interests while visiting Miami-Dade County.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 54,000	\$ 54,000	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 35,525	\$ 35,525	\$ 3,000
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication		\$ 12,000	\$ 12,000	
Marketing: Postage/Distribution		\$ 1,500	\$ 1,500	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 500	\$ 500	
Travel: Out of County		\$ 800	\$ 800	
Equipment Rental		\$ 500	\$ 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		\$ 10,000	\$ 10,000	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance			0	

Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 1,000	\$ 1,000	
Supplies/Materials		\$ 4,500	\$ 4,500	
Other Expenses				
CREDIT CARD FEES		\$ 2,600	\$ 2,600	
TROPHIES/MEDALS		\$ 11,000	\$ 11,000	
			0	
			0	
			0	
Subtotal	0	\$ 138,925	\$ 138,925	\$ 3,000
TOTAL EXPENSES	\$ 141,925			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships			0
Tuitions/Enrollment Fees	\$ 118,425		85%
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 4,000	\$ 3,000	3%
Foundation Support			0
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			
			0
			0
			0

Gov't Grants: State			0
			0
			0
Gov't Grants: Local			
			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 1,500		1%
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	\$ 123,925	\$ 3,000	11%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 138,925		
Total Revenues	\$ 141,925	Total In-Kind %	2%

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

**FY 2014-2015 - Tourist Development Council - 4th Quarter (Jul 1 - Sep 30)**

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

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**ORGANIZATION:** Tcapital Films

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

**PROJECT TITLE:** Tammy In Miami

**SUBCOMMITTEE**  
**RECOMMENDATION:** \$ 0.00

**PROJECT TYPE/CATEGORY:** Television

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1ST

**STATUS:** Organization - For-Profit

**DATE(S) OF EVENT:** 07-15-2015 through 09-28-2015

**EVENT LOCATION:** Seaspice Miami, Eden Roc, Mango's Tropical Cafe

**PROJECT SYNOPSIS:**

Grant funds are requested to support a travel television origination project to help bring the appeal of a tourist destination to Miami-Dade County. By exploring Miami's diverse culture, dining facilities, and inimitable art scene locations within the city. This project is scheduled to begin July 15 with a series of 13 episodes produced all through Sept. 2015. It will be televised on a local station reaching 450,000 households and 13,000 hotel rooms within Miami-Dade and surrounding areas.

**HOTEL CONFIRMATION:**

N/A	

**TOURISM IMPACT PROJECTION:**

	Projected # of Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	N/A	200,000
Out of County	0	250,000
Out of State	0	
Foreign	0	5,000,000
TOTAL	0	5450000

**MARKETING DETAILS:** TV Commercials and Advertorials (2 or 4 minute advertorials supported with a calculated number of :30 second commercial spots throughout the days 3x daily); Digital - Palm TV; Regional Radio - WIOD610AM and iHeartRadio; Strategic placements of flyers in local Miami-Dade business establishments; Print ads featured in Ocean Drive Magazine, El Nuevo Herald, Miami New Times. Electronic mail announcements and Press Releases includes a database of over 5000 email addresses.

The vendor is Beach Channel on Atlantic Broadband. An estimated 5000-10,000 flyers will be distributed locally between Miami-Dade, Broward and the Palm Beaches. Due to our viewership on Atlantic Broadband reaching out to these demographics in Broward and Palm Beach counties.

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

## **PROJECT NARRATIVE:**

"Tammy In Miami" is a project I've created that I'm very passionate about. Its a representation of who I am and what I have become based on my upbringing in Miami. As a creative visionary and producer I thought the best way was to show people the side of Miami we don't see or get shown by the larger media outlets that aren't from Miami. What makes this city so special and how I played a role in being considered a representative and face of Miami to one of the most potent generations today called the millennials. My organization and I are all Miami natives, so we have seen the cities growth first hand and want to share it with everyone. We began doing research and found the perfect concept for Miami, creating a travel television origination project to help bring the appeal of a tourist destination to Miami-Dade County. Exploring Miami's diverse culture, dining facilities, with its inimitable mix of early-20th-century glamour, Latin culture, and thriving art scene. We found a home to televise this project via the Beach Channel who found much interest in it. Its a local cable network with subscribers such as Atlantic Broadband, AT&T Uverse, reaching out to 450,000 households and 13,000 hotel rooms within Miami-Dade and surrounding areas. It will be accessible to Digital - Palm TV Reaching throughout the French Rivera with its 8,000 hotel rooms, 56,000 households and 5 million foreign residents. Regional Radio - WIOD610AM and iHeartRadio. This project is scheduled to begin July 15 with a series of 13 episodes produced all through Sept. 2015.

I will bring out the best of Miami, You will get an inside look of paradise as I take you to Miami's most cultivating locations such as, Art walk in Wynwood, the beautiful Vizcaya Museum, great entertaining dinning spots like Seaspice, featuring iconic hotels like the Eden Rock, Biltmore Hotel and many more. Each episode will be filled with informative concepts along with exciting interviews through out. You will experience the food, culture, and nightlife in a different like never before.

We want to bring out the best in travel starting with Miami being the premises of this project. There is no other local show that represents the city in the style and fashion that "Tammy In Miami" will bring to its viewers. The TDC funding will help me enhance our cities hidden treasures that most tourist don't get to see. It will be attractive to not only our tourist but to our locals here in Miami. My main focus is to attract more tourism to our enchanting city. This grant will be greatly appreciated by not only my team and I but for our viewers. We based the creation of this project on our love for Miami and it'll mean the world to us to see it come to life! This project is soley produced by TCapital Films

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 64,000	\$ 64,000	
Personnel: Artistic		\$ 24,050	\$ 24,050	
Personnel: Technical/Production		\$ 63,700	\$ 63,700	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication		\$ 40,000	\$ 40,000	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental		\$ 26,260	\$ 26,260	
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		\$ 10,000	\$ 10,000	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses				
Contingency		\$ 31,990	\$ 31,990	
			0	
			0	
			0	
			0	
Subtotal	0	\$ 260,000	\$ 260,000	0
<b>TOTAL EXPENSES</b>	<b>\$ 260,000</b>			

**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	\$ 60,000		23%
Rental Income	\$ 0		0
Corporate Support	\$ 75,000		29%
Foundation Support	\$ 0		0
Private/ Individual Support	\$ 100,000		38%
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		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			
			0
			0
			0

			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 235,000	0	10%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 260,000		
Total Revenues	\$ 260,000	Total In-Kind %	0

*We've got it good...*

AND, IT'S  
BEEN  
GOIN' ON  
FOR

*30 years!*



Community Arts Program  
JUNE 4 - AUGUST 13, 2015  
**SUMMER Concert Series**

 Community Arts Program  
Coral Gables Neighborhood  
United Council of Artists





*We've got it good...*

AND IT'S BEEN  
30 years!  
FOR

Community Arts Program  
JUNE 4 - AUGUST 13, 2015  
SUMMER Concert Series

HAZZARD INDEPENDENT CENTER PRESENTS:  
SHERMAN IRBY QUINTET

AMPLIFIED  
JAMES FORUM

AVADAGIN PRATT

JASON MARSALIS VIBES QUARTET  
ARTURO O'FARRILL AND THE AFRO  
LATIN OCTET

JUNE							JULY							AUGUST																	
M	T	W	F	M	T	W	F	M	T	W	F	M	T	W	F	F	M	T	W	F	M	T	W	F							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31



**Concerts**  
are held at:

Coral Gables Congregational  
United Church of Christ  
3010 De Soto Boulevard  
Coral Gables, FL 33134  
(across from the Biltmore Hotel)

**All concerts**  
are 8:00 p.m.

**Tickets \$30 - \$50**  
Packages Available

Reserve your tickets today, before they SELL OUT!  
**(305) 448-7421, EXT. 153 / CommunityArtsProgram.org**

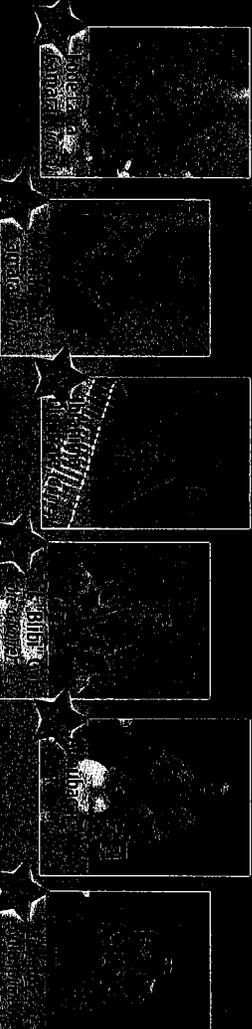


**Community Arts Program**  
Coral Gables Congregational  
United Church of Christ  
3010 De Soto Boulevard  
Coral Gables, FL 33134  
ADDRESS SERVICE REQUESTED

NON-PROFIT ORG.  
U.S. POSTAGE  
**PAID**  
PERMIT #206  
MIAMI, FL

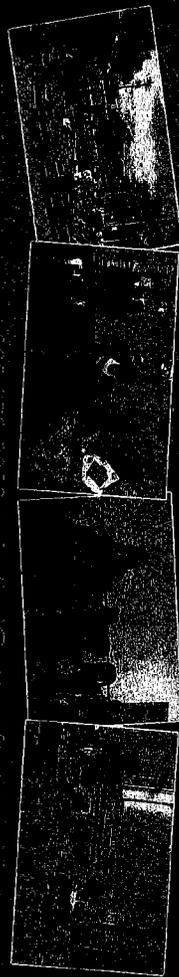


DELOU AFRICA, INC.  
PRESENTS  
AFRICAN DIASPORA DANCE & DRUM  
FESTIVAL OF FLORIDA



Full artist line-up and schedule posted on [adddff.delouafrica.org](http://adddff.delouafrica.org).

2010-2011  
 The Delou Africa, Inc. presents  
 African Diaspora Dance & Drum  
 Festival of Florida  
 2010-2011  
 2010-2011  
 The Delou Africa, Inc. presents  
 African Diaspora Dance & Drum  
 Festival of Florida  
 2010-2011



For more information, call 813-933-3333 or visit [delouafrica.org](http://delouafrica.org). Visit  
 our website at [adddff.delouafrica.org](http://adddff.delouafrica.org) to register and purchase tickets.





DELOU AFRICA, INC.  
PRESENTS  
THE 6TH ANNUAL

AMERICAN DIASPORA  
DANCE & DRUM FESTIVAL OF FLORIDA

BRIDGING CULTURAL GAPS



August 22, 2015  
 12:00 pm - 1:00 pm  
 Community Family  
 Breakfast & Program  
 12:00 pm - 12:30 pm  
 The Cultural Diaspora Dance  
 Marketplace & Reception  
 12:30 pm - 1:00 pm  
 Drum & Dance Fusion  
 1:00 pm - 1:30 pm  
 Village Village  
 1:30 pm - 2:00 pm  
 Concert Extravaganza  
 2:00 pm - 2:30 pm  
 Dance Workshops

Featuring workshops from world renowned artists from West Africa, the Caribbean and USA, a symposium, a concert extravaganza, marketplace, children's village, a raffle drawing and a cultural reception *This event is open to the general public.*



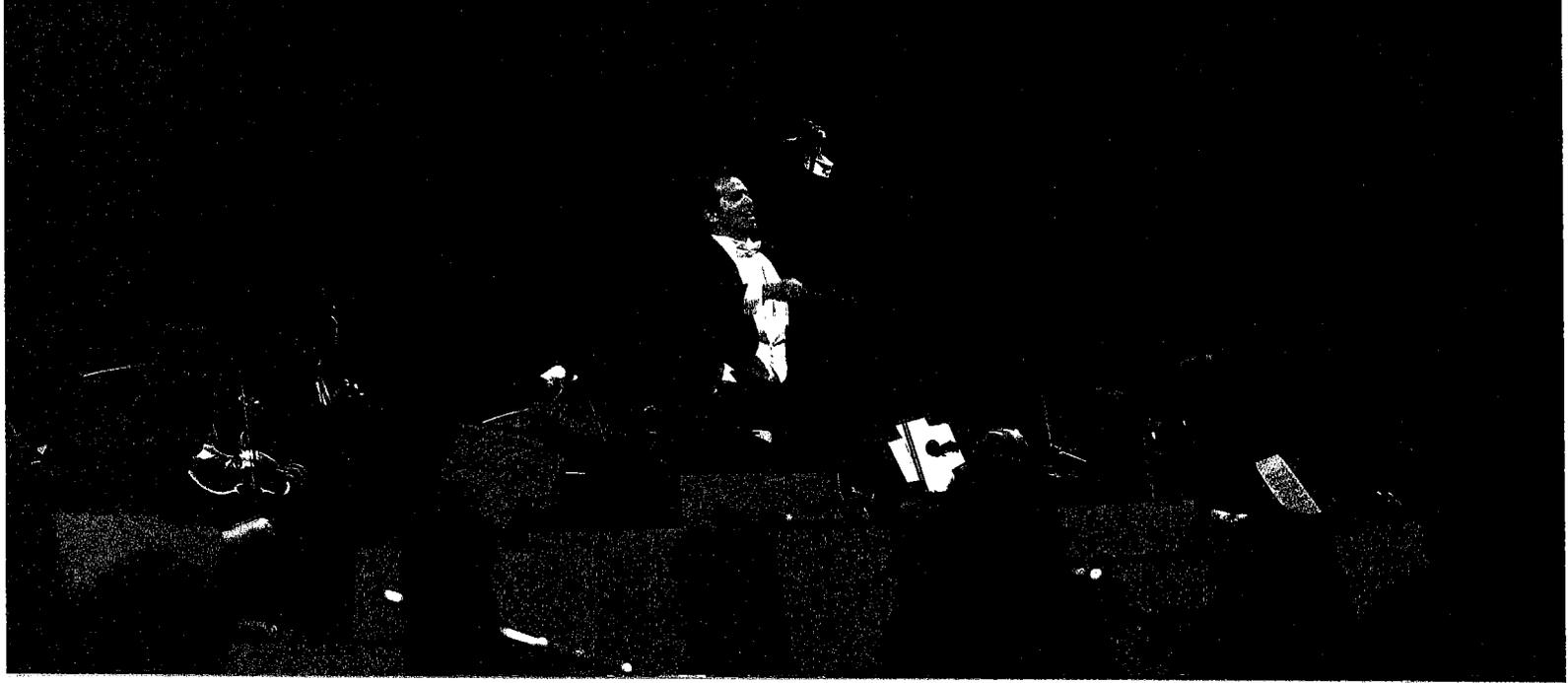
This program is made possible with the support of the Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council, the Miami-Dade County Mayor and Board of County Commissioners, and is also sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs and the Florida Council on Arts and Culture.



MSMF

MIAMI SUMMER MUSIC FESTIVAL

2015 SEASON AND APPLICATION INFORMATION





# MSMF

MIAMI SUMMER MUSIC FESTIVAL

2015 SEASON AND APPLICATION INFORMATION

[www.miamisummermusicfestival.com](http://www.miamisummermusicfestival.com)

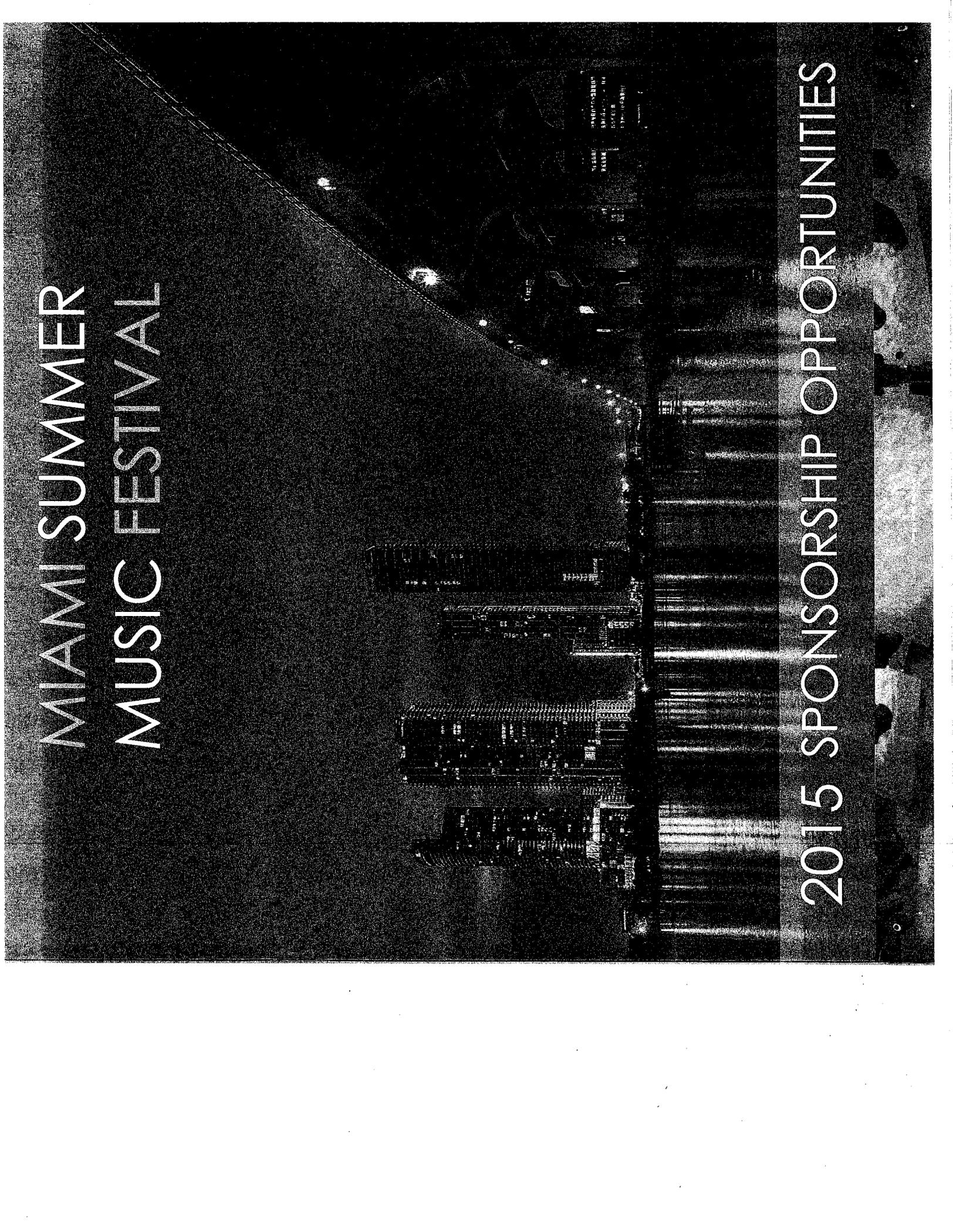
PO Box 570428

Miami, FL 33257



# MIAMI SUMMER MUSIC FESTIVAL

2015 SPONSORSHIP OPPORTUNITIES





# MIAMI SUMMER MUSIC FESTIVAL



## Contact Us

Miami Summer Music Festival

16420 SW 91st Ave.

Miami, FL 33157

786-250-6042

[admin@miamisummermusicfestival.com](mailto:admin@miamisummermusicfestival.com)

**Visit us on the web at:**

[www.miamisummermusicfestival.com](http://www.miamisummermusicfestival.com)



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