



# **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

October 1, 2015  
As Advertised

Harvey Ruvin, Clerk  
Board of County Commissioners

Christopher Agrippa, Director  
Clerk of the Board Division

Mary Smith-York, Commission Reporter  
(305) 375-1598



Clerk's Summary and Official Minutes  
Tourist Development Council  
October 1, 2015

The Tourist Development Council (TDC) convened its First Quarter Funding Meeting, in the 6<sup>th</sup> Floor Front Conference Room, of the Stephen P. Clark Government Center, 111 N.W. 1<sup>st</sup> Street, Miami, Florida, at 2:30 p.m., on Thursday, October 01, 2015. Present were: Chairman Bruno A. Barreiro and Members Mr. Stuart Blumberg, City of Miami Commissioner Keon Hardemon, Mr. Hemant Patel, Mr. William Perry III, Mr. Gene Prescott, Ms. Olga Ramudo, City of Miami Beach Commissioner Micky Steinberg, and Mr. Rolando Acevedo; (Ms. Danielle Torres was absent).

The following staff members were also present: Assistant County Attorney Monica Rizo; Mr. Michael Spring, Director, Department of Cultural Affairs; Ms. Nikenna D. Benjamin, Grants Program Administrator; Ms. Dorianmy Cardenas, Program Assistant; and Deputy Clerks Mary Smith-York and Jacqueline Sanchez.

Chairman Barreiro called the meeting to order at 2:40 p.m.

**I. Additions, Deletions, Withdrawals**

There were no additions, deletions, or withdrawals from today's (10/01) agenda.

**II. Conflict of Interest**

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

- the TDC member was a paid staff member of an applicant organization;
- the TDC member served on the Board of Directors of an applicant's organization; and/or
- the TDC 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 Policy (COI) also applied if an immediate family member of a TDC Board member fell into those categories; however, a conflict of interest did not exist for elected officials if the respective City Commissions took action on an applicant or organization allocating funds.

City of Miami Beach Commissioner Micky Steinberg indicated she had a conflict of interest and would recuse herself from consideration of the following Items in category VI:

E – 1. Miami Beach Bowl;

H – 2. MDGLCC Foundation, Inc., LGBT Visitor Center

H - 3. Miami Beach Chamber of Commerce / Miami Beach Visitor Information Center; and

H - 4. Miami Beach Latin Chamber of Commerce / Tourist Hospitality Center / Centro Hospitalidad Turistico.

**III. Items for Approval**

**A. Minutes of the June 24, 2015 Meeting**

It was moved by Ms. Ramudo that the minutes of the June 24, 2015, Tourist Development Council (TDC) meeting be approved as presented. This motion was seconded by Mr. Perry, and upon being put to a vote, passed by a vote of 9-0 (Member Ms. Torres was absent).

**B. FY 2014-2015 Deferred Applicants**

Mr. Spring explained the following two recommendations were deferred in the last meeting due to lack of a quorum of voting TDC members; therefore, they were before the TDC for consideration today. He advised that Mr. Prescott would abstain from voting on both item.

1. Coral Gables Congregational Church (United Church of Christ), Inc.: \$9,000  
2015 Summer Concert Series & Young Musicians' Summer Master Class
  
2. GableStage, Inc. \$15,000  
2014-2015 Season

Mr. Gene Prescott indicated he had a conflict of interest with both organizations and recused himself from consideration.

It was moved by Mr. Blumberg that the funding recommendations for the foregoing FY 2014-2015 Deferred Applicants be approved. This motion was seconded by Ms. Ramudo, and upon being put to a vote, passed by a vote of 8-0 (Ms. Danielle Torres was absent).

**IV. Reports and Discussion Items**

**A. Updated Budget / Financial Position and Funding Recommendations for FY 2015-16 First Funding Period**

Mr. Spring advised that the budget for this fiscal year was just short of \$1.24 million and reflected annual increase of \$25,000.00, received from the Greater Miami Convention and Business Bureau, and approximately \$45,000.00 carried over from unused grants. He explained the process used to distribute these funds over the four quarters of the fiscal year to ensure adequate funding in each quarter to equally address applicant organizations. Additionally, Mr. Spring stated \$100,000 was kept in reserve so the Board had the ability to make adjustments and address unforeseen opportunities or abnormal numbers of applications. He indicated this first quarter also brought back the list of set-aside grants for which funding was recommended. Mr. Spring announced a total of 41 applications were received requesting a total of over \$656,000 in funding. He advised that of the 41 applicants, 35 were non-profit, six were for profit, 13 were new/first-time applicants, 19 were continuing projects, and seven were targeted/set-aside grants. In addition, two applicants were carried over from last FY. Mr. Spring stated the TDC Subcommittee, chaired by Talbert, convened and reviewed/made adjustments to staff's recommendations for this quarter. He noted the TDC Subcommittee recommended a total of \$272,250.00 funding be allocated to 26 dependent organizations; approximately \$124,000 for seven targeted/set-asides; \$24,000 for the two organizations deferred from FY2014-15 Fourth Quarter funding period; and retain \$100,000 reserve funds.

**V. Citizens' Presentations**

Mr. Spring provided the protocol for citizens making presentations, requesting speakers to focus their comments on new information outside of the information provided on the applications submitted. He advised if a presenter's name was not called, the floor would be opened for those not called to make their presentation following those on the published list.

## **VI. Grant Applications and Recommendations – First Funding Period**

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

Ms. Barbara Stein, Executive Director, Actors' Playhouse at the Miracle Theatre, appeared before the TDC and announced that one of the world premiere plays performed at the Playhouse was being considered for an Off-Broadway musical. She noted a marketing partnership with WPBT Channel 2 and provided an overview of upcoming programming.

### **A-3. Cuban American Phototheque Foundation, Inc. Miami Photo Solon Festival**

Ms. Isabel Sigara appeared before the TDC and presented a brief overview of the Miami Photo Salon Festival and described the different venues, events, and projects, which included women photographers/artists from Florida, Canada, Spain, and Switzerland.

Ms. Nikenna Benjamin, Grants Program Administrator, explained Application Nos. 2 and 3 were being deferred to the Second Quarter Funding Period in order to allow the applicants to expound on the events provided. She stated both applications would be given retroactive consideration.

Mr. Spring commented both were great projects and staff believed each would be eligible for funding as reimbursement of their expenditures.

### **A-13. The Dave and Mary Alper Jewish Community Center, Inc. 2015-16 Quarter 1 Alper JCC Cultural Arts Season**

No presentation.

### **A-14. The Miami Children's Museum, Inc.**

Ms. Belissa Alvarez, Chief Business Involvement Officer, Miami Children's Museum, Inc., appeared before the TDC and provided updates on the implementation of marketing strategies to attract tourists, including placement of outdoor media, in collaboration with Warner Brothers. Additionally, she noted continued efforts in partnership with the EPIC Hotel to ensure special rates were provided and communicated in social media to promote the exhibit while it was showing at the Museum. Ms. Alvarez invited everyone to attend the special preview of the exhibit tomorrow (10/2) at 6:00 p.m. or the official opening on Saturday, October 3, 2015, at 10:00 a.m.

### **A-15. Unity Coalition | Coalicion Unida, Inc.**

Mr. Ken Wilcox, Unity Coalition Board member, appeared before the TDC and informed that the Celebrate ORGULLO was moved to Downtown Miami at Museum Park this weekend and invited everyone to attend. He advised in moving the event from Miami Beach to Downtown Miami, some of the funding support was lost and expressed hope in receiving support from the TDC. Mr. Wilcox indicated efforts working with two hotels on South Beach: The YVE and the Betsy, with regard to booking rooms; and with Univision NBC to cover the event.

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

### **8. Opa-locka CDC**

Mr. William Logan, President/CEO, Opa-locka CDC, appeared before the TDC and expressed appreciation for the TDC's support over the years. He introduced Ms. Aileen Alon, who would deliver the presentation.

Ms. Aileen Alon, Arts & Creative Industry Manager, Opa-locka CDC, stated four artists: Hank Willis Thomas, Dread Scott, Ebony Patterson, and Bernard Williams, were confirmed for the Art of Transformation exhibition. She noted these artists were part of the Host Committee which would promote the exhibit nationally and internationally along with other committee members, including current Art Museum and Black Ambassadors. Ms. Alon advised of a new partnership through Art of Black Miami from the Greater Miami Convention and Visitors Bureau, which was assisting with promoting the event. She advised that 14 hotel rooms had been secured/booked for this project, which would run November 6 through December 11, 2016 and consisted of four events.

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

### **3. Prism Art Fair, LLC**

Ms. Mikhaile Solomon, Founder/Director, Prism, appeared before the TDC and stated the organization would be supporting approximately 30 artists from across the United States and the Caribbean and approximately two from Africa. She noted they were working with curators from Miami and Philadelphia, and had entered into partnership with the Marriott Biscayne Bay Hotel to promote the exhibit to visitors at the hotel and via outreach efforts. Ms. Solomon explained last year during Art Basel and throughout the month of December, an estimated 4,000 people visited the exhibit.

## **H. Targeted/Set Asides**

### **4. Miami Beach Latin Chamber of Commerce**

Ms. Grace Calvani, President/CEO, Miami Beach Latin Chamber of Commerce, appeared before the TDC and expressed appreciation for the past support from the TDC.

### **6. Key Biscayne Chamber of Commerce**

Ms. Kathye Susnjer, President/Executive Director, Key Biscayne Chamber of Commerce appeared before the TDC and expressed her appreciation for the TDC's past support.

Upon conclusion of the list of applications, Chairman Barreiro opened the floor for presentations from any member of the public, to which none appeared.

## **VI. Grant Applications and Recommendations – First Funding Period**

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

### **15. Unity Coalition | Coalicion Unida, Inc.**

It was moved by Mr. William Perry that the Subcommittee recommendation for Item A-15: Unity Coalition, be increased by \$2,250 for a total amount of \$9,000. This motion was seconded by Mr. Hemant Patel, and upon being put to a vote, passed by a vote of 7-1 (Mr. Stuart Blumberg voted No and Ms. Danielle Torres was absent).

#### **1. Actor's Playhouse Productions, Inc.**

It was moved by Ms. Olga Ramudo that funding for Item A-1: Actors' Playhouse Productions, Inc. be increased to the requested amount of \$25,000. This motion was seconded by Mr. Gene Prescott and followed by discussion.

Mr. Stuart Blumberg referenced Mr. Spring's comment that generous donations in the first quarter would impact the TDC in the last quarter. He recommended the foregoing motion be amended to change the funding recommendation to \$20,000.

Ms. Ramudo and Mr. Prescott, as mover and seconder, accepted the proposed amendment and the amended motion to approve \$20,000 for Item A-1.

Further discussion ensued among TDC members regarding the increasing amounts allocated to the Actors' Playhouse since 1997 and whether some of the recommended \$20,000 should be redirected to small organizations to assist their growth.

Commissioner Keon Hardemon noted other theaters existed in the Miami area and highlighted the Historic Lyric Theater, which had recently received million in funding from the County. He expressed his support of the Subcommittee's recommendation for \$16,000.

Commissioner Mickey Steinberg proposed that the motion be amended to approve funding of \$18,000, the median between the proposed \$20,000 and the \$16,000 Subcommittee recommendation.

It was moved by Ms. Olga Ramudo that funding for Item A-1: Actors' Playhouse Productions, Inc., be increased to \$20,000. This motion was seconded by Mr. Gene Prescott, and upon being put to a vote, passed by a vote of 7-1; (Chairman Barreiro voted No; Ms. Danielle Torres was absent).

### **14. The Miami Children's Museum, Inc.**

It was moved by Ms. Ramudo that the Subcommittee recommendation for Item A-14: The Miami Children's Museum, Inc. be increased by \$3,000, for a total funding amount of \$23,000. This motion was seconded by Commissioner Micky Steinberg, followed by discussion.

Following Mr. Spring's comment that the Subcommittee had already increased its recommendation from \$18,000 to \$20,000, Ms. Ramudo withdrew her motion and Commissioner Steinberg withdrew her second.

It was moved by Mr. Stuart Blumberg that the FY 2015-2016 First Funding Period award recommendations by the TDC Subcommittee for the applications in Section VI. A. Special

Events/Promotions (Non-Profit)—Continuing, including those who did not make a presentation at today’s (10/01) meeting be approved as amended, as follows:

<b>Agenda Item No.</b>	<b>Organization Name</b>	<b>Final Recommendation</b>
VI. A-2.	Alyans Atizay Ayisyen, Inc. <i>Borderless Caribbean</i>	Defer to 2Q
VI. A-3.	Cuban American Phototheque Foundation, Inc. <i>Miami Photo Salon</i>	Defer to 2Q
VI. A-4.	Italian Film Festival, Inc. <i>2015 Cinema Italy (Formerly Italian Film Festival)</i>	\$ 5,000
VI. A-5.	Miami Book Fair International at Miami Dade College <i>Miami Book Fair International 2015</i>	\$25,000
VI. A-6.	Miami Center for Architecture & Design, Inc. <i>Downtown Miami Welcome Center at the Miami Center for Architecture &amp; Design</i>	Defer to 2Q
VI. A-7.	Miami Short Film Festival, Inc. <i>The 14<sup>th</sup> Edition of the Miami Short Film Festival</i>	\$ 7,000
VI. A-8.	Museum of Contemporary Art, Inc. <i>Carlos Salas Re/coding: Latin America and the Global Imagination</i>	\$16,000
VI. A-9.	National Tropical Botanical Garden <i>100<sup>th</sup> Anniversary of the Kampong – Flavours of Indonesia</i>	\$12,000
VI. A-10.	Peter London Global Dance Company, Inc. <i>Dancing Under the Mistletoe</i>	\$ 9,000
VI. A-11.	Reading Queer <i>Reading Queer Literary Festival</i>	\$ 3,500
VI. A-12.	Seraphic Fire, Inc. <i>Seraphic Fire’s 14<sup>th</sup> Miami-Dade Fall Season</i>	\$13,500
VI. A-13.	The Dave and Mary Alper Jewish Community Center, Inc. <i>2015-16 Quarter I Alper JCC Cultural Arts Season</i>	\$10,500
VI. A-14.	The Miami Children’s Museum, Inc. <i>The Wizard of Oz Educational Exhibition at Miami Children’s Museum</i>	\$20,000

VI.	A-16.	University of Miami, Frost School of Music <i>Festival Miami 2015</i>	\$14,000
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This motion was seconded by Mr. Hemant Patel, and upon being put to a vote, passed by a vote of 8-0 (Ms. Danielle Torres was absent).

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

It was moved by Mr. Stuart Blumberg that the FY 2015-2016 First Funding Period award recommendations by the TDC Subcommittee for the applications in Section VI. B. Special Events/Promotions (Non-Profit)—First-Time, including those who did not make a presentation at today’s (10/01) meeting be approved as presented, as follows:

Agenda Item No.	Organization Name	Final Recommendation	
VI.	B-1.	Artists in Residence in Everglades <i>Wild Billboards</i>	Defer to 2Q
VI.	B-2.	CI Foundation, Inc. <i>South Beach Seafood Festival</i>	\$15,000
VI.	B-3.	Community Performing Arts Association, Inc. <i>La Griteria and Holiday Celebra</i>	\$ 3,500
VI.	B-4.	Cor Jesu Corp <i>Hispanic Heritage Concert at the Milander Center</i>	\$ 5,000
VI.	B-5.	Institute of Contemporary Art Miami, Inc. <i>Alex Bag</i>	\$10,000
VI.	B-6.	Miami Dade College, Cultural Affairs Department <i>MDC Live Arts 2015: Holoscenes</i>	\$17,500
VI.	B-7.	Northeast Second Avenue Partnership <i>Art BeatMiami, the Pulse and Flavor of Little Haiti</i>	\$ 5,000
VI.	B-8.	Opa-locka Community Development Corporation, Inc. <i>Art of Transformation</i>	\$10,000

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

**C. Governmental/Municipal (Non-Profit)—Continuing**

It was moved by Mr. Stuart Blumberg that the FY 2015-2016 First Funding Period award recommendations by the TDC Subcommittee for the applications in Section VI. C. Governmental/Municipal (Non-Profit)—Continuing, including those who did not make a presentation at today’s (10/01) meeting be approved as presented, as follows:

<b>Agenda Item No.</b>	<b>Organization Name</b>	<b>Final Recommendation</b>
VI. C-1.	Bayfront Park Management Trust Corporation <i>Downtown Miami 2015 New Year's Eve Celebration</i>	\$ 8,000
VI. C-2.	City of Sunny Isles Beach <i>Sunny Isles Beach Jazz Fest 2015</i>	\$15,000

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

**D. Special Events/Promotions (For-Profit)—First-Time**  
**3. Prizm Art Fair, LLC**  
*Prizm Art Fair*

It was moved by Mr. Hemant Patel that the TDC Subcommittee recommendation for Item D-3 be increased by \$2,500, for a total of \$7,500. This motion was seconded by Commissioner Hardemon, and upon being put to a vote, passed by a vote of 8-0 (Ms. Danielle Torres was absent).

It was moved by Mr. Stuart Blumberg that the FY 2015-2016 First Funding Period award recommendations by the TDC Subcommittee for the applications in Section VI. D. Special Events/Promotions (For-Profit)—First-Time, including those who did not make a presentation at today's (10/01) meeting be approved as presented, as follows:

<b>Agenda Item No.</b>	<b>Organization Name</b>	<b>Final Recommendation</b>
VI. D-1.	American Art Initiative <i>Caribe Arts Fest</i>	\$ 5,000
VI. D-2.	AspirationsPR, LLC <i>2015 Global Fine Art Awards Ceremony and Gala</i>	Defer to 2Q

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

**E. Sports (For-Profit)—Continuing**  
**1. Miami Beach Bowl**  
*Miami Beach Bowl*

Due to a conflict of interest, Commissioner Micky Steinberg abstained from consideration of Item VI. E-1.

It was moved by Mr. Hemant Patel that the FY 2015-2016 First Funding Period award recommendations by the TDC Subcommittee for Item E-1, Miami Beach Bowl, be approved as presented. This motion was seconded by Mr. William Perry, and upon being put to a vote,

passed by a vote of 6-1 (Stuart Blumberg voted No; Commissioner Steinberg abstained; Ms. Danielle Torres was absent).

Commissioner Micky Steinberg left the meeting at 3:39 p.m.

**F. Sports (For-Profit) - First-Time**

**1. Live Ultimate Run, LLC**

***Serena Williams Live Ultimate Run South Beach***

It was moved by Commissioner Keon Hardemon that the TDC Subcommittee recommendation to defer Item F-1: Live Ultimate Run, LLC, to 2Q be approved. This motion was seconded by Mr. Stuart Blumberg, and upon being put to a vote, passed by a vote of 7-0 (Ms. Danielle Torres and Commissioner Steinberg were absent).

**G. Television (For-Profit) - First-Time**

**1. Tcapital Films, LLC,**

***Tammy In Miami***

It was moved by Mr. Hemant Patel that the FY 2015-2016 First Funding Period award recommendations by the TDC Subcommittee for Item G-1, Tcapital Films, LLC, be approved as presented. This motion was seconded by Ms. Olga Ramudo, and upon being put to a vote, passed by a vote of 7-0 (Ms. Danielle Torres and Commissioner Steinberg were absent).

**H. Targeted/Set-asides**

It was moved by Mr. Stuart Blumberg that the FY 2015-2016 First Funding Period award recommendations by the TDC Subcommittee for the applications in Section VI. H: Targeted/Set-asides, be approved as presented, as follows:

<b>Agenda Item No.</b>	<b>Organization Name</b>	<b>Final Recommendation</b>
VI. H-1.	Florida International University Board of Trustees, for the Benefit of Institute for Public Management <i>Inter-American Conference of Mayors</i>	\$14,400
VI. H-2.	MDGLCC Foundation, Inc. <i>LGBT Visitor Center</i>	\$20,000
VI. H-3.	Miami Beach Chamber of Commerce <i>Miami Beach Visitor Information Center</i>	\$20,000
VI. H-4.	Miami Beach Latin Chamber of Commerce <i>Tourist Hospitality</i>	\$20,000
VI. H-5.	Miami-Dade County Days, Inc. <i>Miami-Dade County Dade Days in Tallahassee</i>	\$15,000
VI. H-6.	The Key Biscayne Chamber of Commerce, Inc. <i>The Key Biscayne Chamber of Commerce, Inc.</i>	\$15,000

VI. H-7. Tropical Everglades Visitor Association, Inc. \$20,000  
*Tropical Everglades Visitor Center*

This motion was seconded by Mr. Hemant Patel, and upon being put to a vote, passed by a vote of 7-0, (Ms. Danielle Torres and Commissioner Steinberg were absent).

ADJOURNMENT

Having concluded consideration of today's (10/01) agenda, the Tourist Development Council meeting adjourned at 3:40 p.m.



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Chairman Bruno Barreiro  
Tourist Development Council



# TOURIST DEVELOPMENT COUNCIL

October 1, 2015

Prepared by: Mary Smith-York

## EXHIBITS LIST

NO.	DATE	ITEM #	DESCRIPTION
1	10/1/2015		Memorandum to TDC Members from Chair Bruno Barreiro Re: Scheduled Meeting
2	10/1/2015		TDC Meeting Agenda
3	10/1/2015		Council Members and Staff Attendance Sheet
4	10/1/2015		Memorandum from Director Michael Spring Re: Budget Recommendations for FY 2015-2016 First Funding Period
5	10/1/2015		Agenda for Citizens' Presentation for October 1, 2015
6	10/1/2015		FY 2015-2016 Tourist Development Council Application Summary Worksheet – First Funding Period
7	10/1/2015		FY 2015-16 Applicant Requests and Subcommittee Recommendations
8	10/1/2015	A-3	Cuban American Phototheque Foundation, Inc.: 2015 Miami Photo Salon Festival
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**Panel Meeting**  
**Thursday, October 1, 2015 2:30 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 June 24, 2015**

**B. FY 2014-2015 Deferred Applicants**

**1. Coral Gables Congregational Church (United Church of Christ), Inc. \$9,000**

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

**2. GableStage, Inc. \$15,000**

*2014-2015 Season*

**IV. Reports and Discussion Items**

**A. Updated Budget / Financial Position and Funding Recommendations for FY 2015-16 First Funding Period**

**V. Citizens' Presentations**

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

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

	Request	Subcommittee Recommendation
<b>1. Actors' Playhouse Productions, Inc.</b>	<b>25,000</b>	<b>16,000</b>
<i>2015-2016 Season</i>		
<b>2. Alyans Atizay Ayisyen, Inc.</b>	<b>15,000</b>	<b>Defer to 2Q</b>
<i>Borderless Caribbean</i>		
<b>3. Cuban American Phototheque Foundation, Inc.</b>	<b>5,000</b>	<b>Defer to 2Q</b>
<i>Miami Photo Salon</i>		
<b>4. Italian Film Festival, Inc.</b>	<b>15,000</b>	<b>5,000</b>
<i>2015 Cinema Italy (formerly Italian Film Festival)</i>		
<b>5. Miami Book Fair International at Miami Dade College</b>	<b>25,000</b>	<b>25,000</b>
<i>Miami Book Fair International 2015</i>		
<b>6. Miami Center for Architecture &amp; Design, Inc.</b>	<b>25,000</b>	<b>Defer to 2Q</b>
<i>Downtown Miami Welcome Center at the Miami Center for Architecture &amp; Design</i>		

	Request	Subcommittee Recommendation
7. Miami Short Film Festival, Inc. <i>The 14th Edition of the Miami short Film Festival</i>	15,000	7,000
8. Museum of Contemporary Art, Inc. <i>Carlos Salas Re/coding: Latin America and the Global Imagination</i>	25,000	16,000
9. National Tropical Botanical Garden <i>100th Anniversary of The Kampong - Flavours of Indonesia</i>	25,000	12,000
10. Peter London Global Dance Company, Inc. <i>Dancing under the Mistletoe</i>	15,000	9,000
11. Reading Queer <i>Reading Queer Literary Festival</i>	8,625	3,500
12. Seraphic Fire, Inc. <i>Seraphic Fire's 14th Miami-Dade Fall Season</i>	13,500	13,500
13. The Dave and Mary Alper Jewish Community Center, Inc. <i>2015-16 Quarter 1 Alper JCC Cultural Arts Season</i>	15,000	10,500
14. The Miami Children's Museum, Inc. <i>The Wizard of Oz Educational Exhibition at Miami Children's Museum</i>	25,000	20,000
15. Unity Coalition   Coalicion Unida, Inc <i>Celebrate ORGULLO Hispanic LGBT PRIDE Festival</i>	15,000	6,750
16. University of Miami, Frost School of Music <i>Festival Miami 2015</i>	25,000	14,000
<b>B. Special Events/Promotions (Non-Profit) – First-Time</b>		
1. Artists in Residence in Everglades <i>Wild Billboards</i>	5,000	Defer to 2Q
2. CI Foundation, Inc. <i>South Beach Seafood Festival</i>	25,000	15,000
3. Community Performing Arts Association, Inc. <i>La Griteria and Holiday Celebra</i>	15,000	3,500
4. Cor Jesu Corp <i>Hispanic Heritage Concert at the Milander Center</i>	5,000	5,000
5. Institute of Contemporary Art Miami, Inc. <i>Alex Bag</i>	15,000	10,000
6. Miami Dade College, Cultural Affairs Department <i>MDC Live Arts 2015: Holoscences</i>	25,000	17,500
7. Northeast Second Avenue Partnership <i>Art Beat Miami, the pulse and flavor of Little Haiti</i>	5,000	5,000
8. Opa-locka Community Development Corporation, Inc. <i>Art of Transformation</i>	15,000	10,000

	Request	Subcommittee Recommendation
<b>C. Government/Municipal (Non-Profit) - Continuing</b>		
1. Bayfront Park Management Trust Corporation Downtown Miami's 2015 New Year's Eve Celebration	15,000	8,000
2. City of Sunny Isles Beach Sunny Isles Beach Jazz Fest 2015	15,000	15,000
<b>D. Special Events/Promotions (For-Profit) – First-Time</b>		
1. American Art Initiative <i>Caribe Arts Fest</i>	15,000	5,000
2. AspirationsPR, LLC <i>2015 Global Fine Art Awards Ceremony and Gala</i>	15,000	Defer to 2Q
3. Prizm Art Fair, LLC <i>Prizm Art Fair</i>	20,000	5,000
<b>E. Sports (For-Profit) Continuing</b>		
1. Miami Beach Bowl <i>Miami Beach Bowl</i>	10,000	10,000
<b>F. Sports (For-Profit) First Time</b>		
1. Live Ultimate Run, LLC <i>Serena Williams Live Ultimate Run South Beach</i>	15,000	Defer to 2Q
<b>G. Television (For-Profit) First Time</b>		
1. Tcapital Films, LLC <i>Tammy In Miami</i>	25,000	5,000
<b>H. Targeted/Set-asides</b>		
1. Florida International University Board of Trustees, for the benefit of Institute for Public Management <i>Inter-American Conference of Mayors</i>	14,400	14,400
2. MDGLCC Foundation, Inc. <i>LGBT Visitor Center</i>	20,000	20,000
3. Miami Beach Chamber of Commerce <i>Miami Beach Visitor Information Center</i>	20,000	20,000
4. Miami Beach Latin Chamber of Commerce <i>Tourist Hospitality Center/ Centro Hospitalidad Turistico</i>	20,000	20,000
5. Miami-Dade County Days, Inc. <i>Miami-Dade County Dade Days in Tallahassee</i>	15,000	15,000
6. The Key Biscayne Chamber of Commerce <i>The Key Biscayne Chamber of Commerce, Inc.</i>	15,000	15,000
7. Tropical Everglades Visitor Association, Inc. <i>Tropical Everglades Visitor Center</i>	20,000	20,000

Adjournment

## TOURIST DEVELOPMENT COUNCIL

Roll Call Sheet for October 1, 2015

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

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

*Revised on 10/08/2014*



MEMORANDUM

Date: October 1, 2015
To: Honorable Bruno Barreiro, Chairperson and Members
Tourist Development Council
From: Michael Spring, Director
Department of Cultural Affairs
Subject: Budget Recommendations for FY 2015-2016 First Funding Period

FY 2015-2016 Available Budget

The allocation of funds to the Tourist Development Council's budget for fiscal year 2015-2016 is \$1,245,970. The 2% Tourist Development Room Tax Revenue will provide the Council with \$1,100,000, 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, \$4,265 was carried over from FY 2013-2014 and \$41,705 from FY 2014-2015.

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

Table with 2 columns: Funding Period/Category and Budgeted Allocations. Rows include First Funding Period (\$296,250), Second Funding Period (337,000), Third Funding Period (207,500), Fourth Funding Period (180,820), Reserve (100,000), Set-Aside Grants (124,400), and TOTAL (\$1,245,970).

1st Funding Period Overview

There are forty-one (41) applications requesting a total of \$656,525 for the first funding period. Of these 41 applications, thirty-five (35) are from non-profit organizations requesting a total of \$556,525; and six (6) applications are from for-profit organizations requesting \$100,000.

Thirteen (13) of these 41 organizations represent New and/or First-time projects to the Tourist Development Council, nineteen (19) are eligible under the Continuing projects category and seven (7) are annual Targeted/Set-asides. In addition, there are two (2) organizations that were deferred from FY 2014-2015 due to a lack of a TDC quorum to vote on their recommendations. The appropriate formulas have been applied in determining funding recommendations for applicant organizations that fall into the Continuing projects categories subject to the organizations' satisfying eligibility requirements and meeting program criteria.

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

**Recommended Allocation for this Funding Period**

A total of \$272,250 has been recommended for 26 organizations by the TDC Subcommittee for this first funding period and a total of \$124,400 has been recommended for seven (7) targeted/set-asides. In addition, \$24,000 is recommended for the two (2) organizations that were deferred from the FY2014-2015 Fourth Quarter funding period. The remaining balance for the program as appropriated at the beginning of the year is \$825,320. The current balance in the Reserve Fund is \$100,000. Reserve funds are available to address unforeseen or needed adjustments and/or unanticipated major project requests.

<u>Funding Period/Category</u>	<u>Budgeted + Allocations</u>	<u>Set-Aside +</u>	<u>Shoulder Season Fund / Reserve</u>	<u>Actual Recommended = /Expended # of grants</u>	<u>Remaining Balance</u>
First Funding Period	\$ 296,250	\$ 124,400	\$	\$ 420,650 <sup>35</sup>	\$
Second Funding Period	337,000				337,000
Third Funding Period	207,500				207,500
Fourth Funding Period	180,820				180,820
Reserve	100,000				100,000
Set-Aside Grants	124,400				
<b>TOTAL</b>	<b>\$1,245,970</b>	<b>\$ 124,400</b>	<b>\$</b>	<b>\$ 420,650 <sup>35</sup></b>	<b>\$ 825,320</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 2015-2016  
TOURIST DEVELOPMENT COUNCIL  
First Funding Period**

**BUDGET UPDATE CHART**

	Special Events / Promotions	Sports Events	Television	Government	Total
Total TDC Funding Available in FY 2014-2015					<b>\$1,245,970</b>
Continuing (Reduction Formula) Projects - Funding Formula Amounts (# of requests)	\$ 167,250 (14)	\$ 10,000 (1)	N/A	\$ 23,000 (2)	\$ 200,250 (17)
Ongoing Projects (Beginning New Cycle) - Recommended Amounts (# of requests)	\$ 15,000 (1)	N/A	N/A	N/A	\$ 15,000 (1)
New and/or First-time Projects - Recommended Amounts (# of requests)	\$ 76,000 (9)	N/A	\$ 5,000 (1)	N/A	\$ 81,000 (10)
<b>Total Recommended for First Funding Period (# of requests)</b>	<b>\$ 258,250 (24)</b>	<b>\$ 10,000 (1)</b>	<b>\$ 5,000 (1)</b>	<b>\$ 23,000 (2)</b>	<b>\$ 296,250 (28)</b>
Proposed Set-aside Grants (#of grants)	\$ 124,400 (7)	N/A	N/A	N/A	\$ 124,400 (7)
<b>Total Recommended for TDC Agenda (# of grants)</b>					<b>\$ 420,650 (35)</b>
<b>Balance Remaining (2<sup>nd</sup> +3<sup>rd</sup> + 4<sup>th</sup>+ Reserve Fund)</b>					<b>\$ 825,320</b>

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



Panel Meeting  
Thursday, October 1, 2015 2:30 PM  
Stephen P. Clark Center  
111 NW First Street  
6th Floor, Front Conference Room  
Miami, Florida

**AGENDA**

**Citizens' Presentations**

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

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

	<b>Request</b>	<b>Subcommittee Recommendation</b>
1. <b>Actors' Playhouse Productions, Inc.</b> <i>Barbara Stein</i>	25,000	16,000
3. <b>Cuban American Phototheque Foundation, Inc.</b> <i>Maria Noin, Isabel Sigara</i>	5,000	Defer to 2Q
13. <b>The Dave and Mary Alper Jewish Community Center, Inc.</b> <i>2015-16 Quarter 1 Alper JCC Cultural Arts Season</i>	15,000	10,500
14. <b>The Miami Children's Museum, Inc.</b> <i>Belissa Alvarez</i>	25,000	20,000
15. <b>Unity Coalition   Coalicion Unida, Inc</b> <i>Herb Sosa, Ken Wilcox</i>	15,000	6,750

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

8. <b>Opa-locka Community Development Corporation, Inc.</b> <i>Willie Logan, Mikhaile Solomon, Aileen Alon</i>	15,000	10,000
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**D. Special Events/Promotions (For-Profit) – First-Time**

3. <b>Prizm Art Fair, LLC</b> <i>Mikhaile Solomon</i>	20,000	5,000
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**H. Targeted/Set-asides**

4. <b>Miami Beach Latin Chamber of Commerce</b> <i>Grace Calvani</i>	20,000	20,000
6. <b>The Key Biscayne Chamber of Commerce</b> <i>Kathye Susnjer</i>	15,000	15,000

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

**FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)**

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

**ORGANIZATION:** Actors' Playhouse Productions, Inc.

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

**PROJECT TITLE:** 2015-2016 Season

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 16,000.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3RD

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 10-01-2015 through 12-31-2015

**EVENT LOCATION:** Miracle Theatre, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support marketing and advertising for Actors' Playhouse to promote the Off-Broadway musical hit, "The Toxic Avenger" and the Florida Premiere play, "The Trial of Ebenezer Scrooge." at The Miracle Theatre from October 1-December 31, 2015.

**HOTEL CONFIRMATION:**

Hampton Inn	50 room nights
Quality Inn South	100 room nights
Hyatt	75 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	50	105,000
Out of County	85	25,000
Out of State	15	15,000
Foreign	0	5,000

TOTAL	150	150000
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**MARKETING DETAILS:** Actors' Playhouse will develop tourism by presenting name recognizable Broadway and Off-Broadway shows, many direct from New York with show titles that attract visitors; most often with repeat business on their next visit to Miami. Our high-tech theatre manager system allows us to track the demography of audience members providing us with marketing results. Web advertising and partnerships with global sales engines promote our productions at a high level offering discount incentives as high as 50% off. The theatre's marquee successfully promotes events to auto and foot traffic on Miracle Mile including tour buses on the street. Our staff is trained by the GMCVB "Miami Begins With Me Program" becoming knowledgeable of Miami attractions to share with patrons while visiting the Miracle Theatre or stopping by our exterior kiosk on the Mile. Marketing partnerships with 36 restaurants builds tourism business with visitors who seek fine dining at local establishments like Ortanique, Ruth's Chris, Morton's, and Flemings. Restaurateurs and retailers have informed us of customers who spend the weekend in Coral Gables for dinner, theatre, and shopping staying in local hotels. We promote events by distributing 50,000 season brochures to tourist destinations, local establishments, and by mail. Post cards are shared with local establishments with over 300,000 printed annually. Information is distributed at major community events like the Coconut Grove Art Festival where we host a booth. Weekly email blasts are distributed to 40,000 individuals with information also being shared to other group email lists. Corporate sponsors are offered 50% discount to productions to employees and clients reaching a distribution outside the region. Examples of this are Lexus of Kendall, American Express, InterContinental Miami, City of Coral Gables, and Miami-Dade County. Group discounts are 45% off, senior discounts are 10% off, student tickets are \$15, and the Golden Passport offers 50% off. WLRN promotes same day sales at 50% through Cultural Connection. Sales incentives vary from 10% to 50% on global engines with the Premier Card, Travel Zoo, Goldstar, SocialMiami, and Ticketmaster, developing worldwide online sales. Licensing agents for our shows promote productions on the web indicating where shows are presented with the dates of the productions. Social media on Face book, Twitter, and Insta Gram combined with online banner ads with Miami Today, Face book, and New Times are a major draw for tourism. Commercials are placed on NBC6 and CBS4, and WPBT Channel 2 reaching a diverse South Florida base. InterContinental Miami features the theatre on LED lobby screens with other area attractions, and their concierge staff highly recommends visiting the theatre. Print ads are placed in the Miami Herald/El Nuevo Herald, Sun Sentinel, New Times, Miami Today, Welcome Magazine, So. Fla. Luxury, Around Town, and 20 other monthly and weekly publications.

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

**OTHER GOVERNMENT FUNDING:**

Coral Gables - \$3,000

## **PROJECT NARRATIVE:**

Actors' Playhouse, South Florida's acclaimed award-winning regional professional theatre, will produce six Mainstage productions in 2015-2016 with union professional actors, each show poised to attract tourism based on their global brand recognition. In the 1st quarter we will produce the Florida Premiere of the Off-Broadway musical "The Toxic Avenger," Oct. 14-Nov.8, the first regional production since it's New York run. The second production in the 1st quarter will be the Florida Premiere play "The Trial of Ebenezer Scrooge," Dec. 2-27. The remaining four productions are: "West Side Story," Jan. 27-Feb 21 followed by Broadway's newest multi-media musical "Sondheim On Sondheim - In His Own Words," March 16-April 3, The Florida Premiere play "The Tin Woman," May 18-June 12 and the comedy "Buyer & Cellar," July 13-August 7.

Productions are held at the Miracle Theatre in Coral Gables, each with 24 performances and a total of 100,000 patrons attending including 3,000 youth for West Side Story student matinees. Ticket admissions from \$15-to \$59.

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

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

Our media sponsors are NBC6, CBS4, WLRN, and The Miami Herald, South Florida Times, South Florida Luxury Magazine, Travel Host, and Around Town.

Hotel sponsors are The Biltmore Hotel, Hampton Inn Coconut Grove and Brickell, Quality Inn South, Hotel St. Michelle, InterContinental Miami, and the Hyatt Regency Coral Gables. We anticipate 1,200 rooms blocked for the project at a minimum for the entire season at this time based on previous history.

TDC funding will enable us to increase marketing efforts with TV, print, and Internet advertising, specifically with NBC6 and CBS4, The Miami Herald, Miami Today, and The Sun Sentinel. We will further develop the ONSTAGE young professional group to attract new corporate professionals at 50% off box rates to promote the theatre in new markets, which will be shared by word of mouth to national corporate leaders. We are currently developing incentives with four tour bus agencies, some which travel past the theatre daily on Miracle Mile.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 133,591	\$ 133,591	
Personnel: Artistic		\$ 170,400	\$ 170,400	
Personnel: Technical/Production		\$ 100,833	\$ 100,833	
Outside Artistic Fees/Services		\$ 79,350	\$ 79,350	
Outside Other Fees/Services		\$ 20,180	\$ 20,180	\$ 1,917
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 13,187	\$ 38,187	\$ 94,815
Marketing: Postage/Distribution		\$ 1,650	\$ 1,650	\$ 6,167
Marketing: Web Design/ Support/ Maintenance		\$ 795	\$ 795	\$ 3,060
Travel: In County		\$ 1,140	\$ 1,140	\$ 5,700
Travel: Out of County		\$ 3,000	\$ 3,000	\$ 7,500
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 4,740	\$ 4,740	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 7,500	\$ 7,500	
Space Rental			0	\$ 5,760
Space Rental / for Performance, Exhibition, Event, etc.		\$ 14,880	\$ 14,880	\$ 13,740
Mortgage/ Loan Payments			0	
Insurance		\$ 36,000	\$ 36,000	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities		\$ 27,450	\$ 27,450	

Fundraising/ Development (Non-Personnel)		\$ 7,500	\$ 7,500	\$ 18,687
Merchandise/ Concessions/ Gift Shops		\$ 4,950	\$ 4,950	\$ 7,350
Supplies/Materials		\$ 5,700	\$ 5,700	\$ 5,820
Other Expenses				
Repairs/Maintenance		\$ 22,500	\$ 22,500	\$ 15,000
Bank Charges		\$ 12,495	\$ 12,495	
Show + Office Expenses		\$ 76,367	\$ 76,367	\$ 16,800
Royalties		\$ 33,600	\$ 33,600	
Telephone		\$ 6,450	\$ 6,450	
Subtotal	\$ 25,000	\$ 784,258	\$ 809,258	\$ 202,316
TOTAL EXPENSES	\$ 1,011,574			
	\$ 202,801			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 313,333		39%
Memberships	\$ 84,764		10%
Tuitions/Enrollment Fees	\$ 0		0
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income	\$ 61,667		8%
Corporate Support	\$ 48,600	\$ 152,815	6%
Foundation Support	\$ 35,843		4%
Private/ Individual Support	\$ 36,450	\$ 15,000	5%
Other Private Support:			0
Auxiliary Activities			
Other Private Support:	\$ 64,125		8%
Special Event Proceeds			
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
	\$ 22,500		3%
			0
			0
Gov't Grants: Local			
Coral Gables	\$ 3,000		0
			0

			0
Gov't Grants: The Children's Trust (Direct Funding)	\$ 0		0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 13,500		2%
Investment Income (Endowment)	\$ 500		0
Interest and Dividends	\$ 500		0
Cash on Hand			0
Other Revenues			
Raffle	\$ 5,042		1%
Handling Fees	\$ 26,736		3%
Coral Gables/Maintenance		\$ 34,500	0
Miscellaneous	\$ 1,688		0
Department of Cultural Affairs Grants			
MCI	\$ 66,011		8%
			0
	\$ 0		0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 784,259	\$ 202,315	3%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 809,259		
Total Revenues	\$ 1,011,574	Total In- Kind %	25%

# Miami-Dade County Department of Cultural Affairs

## FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-2

**ORGANIZATION:** Alyans Atizay Ayisyen, Inc.

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

**PROJECT TITLE:** Borderless Caribbean

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 0.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 4TH

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 10-01-2015 through 01-31-2016

**EVENT LOCATION:** Little Haiti Cultural Complex, Haitian Cultural Arts Alliance,

### **PROJECT SYNOPSIS:**

Grant funds are requested to support the Borderless Caribbean exhibition project, designed to create an artistic dialogue, the project will bring forward an interchange initiative between Caribbean and Miami-based artists, which emerged from the Caribbean (Diaspora), through a series of programs and exhibition in Miami. An opportunity for exchange, dialogue and crossed discussion of contemporary issues that include artistic practices, cultural identity and institutional practices.

### **HOTEL CONFIRMATION:**

Motel Bianco	16 room nights
Miami Marriott Biscayne Bay	16 room nights

### **TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		3000
Out of County		800
Out of State		500
Foreign		700
TOTAL	0	5000

**MARKETING DETAILS:** The marketing strategy will include:

- A total of 6 promotional e blasts directed to a 7,000 users mailing list in miami-Dade including artists, schools, community leaders, general audience, media, institutions, tourist boards.
- Distribution of promo cards around different artistic and touristic venues in Miami-Dade.
- Part of the promotion package of Art basel Miami, as an official program of the art fair.
- Press release for printed media, community newspapers, art and culture blogs, radio interviews.
- Cross promotion with partner organizations.
- One digital ad in E-Flux for global promotion in the arts.
- Promotion done by participating artists.
- Cross promote with schools, community organizations, art organizations in Miami-Dade
- Information to be placed in five art fairs and four art museums in Miami-Dade
- Permanent information through the HCAA web page and Facebook.

Promotion will hold 3 stages:

- October 2015 - General information about Borderless Caribbean project
- November 2015 - Specific information about the show, its activities, participating artists and related events.
- December 2015: Exhibition opening invitation and ongoing events
- January 2016: Promotion of the show on its closing days.

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

**OTHER GOVERNMENT FUNDING:**

None

## **PROJECT NARRATIVE:**

To create an artistic dialogue, the project will bring forward an interchange initiative between the Caribbean and Miami-based artists, which emerged from the Caribbean (Diaspora), through programs and exhibition in Miami. The objective is to implement an opportunity for exchange, dialogue and crossed discussion of contemporary issues that include artistic practices and cultural identity.

This is a project envisioned as part of the cultural tourism options for outside visitors to Miami, by providing a unique artistic & cultural excellence experience. This is a world class exhibit that will attract art connoisseur, general audiences and visitors from around the world and the public at large. It will take place at the Little Haiti Cultural Complex and the Haitian Cultural Art Alliance venues from October 1 through January 27 the lectures and conferences. And fro December 4, 2015 through January 27, 2016 the exhibition and the guided tours. Events that include: 2015-2016 Borderless Caribbean exhibition; Re-Think: (Conference – Panel series) 2015; “Borderless Caribbean - Permanent Transitions Symposium” and the 19th Parallel - Community and Education Programs. The event is free and open to the public as an added attraction.

Providing exchange for artists and curators in the region, otherwise not visible, attracting tourists to Miami-Dade County. Expecting 5,000 visitors and at least 1,500 tourist visitors.

Little Haiti Cultural Center and the HCAA have coordinated marketing efforts for the promotion of this exhibition. Media Sponsors include: Miami News, Diario Las Americas, ARC Magazine, Little Haiti Cultural Center, Island TV and affiliates. Motel Bianco and Miami Marriott Biscayne Bay have blocked 75 rooms for this program.

TDC funding will enhance and support this project's attraction to the tourism industry and locals alike by lending credibility to a successful and marketable project that is highlighting a unique cultural enclave of Miami and South Florida.

Important partners include Little Haiti Cultural Center, Green Family Foundation, University of Miami, FIU and Triennial Miami of contemporary art among others.

Previous work to develop 2015

Conceptual framework, final project. Budget, Discussion, approvals and action plan.

Update web page & social media

Contact artists and art organizations proposed for the programming.

1st round of PR and networking of the project [local – external]

Artist's agreements and design of the components

Funding follow up

-October 2015

Research & Content preparation

Artist's agreements and design of the components

Logistics plan adjusted

-November 2015

Production and installation of exhibition

Logistics on venues. Go to printer: invitation cards, Noticeable Virals map, graphic materials and

The Borderless Pavilion publication.

4th round of PR and networking

-December 2015

Opening of: Borderless Caribbean. Dec 4, 2015

Distribution of The Borderless Pavilion publication. Dec 2 &

Guided Tours of the show

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration			0	\$ 3,000
Personnel: Artistic		\$ 1,500	\$ 1,500	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 5,000	\$ 20,000	\$ 25,000	
Outside Other Fees/Services	\$ 6,000	\$ 10,000	\$ 16,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 2,000	\$ 5,000	\$ 7,000	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance	\$ 500		\$ 500	
Travel: In County			0	
Travel: Out of County		\$ 1,000	\$ 1,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 700	\$ 700	\$ 790
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 800	\$ 800	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	\$ 4,000
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	\$ 1,500	\$ 7,000	\$ 8,500	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 46,000	\$ 61,000	\$ 7,790
TOTAL EXPENSES	\$ 68,790			
	\$ 3,000			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 3,150		2%
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support			0
Foundation Support	\$ 108,490		70%
Private/ Individual Support	\$ 8,925	\$ 7,790	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			
	\$ 18,353		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			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 138,918	\$ 7,790	10%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 153,918		
Total Revenues	\$ 161,708	Total In- Kind %	5%

# Miami-Dade County Department of Cultural Affairs

**FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)**

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

**ORGANIZATION:** Cuban American Phototheque Foundation Inc. **GRANT REQUEST:** \$ 5,000.00

**PROJECT TITLE:** Miami Photo Salon Festival

**SUBCOMMITTEE  
RECOMMENDATION:** \$ 0.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2ND

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 11-27-2015 through 12-30-2015

**EVENT LOCATION:** Miami Photo Salon, New Professions Technical Institute's Art Gallery, Yuniel Delgado Castillo's Art Studio

**PROJECT SYNOPSIS:**

Grant funds are requested to support the 2015 Miami Photo Salon Festival, an International Photography Festival that occurs during Miami Art Season and will be taking place at different locations in Miami to increase visibility and access, at the request of the artists that participated in the previous 2014 event. This Festival promotes interaction among the diverse communities across South Florida, and focuses on immigrant Latino artists struggling to make market connections in the US.

**HOTEL CONFIRMATION:**

TBD	

**TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	45	9500
Out of County	5	2500
Out of State	4	7300
Foreign	6	1200

**MARKETING DETAILS:** CAPF is a young, growing organization still working on developing critical marketing partnerships in the community as we prepare for the inauguration of our first large-scale event. CAPF has established partnerships with Art Districts Magazine and Art Circuits, and is currently negotiating partnerships with the Miami Herald, El Nuevo Herald, Miami New Times, Tropicult, Artburst, Miami Art Guide, and other local print outlets. We are also approaching WDNA and WLRN for radio sponsorships and possible artist interviews, as well as Univision (Channel 23), Telemundo, and Mega TV with its assortment of Spanish-language radio and TV stations, to target Spanish-speaking audiences across South Florida.

The CAPF Facebook page also receives substantial traffic and hits, and we will be stepping up our social media presence by adding Twitter. Among our most concerted efforts in preparation for the Miami Photo Salon is the careful preparation of a detailed Marketing Plan, which we have uploaded in support of this application.

Because our Salon's venue will be in the midst of the international art fairs, we also expect to be listed in many of the maps and guides directing visitors through the district and ancillary Art Basel events and venues. We are informing all maps and guides' providers of the several venues/ dates the exhibits in the Festival will take place.

Over 70 participating artists in the festival will also attract a large turnout, as each artist has their own following, as well as social media accounts. We expect this personal factor to also assist us in maximizing our reach.

**PREVIOUS TDC FUNDING:** \$5,000 (14-15)

**OTHER GOVERNMENT FUNDING:**

None

## **PROJECT NARRATIVE:**

Miami Photo Salon Festival is an International Photography Festival that takes place yearly around Miami Art Basel week. Programs and Locations start on November 20th, 2015 with the last closing on January 29th, 2016. Shows include the Miami Photo Salon at Spectrum Art Show on Dec 2 6. Also, the PHOTOTHEQUE Pavilion, Artworks in the Permanent Collection of the CAPF at the Miami Hispanic Cultural Arts Center, Nov 27 Dec 30. In addition, Made in Miami, Contemporary photography group show at Del Castillo Art Studio in Hialeah on Nov 28 Dec 30. Finally, Through the Women's Eyes, A Celebration of Women Photographers in South Florida at New Professions Technical Institute's Art Gallery from Nov 20- Jan 29th,2016.

2015 Miami Photo Salon Festival 's main goal is to open a door for emerging artists to participate in a top-quality visual arts event. The Festival creates free of cost spaces for local photographers to showcase and exhibit their work to international audiences, and welcome photographers from all over the world able to submit their work to a panel of jurors online for a small fee. Miami Photo Salon at Spectrum is an important step to provide our finalists with a space that will bring in thousands of visitors. Artists showing their work at the Salon will have full access to the Fair with their credentials, and this opportunity will be the occasion for them to meet their pairs alongside with collectors, curators and specialists. In addition, artists will have their name listed in the catalog the fair gives to every visitor, generating an exponential endorsement that will continue after the Salon closes doors. The Salon exhibitors will receive an unlimited amount of invitations for the opening night at their request. The Photo Salon Festival is not charging ticket fee for admissions for any of the events. The Festival promotes interaction among diverse communities across South Florida, and focuses primarily on immigrant artists struggling to make market connections and uncover exhibition opportunities in the US. Because the Festival will be so highly visible due to its venues and timing, a great amount of tourists will respond to our marketing efforts founded by the TDC.

The program of the Festival will be available online and on paper in each venue, including the Salon at Spectrum, to facilitate the general public and tourist with the information to make the tour. Our Festival provides the discipline of photography to match the level of visibility that Miami's visual art community has achieved.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration			0	\$ 3,500
Personnel: Artistic		\$ 1,000	\$ 1,000	\$ 1,500
Personnel: Technical/Production			0	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services		\$ 4,800	\$ 4,800	
Marketing ADV/ PV/ Printing/ Publication	\$ 3,000	\$ 3,000	\$ 6,000	
Marketing: Postage/Distribution		\$ 1,500	\$ 1,500	\$ 500
Marketing: Web Design/ Support/ Maintenance	\$ 2,000	\$ 2,000	\$ 4,000	\$ 500
Travel: In County		\$ 500	\$ 500	
Travel: Out of County		\$ 250	\$ 250	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 7,000	\$ 7,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 1,000	\$ 1,000	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 10,000	\$ 10,000	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 300	\$ 300	
Utilities			0	
Fundraising/ Development  (Non-Personnel)		\$ 515	\$ 515	
Merchandise/ Concessions/ Gift Shops		\$ 600	\$ 600	
Supplies/Materials		\$ 1,000	\$ 1,000	

Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 5,000	\$ 33,465	\$ 38,465	\$ 6,000
TOTAL EXPENSES	\$ 44,465			
	\$ 3,500			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships	\$ 6,200		16%
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 1,400		4%
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other	\$ 1,265		3%
Rental Income			0
Corporate Support	\$ 6,000	\$ 3,500	16%
Foundation Support			0
Private/ Individual Support	\$ 3,600	\$ 2,500	9%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			

			0
			0
			0
Gov't Grants: The Children's Trust			0
(Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income			0
(Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
			0
			0
			0
			0
Department of Cultural Affairs Grants			
TDC	\$ 5,000		13%
CG	\$ 10,000		26%
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 33,465	\$ 6,000	13%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 38,465		
Total Revenues	\$ 44,465	Total In-Kind %	16%

# Miami-Dade County Department of Cultural Affairs

## FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-14

**ORGANIZATION:** The Miami Children's Museum, Inc.

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

**PROJECT TITLE:** The Wizard of Oz Educational Exhibition at Miami Children's Museum

**SUBCOMMITTEE RECOMMENDATION:** \$  
20,000.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2ND

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 10-03-2015 through 01-10-2016

**EVENT LOCATION:** Miami Children's Museum, ,

### **PROJECT SYNOPSIS:**

Grant funds are requested to support marketing and promotional expenses for The Wizard of Oz Educational Exhibition, a family-friendly interactive exhibit that will be open to the public October 3, 2015 - January 10, 2016 from 10 am - 6 pm daily at Miami Children's Museum (MCM). After a nationwide tour, this engaging traveling exhibit created as the only Warner Bros. Consumer Products licensed and sanctioned traveling Children's Museum Exhibit comes back to Miami for the first time since 2010.

### **HOTEL CONFIRMATION:**

EPIC Hotel	250 room nights

### **TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	85	65000
Out of County	15	15500
Out of State	0	11500
Foreign	0	13500

**MARKETING DETAILS:** MCM's PR and Marketing strategy for The Wizard of Oz Educational Exhibition includes a mix of print, outdoor including the large LED screens on MCM facility exterior facing MacArthur Causeway and bus shelters, online advertising, radio, social media and email marketing. Forty percent of MCM visitors are tourists and a robust online presence enables us to reach a much more diverse audience. MCM will support public relations and print marketing with a strong online promotional campaign for The Wizard of Oz.

Media partners include NBC 6, Miami Herald and PBS. We are also expanding our reach into the Hispanic market by adding a PR consultant specializing in Spanish language media. We are planning a media blitz/launch for The Wizard of Oz exhibit which, based on our previous experiences, we expect will garner significant publicity. Our PR consultants will work with local media to secure live weather reports from the exhibit tying into the Wizard of Oz tornado story line.

As a regular advertiser in tourism publications including Where Magazine, Where Map, Welcome Magazine, Bienvenidos Magazine, Bem-vindos Magazine, GMCVB Family Fun Guide, GMCVB Pocket Guide, Miami Children's Museum drives tourism and develops audiences from across the world. MCM has an on-going aggressive grassroots marketing campaign to distribute flyers and promotional materials to hotels, high-end condo buildings and concierges, high-end retail and other tourist attraction areas.

To create interest and media hooks, we will implement onsite promotional opportunities including:

- Setting a pair of GIANT RED SLIPPERS (inflatable) outside the Museum to signify that The Wizard of Oz has landed at MCM;
- Installing flying monkeys in the Museum leading to the exhibit;
- Turning the Castle of Dreams inside the Museum green like the Emerald City;
- Daily Wizard of Oz character meet-and-greets with photo opportunities, short performance vignettes and activities;
- An opening event - a breakfast with favorite characters from the film;
- Our Not So Scary Halloween family event on Sunday, October 18, 2015 when we expect press and over 600 attendees. This year we will be adding a separate adult only event as part of our Playmakers Group: the Next Generation of Play Young Professionals group networking events.
- Our custom built indoor Haunted House, which has become a community favorite and creates opportunities for local press, will be open October 18 – November 1. We also promote the Haunted House to local businesses for office events.

The full marketing plan for The Wizard of Oz promotion is uploaded at the end of this application. It details the numerous strategies and tactics we will implement and includes at total of \$71,251 in expenses:

- MEDIA - \$31,500
- PRINT - \$14,601
- ONLINE - \$12,150
- SOCIAL MEDIA - \$3,000
- INTERNAL - \$10,00

- GUERILLA MARKETING AND PARTNERSHIPS

With promotion of onsite character visits, special programs and related activities, we strive to attract new and repeat visitors.

**PREVIOUS TDC FUNDING:** \$20,000 (14-15: {\$12,000 (12-13) - End of cycle}; \$14,000 (11-12); \$16,000 (10-11); \$18,000 (09-10); \$20,000 (08-09)

**OTHER GOVERNMENT FUNDING:**

State of Florida General Programming Support - \$25,000

## **PROJECT NARRATIVE:**

Funds requested will provide additional marketing and promotional support for The Wizard of Oz Educational Exhibition which will be the featured traveling exhibit at Miami Children's Museum (MCM) October 3, 2015 – January 10, 2016. The only Warner Bros. Consumer Products licensed and sanctioned traveling Children's Museum exhibit, this family-friendly interactive traveling exhibit will be on located in the What's New Gallery, will be open to the public daily from 10 AM - 6 PM and is included with Museum admission. Admissions: \$18 General; \$14 Florida Residents; \$9 City of Miami; Free under 1 year, Members and Military personnel/veterans.

A series of events will take place at the Museum, located on Watson Island between downtown Miami and Miami Beach on MacArthur Causeway, to highlight the exhibit during the project period including opening day/closing day events with visits from beloved characters from the movie. Throughout the duration of the exhibit, we will host numerous interactive culture-rich arts-based programs and activities. These include weekend events that attract 1,000+ visitors, free third Fridays which attract up to 3,000 visitors and daily activities that attract 100-200+ people. Our in-house theatrical troupe, the MCM Players, will make the beloved characters from the film come to life during daily character appearances and activities.

We expect to attract more than 100,000 visitors, of which it is estimated 15,000 will be from out of county, 9,000 will be from out of state and 11,000 will be foreign tourists and 55,000 will be children.

MCM's PR and Marketing for The Wizard of Oz includes a mix of print, outdoor (including the large LED screens on the side of the MCM facility), online advertising, radio, social media and email marketing. Forty percent of MCM visitors are tourists and a robust online presence enables us to reach a much more diverse audience. MCM will support PR and print marketing with a strong online promotional campaign for The Wizard of Oz. Media partners include NBC 6, Miami Herald and PBS and we are pursuing partnerships with several Spanish media outlets to expand our reach. We will plan a media blitz/launch for The Wizard of Oz exhibit which, based on our previous experiences, we expect will garner significant publicity.

With our Hotel Sponsor, EPIC Hotel, we will create promotional opportunities to attract foreign and out-of-state national tourists, as well as local tourists, to encourage visitors to Miami and offer unique family packages and special rates to Miami visitors who want to visit the Museum and experience family-friendly exhibit.

TDC funding will make it possible for MCM to implement a more aggressive marketing plan and media buy than we would otherwise be able to pay for from our project budget.

The MCM designed and created Wizard of Oz traveling exhibit, which has been on a national tour for the past five years, will come home to MCM on September 21 in anticipation of the October 3 opening.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 35,000	\$ 35,000	
Personnel: Artistic		\$ 61,500	\$ 61,500	
Personnel: Technical/Production		\$ 50,000	\$ 50,000	
Outside Artistic Fees/Services		\$ 6,500	\$ 6,500	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 31,251	\$ 56,251	\$ 15,000
Marketing: Postage/Distribution		\$ 1,500	\$ 1,500	
Marketing: Web Design/ Support/ Maintenance		\$ 2,500	\$ 2,500	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 10,000	\$ 10,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 5,000	\$ 5,000	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 25,000	\$ 25,000	
Utilities		\$ 25,000	\$ 25,000	
Fundraising/ Development (Non-Personnel)			0	

Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 22,500	\$ 22,500	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 275,751	\$ 300,751	\$ 15,000
TOTAL EXPENSES	\$ 315,751			
	\$ 60,000			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 223,751		74%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:			0
Other			0
Rental Income			0
Corporate Support	\$ 10,000	\$ 15,000	3%
Foundation Support			0
Private/ Individual Support			0
Other Private Support:			0
Auxiliary Activities			0
Other Private Support:			0
Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			
State of Florida General Programming Support Grant	\$ 25,000		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	\$ 17,000		6%
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	\$ 275,751	\$ 15,000	8%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 300,751		
Total Revenues	\$ 315,751	Total In-Kind %	5%

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

**FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)**

Agenda Item No.: A-15

**ORGANIZATION:** Unity Coalition | Coalicion Unida, Inc

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

**PROJECT TITLE:** Celebrate ORGULLO Hispanic LGBT PRIDE  
Festival (Sept 4 - Oct 3, 2015)

**SUBCOMMITTEE**  
**RECOMMENDATION:** \$  
6,750.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2ND

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 10-03-2015 through 10-03-2015

**EVENT LOCATION:** MUSEUM PARK, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support our one day, Celebrate ORGULLO Carnaval on Saturday, October 3, 2015 at Museum Park. Event is FREE & open to all, and funding will allow us to pay for vital costs, including rental fees for park, equipment, travel & personnel.

**HOTEL CONFIRMATION:**

YVE Hotel	8 room nights
Betsy South Beach	20 room nights
Winter Haven Hotel	12 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	120	6000
Out of County	30	900
Out of State	40	600
Foreign	10	600
<b>TOTAL</b>	<b>200</b>	<b>8100</b>

**MARKETING DETAILS:** We have confirmed 250+ TV spots courtesy of COMCAST NBC, 1-1/2 pages of print in the Miami Herald and El Nuevo Herald, 1/2 page in Palette Magazine, and a national advertising campaign in 18 US cities with EDGE Media Networks. Additional publications (AMBIENTE Magazine, Genre Latino, HotSpots, Marks List & more) are providing extensive media - locally, nationally & internationally in English, Spanish & Portuguese. Our agency of record is City Bash Group.

We are printing 10,000 palm cards, 250 posters & 5,000 Program Guide Books - for distribution Sept - Oct, 2015 in Dade, Broward & through the Great Miami Convention & Visitors Bureau (also listed on their website as a Calendar Event).

Listed on various hotel & travel websites, and offering discounted rates on local hotels.

Finally, working with AeroMexico & Posdadas Properties in Mexico to promote our event & encourage travel & tourism to Miami.

**PREVIOUS TDC FUNDING:** \$7,500 (14-15)

**OTHER GOVERNMENT FUNDING:**

DDA - \$10,000

## **PROJECT NARRATIVE:**

Started in 2011 & produced by non-profit Unity Coalition|Coalición Unida, the Celebrate ORGULLO Festival Showcases Hispanic Pride during Hispanic Heritage & LGBT Pride Month - The First Event of its kind in the U.S.

Now in its 5th successful year, Celebrate ORGULLO is a month long celebration of events across South Florida, such as the Writers Salon@ BETSY, bringing Hispanic LGBT writers & their work to South Florida audiences (E.E. CHARLTON-TRUJILLO, JOHNNY DIAZ, CARIDAD MORO-McCORMICK, CARLOS PINTADO & JOSE IGNACIO VALENZUELA); the ARTNights Series, bringing the best, most celebrated and exciting performers and artists to the Betsy lobby salon... ALL leading up to the ORGULLO Carnaval itself (free admission) on Saturday, October 3, 2015, 10am to 9pm, at MUSEUM PARK in Downtown Miami – 1075 Biscayne Boulevard.

Our Celebrate ORGULLO Carnaval includes 80+ booths (food, art, non-profits), Main Stage, Cultura Pavilion (Arts & Culture), Elevate Pavilion (Health & Wellness) & Writers Pavilion (Literary & Youth), as well as the Art Installation of David Wood's South Florida Reefs photo murals at Museum Park. With Media Partners COMCAST NBC, Miami Herald, El Nuevo Herald, Palette Magazine, EDGE Media Networks (18 US cities), Ambiente Magazine, Hotspots, Genre Latino, Marks List & more. AeroMexico & Hotels YVE, BETSY, Blue Moon & Winterhaven are also partners.

This years artists include: Giovanni Falchetti (Chile), EnVee (of the Voice), Diana & Dela, Rego & Veronica Vergara, Lady M, Barbara Alonso, Yukioh, The Miami Gay Mens Chrous, So Fla Mustangs (square dancing group), DJ Reddy, DJ Citizen Jane, DJ Nancy Starr, DJ Jorge G, a Cultural Exchange of 12 volunteers & performers from the Dominican Republic, and many more, will grace our main stage & Cultura Pavilion stage, all day long.

We are working with G. Holmes Braddock Sr. High School's GSA program on a flash fiction writing piece inspired by visiting ORGULLO authors to the school. Goal of this project is to promote literacy, the arts, and social awareness and interaction among LGBT students and the community at large. Showcasing our community and its talents helps build cultural and social bridges & improve overall understanding for each other.

- Last year our attendance exceeded well over 25,000 – including ORGULLO Carnaval and related events. This year, in 2015, we expect our numbers to continue to significantly increase due to our programming, advertising, community outreach, partnerships, sanctioned events & entertainment lineup. Our event covers demographics in every age category, orientation, ethnic and economic bracket.
- Our Celebrate ORGULLO events are free and open to the public and proceeds benefit our LGBT COLLEGE SCHOLARSHIP FUND and year round programming of Unity Coalition|Coalicion Unida.

Our target audience is the local/national & international Hispanic LGBT Community & allies. Principal organizers are all South Florida locals with decades of experience in non profits & events production.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration			0	\$ 10,000
Personnel: Artistic		\$ 10,450	\$ 10,450	\$ 3,000
Personnel: Technical/Production	\$ 3,000	\$ 4,000	\$ 7,000	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 500	\$ 700	\$ 1,200	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County		\$ 1,000	\$ 1,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 4,500	\$ 27,000	\$ 31,500	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 7,000	\$ 3,350	\$ 10,350	\$ 3,000
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 1,200	\$ 1,200	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 3,000	\$ 3,000	
Supplies/Materials		\$ 2,500	\$ 2,500	

Other Expenses				
Permits		\$ 1,500	\$ 1,500	
Legends Ball			0	
Insurance		\$ 3,000	\$ 3,000	
		\$ 2,000	\$ 2,000	
			0	
Subtotal	\$ 15,000	\$ 59,700	\$ 74,700	\$ 16,000
TOTAL EXPENSES	\$ 90,700			
	\$ 10,000			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships	\$ 8,400		8%
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income	\$ 10,000		9%
Corporate Support	\$ 35,000	\$ 16,000	32%
Foundation Support			0
Private/ Individual Support	\$ 6,500	\$ 7,300	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			
	\$		

Miami Dade Dept of Cultural Affairs	15,000		14%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 9,900		9%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
DDA Grant (pending)	\$ 10,000		9%
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 94,800	\$ 23,300	14%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 109,800		
Total Revenues	\$ 133,100	Total In- Kind %	21%

# Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: B-8

**ORGANIZATION:** Opa-locka Community Development Corporation, Inc.

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

**PROJECT TITLE:** Art of Transformation

**SUBCOMMITTEE**  
**RECOMMENDATION:** \$  
10,000.00

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

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1ST

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 11-06-2015 through 12-11-2015

**EVENT LOCATION:** The ARC (Arts & Recreation Center), YoungArts Foundation,

**PROJECT SYNOPSIS:**

Funds are requested to support the Opa-locka Community Development Corporation's 4th annual Art of Transformation (AOT), a multidisciplinary arts exhibition with related public programming showcasing renowned artists of the African Diaspora at The ARC, our 3,500 square foot multifunctional flexspace & gallery, in Opa-locka and partner venues in greater Miami from 11/6 to 12/11/2015. AOT aims to engage residents and visitors with unique arts experiences in northwest Miami-Dade County.

**HOTEL CONFIRMATION:**

Shula's Hotel and Golf Club, Miami Lakes	TBD

**TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	1	3500
Out of County		1000
Out of State	6	400
Foreign		100

**MARKETING DETAILS:** GENERAL: The quality of the artists and content of The Art of Transformation (AOT) are the main attractors. In addition, it is one of the few programs in North Dade or anywhere in the county with such high profile artists of the African Diaspora. While it is a niche market, we believe that those who are interested in the content will travel to see the programming due to the simple fact that there is not much that is similar happening elsewhere in the region.

Also, the website [www.opalockaart.com](http://www.opalockaart.com) was created last year specifically for AOT and other arts events happening at The ARC, OLCDC's new arts and community facility. It is currently being updated to include AOT info. OLCDC's main website also has information on the program and links to [www.opalockaart.com](http://www.opalockaart.com). Social media efforts will also be drastically increased for both OLCDC and Opa-locka Art accounts with sponsored ads and targeted, consistent outreach.

LOCAL: OLCDC, which has been in the community for 35 years, is constantly increasing local Opa-locka participation for its programs. It is currently talking to the City of Opa-locka and newly reinstated CRA to assist with this by including AOT on the city-run Opa-locka TV and monthly water bills where there is space for short announcements. Other local efforts include bilingual postcards to increase participation from Hispanic residents, the Magnolia North neighborhood monthly newsletter, utilizing the newly formed Community Advisory Board for grassroots outreach, creating outdoor signage, and working with existing education partnerships to have youth participate in programming.

**REGIONAL/NATIONAL/INTERNATIONAL:**

OLCDC has contracted the international media relations firm Golin, which has over 50 offices in North America, Latin America, Europe, the Middle East and Asia, as its main PR agency since 2010. Golin's dedication to quality, strategic PR to promote OLCDC's work and turn around Opa-locka's negative reputation has led to a wealth of positive regional, national and international exposure. In addition, OLCDC has engaged local firm Circle of One Marketing (COOM) specifically for AOT efforts since 2011. COOM, which tilts towards African-American and Caribbean markets, is responsible for the branding and marketing of the wildly successful Jazz in the Gardens music festival, as well as other high profile clients in South Florida, Los Angeles, and the Caribbean. Through combined efforts, OLCDC, Golin, COOM, and a host committee of local and national artists, curators, and supporters will target and market the project to a wide range of audiences. Targeted are radio spots on WLRN or NPR, WPBT2's Art Loft, distribution of post cards at regional arts events, strategic online and print ads, and more.

OTHER EFFORTS: OLCDC recently applied for the County's Golden Tickets program to help generate senior audience participation. A VIP Art Basel event with a high profile host committee will target those in town the first week of December.

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

National Endowment for the Arts - \$30,000

## **PROJECT NARRATIVE:**

The annual Art of Transformation hosted by the Opa-locka Community Development Corporation is a 5-week exhibition and programming series that includes film screenings, artists and community discussions, an industry reception, and more curated by Tumelo Mosaka of South Africa. AOT was originally created in 2011 as a single evening event to bring people to Opa-locka, a small city of 15,000 without much reason for people to visit until recent arts programming started, to experience the arts. In 2014, the event itself transformed into a month-long affair to truly celebrate and increase awareness around Opa-locka's artistic revitalization. In 2015, a host committee of noted artists, curators, and arts supporters was formed to add credibility and help market the project to a more national and international audience.

AOT aims to:

- 1) Promote the arts, culture, and artists of the African Diaspora, making it more mainstream, particularly in South Florida,
- 2) Transform Opa-locka and northwest Miami-Dade County into a hub for arts and cultural activities, particularly related to the African Diaspora due to the demographic history,
- 3) Attract visitors to northwest Miami-Dade County, especially Opa-locka, to have quality artistic experiences and stimulate the local economy (5,000 attendees total, 1,500 from outside the County), and
- 4) Make the arts more accessible to local residents and youth by bringing the arts directly to this underserved community and engaging them with various art forms and artists.

AOT will run from November 6 to December 11, 2015, coinciding with Art Basel Miami Beach. The project's events are mostly free and open to the public and held at The ARC (OLCDC's new Arts & Recreation Center in downtown Opa-locka), though some programming may occur at partner venues in Miami-Dade County.

OLCDC has engaged international media relations firm Golin since 2010 and Circle of One Marketing since 2011 to help strategize and execute marketing efforts for the organization and AOT, respectively.

OLCDC will host a month long exhibit entitled "Through the Eyes of Others" that includes artists Hank Willis Thomas, Dread Scott, Ebony Patterson, Arthur Jafa, Andre Leon Gray, Bernard Williams, and more (to be confirmed in August). THROUGH THE EYES OF OTHERS aims to provide a critical platform for re-imagining the past, present and future possibilities of blackness as something more complex than race. Current partners include the YoungArts Foundation and Houston Museum of African American Culture. A film by Arthur Jafa will be screened at Young Arts Foundation on November 4th called "Dreams Are Colder Than Death". Target audiences mainly include Opa-locka residents and youth, arts and cultural enthusiasts from all over who are interested in the contemporary African Diaspora, art and social justice / "activism," and more.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 1,000	\$ 9,000	\$ 10,000	
Personnel: Artistic	\$ 2,750	\$ 27,250	\$ 30,000	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 500	\$ 14,000	\$ 14,500	
Outside Other Fees/Services	\$ 500	\$ 14,500	\$ 15,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 7,250	\$ 7,750	\$ 15,000	\$ 2,000
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance	\$ 1,000	\$ 2,000	\$ 3,000	
Travel: In County		\$ 9,000	\$ 9,000	
Travel: Out of County		\$ 1,000	\$ 1,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 10,000	\$ 10,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	\$ 500
Mortgage/ Loan Payments		\$ 1,850	\$ 1,850	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 15,000	\$ 15,000	
Utilities		\$ 500	\$ 500	
Fundraising/ Development  (Non-Personnel)			0	

Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 10,000	\$ 10,000	
Other Expenses				
Shipping costs of artwork	\$ 2,000	\$ 18,000	\$ 20,000	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 139,850	\$ 154,850	\$ 2,500
<b>TOTAL EXPENSES</b>	<b>\$ 157,350</b>			
	\$ 10,500			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income			0
Corporate Support	\$ 65,000		42%
Foundation Support	\$ 20,000		13%
Private/ Individual Support	\$ 25,350		16%
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			
National Endowment for the Arts	\$ 30,000		19%
			0
			0
Gov't Grants: State			
			0
			0
			0

Gov't Grants: Local			
			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
City of Opa-locka		\$ 2,000	0
YoungArts Foundation		\$ 500	0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 140,350	\$ 2,500	10%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 155,350		
Total Revenues	\$ 157,850	Total In- Kind %	2%

# Miami-Dade County Department of Cultural Affairs

## FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: D-3

**ORGANIZATION:** Prizm Art Fair, LLC

**GRANT REQUEST:** \$ 20,000.00

**PROJECT TITLE:** Prizm Art Fair

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 5,000.00

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

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1ST

**STATUS:** Organization - For-Profit

**DATE(S) OF EVENT:** 12-01-2015 through 12-06-2015

**EVENT LOCATION:** Adrienne Arsht Center, ,

### **PROJECT SYNOPSIS:**

Grant funds are requested to support the production and marketing costs associated with Prizm Art Fair's annual multidisciplinary event December 1 - 6, 2015 at the Adrienne Arsht Center.

### **HOTEL CONFIRMATION:**

Miami Marriott	10 room nights

### **TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	25	3,500
Out of County	5	1,000
Out of State	10	3,000
Foreign	10	3,000
<b>TOTAL</b>	<b>50</b>	<b>10500</b>

**MARKETING DETAILS:** PRIZM has entered formal agreements with several reputable media partners which will be assisting us in our efforts to distribute our vision across various platforms: print, online, and radio. Each of our Media partners will be sharing our marketing packages, which includes Greater Miami Convention and Visitors Bureau, Soul of Miami, Around Town Magazine, The Downtowner and local authorities responsible for the placement of events in our city wide Basel guides.

Our marketing plan includes both regional and national print media & social media partners broadening our outreach and ability to reach a large readership that will be encouraged to visit Miami during Miami Art Week to enjoy PRIZM and Art Basel | Miami Beach. Our readers will also be informed about our partnership with Marriott Biscayne Bay which will help support and bolster our local tourism economy.

Our media partners include:

Heart & Soul: 900,000 readers

New York Times: 25,415,000 readers

The Examiner: 12,100,000 readers

Around Town Magazine: 35,000 monthly readers who support arts & culture

Miami Modern Luxury: 210,000 monthly readers who support arts & culture

Tropicult: approx. 30,000

Miami Art Guide: approx. 40,000

Art Circuits: approx. 40,000

Miami New Times: 70,000 readers

Sugarcane Magazine: 10,000 readers

Several arts & culture bloggers

Social Media partners

Our media partnerships will help PRIZM and its mission in Miami during Miami Art Week reach a total of 38,810,000 readers. We expect to retain our current audience and draw a larger audience from our engagement with our listed media partners.

PRIZM has also established community partnerships with local institutions including the Bass Art Museum, MoCADA, Rush Philanthropic, and Diaspora Vibe Arts Incubator, the Haitian Heritage Museum, the Little Haiti Cultural Complex, who also engage national and international members who are committed to visiting Miami during Miami Art Week which also bolsters our local tourism economy.

Our marketing materials include online "Save the Date" and programming banners to be shared with our media partners and their respective databases, Site banners, and printed materials which include flyers and brochures. We will print \$5,000 postcards to be distributed at local hotels, restaurants, and arts venues around Miami-Dade & Broward Counties. Our brochures will be located at our hotel partner's site, Miami Marriott Biscayne Bay, also.

This comprehensive strategy will allow Prizm to share its mission with both our local, national and international communities, ensuring a large and diverse audience. These partnership arrangements will aid in driving traffic to Prizm Art Fair and make for an attractive, meaningful, and successful event, adding another flavor to the ambience of Art Basel Miami. We are also creating a promotional video which will be launched via various social media platforms, including Twitter, Facebook, and

Instagram, google +, Linked In, and Pinterest.

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

None

## **PROJECT NARRATIVE:**

Prizm is a cutting-edge art fair that is multidisciplinary in scope. Our goal is to expand the spectrum of exhibiting international artists from the global African Diaspora and Emerging Markets. Our mission is to promote the work of artists of color, who reflect global trends in contemporary art, through a series of cultural events which culminate in our annual curated fair held during Art Basel | Miami Beach.

Prizm anticipates welcoming approximately 10,000 guests during the course of Art Basel Miami Beach week. Our national and international guests can request rooming accommodations at Miami Marriott Biscayne Bay from December 1st through December 6th.

In 2015, Prizm will be a multi-venue event that will provide opportunity for social gathering in addition to viewing a wonderful mélange of global contemporary art. Prizm will host five events during Basel week: On December 1st Prizm will open its doors to VIP guests at the Adrienne Arsht Center. Basel goers will have an opportunity to get a first look at exhibiting works from 7 pm – 10 pm. From December 2nd through December 6th, Prizm's doors will open to the general public from 10 am – 5 pm. Prizm will also host exciting music event on Miami Beach with noted DJ's Black Coffee and King Britton December 2nd from 7pm – 11 pm. Cocktails, light bites, and music will be served. Guests will have an opportunity to learn more about Prizm's programming, taking place during the course of Art Basel Miami Beach week.

Prizm will also host a series of panel discussions on Saturday December 5th from 12pm – 5pm. Our panels will consist of a number of academicians and artists who will provide perspectives on their practices and contributions to the field of visual art.

Our strategic partnerships with several reputable media partners will assist us in our efforts to distribute our vision across various platforms: print, online, and radio. Each of our Media partners will be sharing our marketing packages, which includes Greater Miami Convention and Visitors Bureau, Soul of Miami, Around Town Magazine, and many other publications for the placement of events in our city wide Basel guides. Our social media efforts will also assist in broadening the scope of audience and attracting additional patrons to Miami for Prizm and Art Basel week.

TDC grant funding will give us an opportunity to market Prizm and its programming to foreign markets through purchase of advertisements in arts publications with a global reach. Our advertisement will also include available group rates with our host hotel Marriott Biscayne Bay, encouraging patronizing our local tourist economy.

Between July and September, Prizm will secure a number of media partners and additional funding that will support distribution of Prizm's mission and programming leading up to and during Prizm Art Fair 2015. September through November will be spent coordinating event logistics to ensure all of our events are efficiently planned and managed.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 0	\$ 110,000	\$ 110,000	\$ 0
Personnel: Artistic	\$ 0	\$ 35,000	\$ 35,000	
Personnel: Technical/Production	\$ 0	\$ 55,885	\$ 55,885	
Outside Artistic Fees/Services	\$ 0	\$ 6,000	\$ 6,000	
Outside Other Fees/Services	\$ 0	\$ 18,000	\$ 18,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 10,000	\$ 17,000	\$ 27,000	\$ 5,000
Marketing: Postage/Distribution	\$ 0	\$ 7,000	\$ 7,000	
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 15,220	\$ 15,220	
Travel: In County	\$ 0	\$ 500	\$ 500	
Travel: Out of County	\$ 0	\$ 3,500	\$ 3,500	
Equipment Rental	\$ 0		0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 5,000	\$ 5,000	
Equipment Purchase	\$ 0		0	
Equipment Purchase / for Performance, Exhibition, Event, etc.	\$ 0	\$ 500	\$ 500	
Space Rental	\$ 0		0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 10,000	\$ 40,000	\$ 50,000	
Mortgage/ Loan Payments	\$ 0	\$ 0	0	
Insurance	\$ 0	\$ 0	0	
Insurance / for Performance, Exhibition, Event, etc.	\$ 0	\$ 1,000	\$ 1,000	
Utilities	\$ 0		0	
Fundraising/ Development (Non-Personnel)	\$ 0	\$ 3,000	\$ 3,000	\$ 20,000

Merchandise/ Concessions/ Gift Shops	\$ 0	\$ 0	0	
Supplies/Materials		\$ 2,000	\$ 2,000	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 20,000	\$ 319,605	\$ 339,605	\$ 25,000
TOTAL EXPENSES	\$ 364,605			
	\$ 110,000			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 49,605		15%
Memberships	\$ 0		0
Tuitions/Enrollment Fees	\$ 0		0
Contracted Services: Outside Programs/ Performances	\$ 0		0
Contracted Services: Special Exhibition Fees	\$ 0		0
Contracted Services: Other	\$ 0		0
Rental Income	\$ 0		0
Corporate Support	\$ 180,000		53%
Foundation Support	\$ 50,000		15%
Private/ Individual Support	\$ 40,000		12%
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			0
(Direct Funding)	\$ 0		0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 0		0
Investment Income	\$ 0		0
(Endowment)			
Interest and Dividends	\$ 0		0
Cash on Hand	\$ 0		0
Other Revenues			
Marketing ADV/ PV/ Printing/ Publication		\$ 5,000	0
Alpha Printing			
Fundraising / Development			
(Non-Personnel)		\$ 20,000	0
Intermixx Marketing			
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 319,605	\$ 25,000	6%
Grant Amount	\$ 20,000		

Cash Revenues + Grant Amount	\$ 339,605		
Total Revenues	\$ 364,605	Total In- Kind %	7%

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

**FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)**

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

**ORGANIZATION:** Miami Beach Latin Chamber of Commerce, Inc.

**GRANT REQUEST:** \$ 20,000.00

**PROJECT TITLE:** Tourist Hospitality Center

**SUBCOMMITTEE**  
**RECOMMENDATION:** \$ 20,000.00

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

**FUNDING CATEGORY:** Set-Aside

**FUNDING YEAR:**

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 10-01-2015 through 09-30-2016

**EVENT LOCATION:** Tourist Hospitality Center @ Lincoln Road, ,

**PROJECT SYNOPSIS:**

To operate the Tourist Hospitality Center, a well established tourist customer service program @ Lincoln Road w/20 yrs. of track record, serving all year round, Mondays to Fridays an avg. of 10,000 domestic/international visitors. Multilingual staff assist walk-in visitors, by phone and internet on everything there is to do and see in Miami, create itineraries, assist with travel emergencies. The Center will run a Google summer ad campaign in Latin America promoting hotel discounts in Miami.

**HOTEL CONFIRMATION:**

N/A	

**TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		100
Out of County		900
Out of State		3,000
Foreign		6,000

## **PROJECT NARRATIVE:**

The Tourist Hospitality Center is a well organized and accredited visitor center with 20 yrs. of track record, co-funded by the City of Miami Beach, TDC and Miami Beach Latin Chamber. It is open all year-round, Mondays through Fridays located at an attractive pedestrian facility on Lincoln Road, which is ranked 5th among the top 9 things to do in Miami [<http://travel.us news>]. The Center is a short walking distance to popular commercial corridors, districts, convention center, hotels and restaurants.

From entry to exit, walk-in visitors are assisted by multilingual Concierge staff [French, Spanish, Italian, Portuguese], highly knowledgeable to advise on everything there is to do and see in Miami. Staff also helps visitors who call the Center or make requests by e-mail, or forward customized information by mail.

The Center addresses an average of 10,000 visitors annually via walk-ins and telephone, advising / assisting with action-packed itineraries; orient w/ vehicular directions; bookings and reservations of tours, excursions; information about cultural attractions, special events, festivals, reservations assistance for car rentals, locating hotels and room rates, restaurants reservations, how to get around; bus routes, locate museums, galleries, historic districts, clubs, lounges, shopping, recreational attractions, transportation, performing/concert events and tickets. It also assists visitors and convention delegates to resolve travel emergencies and issues that may come up.

Internet outreach to 20,000 visitors is achieved through its strong domain website "miamibeach.org", which offers 35 pages of useful tourism information, featuring "Ask Our Concierge" among others. To help boost hotel reservations and attract visitors, we run a Google pay per clicks ads campaign during the low summer months in Latin America [in Spanish and Portuguese] at a cost of \$3,000, promoting Miami hotels' discounts. When a click is registered into reservations, we pay the actual ads. Please see Marketing Details.

Throughout the year, our Concierge referrals add incremental revenue to hotels, assisting visitors to confirm hotel rates and locations upon request, resulting in an avg. of 430 hotel referrals annually, w/ an estimated revenue value of \$269,6750 in hotel nights as follows:

430 hotel referrals/reservations X 3 nights average stay = 1,290 room nights

1,290 room nights x \$185 (avg. rate) = \$238,650

Add 13% tax = \$31,024

It also helps other businesses with tourists' referrals such as tour companies, car rentals, leisure/recreational centers, restaurants and shopping centers. Direct visitor referrals by the Center to businesses helps to retain more purchasing power in our city and generate more resort taxes for our economy.

The Center distributes courtesy maps, guides, discount coupons and public transportation schedules, helping visitors to choose restaurants, clubs, lounges and entertainment of performing arts, sports events and special events.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 16,569	\$ 30,841	\$ 47,410	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services	\$ 1,775	\$ 417	\$ 2,192	
Marketing ADV/ PV/ Printing/ Publication		\$ 465	\$ 465	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 3,000	\$ 3,000	
Travel: In County		\$ 3,600	\$ 3,600	
Travel: Out of County			0	
Equipment Rental	\$ 1,041	\$ 501	\$ 1,542	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase		\$ 500	\$ 500	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental	\$ 615	\$ 7,575	\$ 8,190	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance		\$ 291	\$ 291	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities		\$ 5,345	\$ 5,345	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 500	\$ 500	
Other Expenses				

Postage		\$ 25	\$ 25	
Bldg. Maintenance Services/Supplies/Cleaning Supplies		\$ 175	\$ 175	
Miscellaneous [Petty Cash, Bank fees, Cont./Contingencies		\$ 1,300	\$ 1,300	
Hospitality Events/Outreach/Mtgs.		\$ 1,825	\$ 1,825	
Licenses/Certificates		\$ 620	\$ 620	
Subtotal	\$ 20,000	\$ 56,980	\$ 76,980	0
TOTAL EXPENSES	\$ 76,980			
	\$ 63,278			

**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			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:			0
Other			0
Rental Income			0
Corporate Support			0
Foundation Support			0
Private/ Individual Support			0
Other Private Support:			0
Auxiliary Activities			0
Other Private Support:			0
Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
VCA	\$ 19,245		25%

City of Miami Beach	\$		23%
	18,000		
			0
Gov't Grants: The Children's Trust			0
(Direct Funding)			
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income			0
(Endowment)			
Interest and Dividends			0
Cash on Hand	\$		26%
	19,735		
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$	0	26%
	56,980		
Grant Amount	\$		
	20,000		
Cash Revenues + Grant Amount	\$		
	76,980		
Total Revenues	\$	Total In-Kind %	0
	76,980		

## Miami-Dade County Department of Cultural Affairs

### FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-4

**ORGANIZATION:** Italian Film Festival, Inc.

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

**PROJECT TITLE:** 2015 Cinema Italy (formerly Italian Film Festival)

**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:** 10-01-2015 through 10-16-2015

**EVENT LOCATION:** Regal Cinemas South Beach, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support the 13th Annual Italian Film Festival to be held October 8-13, 2015 at the Regal Cinemas South Beach on Lincoln Road. This year's festival will include 10 of the top Italian films produced in 2014 and 2015 that have not yet been screened for South Florida audiences. The festival will also include a tribute to Italian cinema at Tower Theatre in Miami, a Short Film Competition and various Documentary screenings.

**HOTEL CONFIRMATION:**

Delano Hotel	TBD
Ritz Carlton	TBD

**TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	13	4500
Out of County	1	450
Out of State	2	970
Foreign	6	750
<b>TOTAL</b>	<b>22</b>	<b>6670</b>

**MARKETING DETAILS:** Strong publicity efforts result in print and broadcast reports and advertisements in English, Spanish, Italian, and other languages, locally and around the world. We continue to partner with Univision on broadcast and online promotion and ticket giveaways. Online news outlets include The Miami Herald, Huffington Post, and Miami New Times. For the 2015 Italian Film Festival, we will again produce postcards (3,000), posters and marquee posters (400), event invitations (10,000 electronic), a series of newsletters (monthly), and our beautiful, large-size event programs (24-28 pgs).

Event tickets are called "passports" and are available at different price levels based on the number of films and events to be attended. Articles and advertisements will appear in local papers and radio stations, as well as NAME, an Italian magazine with distribution of 80,000 and other European publications. The Festival website ([www.cinemaitaly.com](http://www.cinemaitaly.com)) has Internet articles and links to more than 35 sites and electronic newsletters. Discounted tickets are offered to students and professors at local colleges and universities.

Radio spots/interviews and advertising will be supplied by the following local radio stations: 90.5 FM, 1140 AM, 710 AM, and 102.7 FM. The Italian Film Festival is still in negotiations with these radio stations to ensure the best possible pricing for paid spots. All stations will also be targeted to provide in-kind advertising. All local television stations will be invited to attend and cover opening and closing events.

The 2015 Italian Film Festival will appeal to and attract national and international tourists and will receive exposure through the other organizations involved in the marketing of the festival, including the Italian General Consulate, Societa' Dante Alighiere, the Italy American Chamber of Commerce and other Chambers, Comites, Odli, the City of Miami Beach, Books & Books, and Florida International University among others.

**PREVIOUS TDC FUNDING:** \$5,250 (14-15); \$6,000 (13-14); \$6,750 (12-13); \$7,500 (11-12)

**OTHER GOVERNMENT FUNDING:**

Community Grants - \$10,000  
Italian Consulate - \$5,000

## **PROJECT NARRATIVE:**

The 2015 Italian Film Festival, 13th edition event, will include 10 of the top Italian films produced in 2014-2015, some of them are US premieres and others are East Coast premieres but none of them have been screened for South Florida audiences. The festival will also include a pre-festival dinner in coordination with the Italy-American Chamber of Commerce (open to the public), and a cocktail at the private residence of the Consul General to Italy (invitation only for sponsors, pass holders, international visitors, elected officials).

Four (4) films produced in Italy in late 2014 and early 2015 have been confirmed for inclusion in the 2015 Festival, including *Tempo Instabile con Probabili Schiarite*, Dir. M. Pontecorvo, year 2015; *Zio Gaetano e Morto*, Dir. A. Manzini, year 2015; *Perez*, Dir. E. De Angelis, year 2014; and *Montedoro*, A. Faretta, year 2015. A list containing final selections is expected by August 31, 2015.

The festival will take place October 8-13, 2015 at the Regal South Beach Cinemas. 12 screenings of 10 films are planned. Pre- and post-screening lectures, receptions and dinners are also planned. Tickets range in price from \$5 to \$15, with a Festival Passport sold for \$50 (includes all screenings, lectures, events).

Various industry professionals travel to Miami Beach to attend. The festival features the best cinema that has been produced in Italy during the previous year as determined by Italian Box Office figures and a Italy-and Miami-based screening panels. In an effort to continue to ensure sold out screenings, producers, directors, actors and actresses from the films being presented are invited to Miami to participate in Festival events. One director is already confirmed to attend. We are projecting attendance at the 2015 Italian Film Festival to reach 6,500.

Marketing efforts include local and out of town media placements, electronic communications and a fledgling partnership with Univision Radio begun in 2011 and continuing through 2015, and beyond. The Italian General Consul, the Minister of Culture from Italy and the Mayor and Commissioners of Miami Beach and Miami-Dade County are among those invited to attend the Festival each year.

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

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

TDC funding for the 2015 festival will ensure that proper marketing effort continue to attract out of town attendees to the festival. No other organizations work to produce the festival.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 2,000	\$ 500	\$ 2,500	
Personnel: Artistic		\$ 5,000	\$ 5,000	\$ 5,000
Personnel: Technical/Production		\$ 2,500	\$ 2,500	
Outside Artistic Fees/Services	\$ 1,000	\$ 1,500	\$ 2,500	
Outside Other Fees/Services		\$ 3,500	\$ 3,500	
Marketing ADV/ PV/ Printing/ Publication		\$ 13,600	\$ 13,600	\$ 900
Marketing: Postage/Distribution		\$ 500	\$ 500	
Marketing: Web Design/ Support/ Maintenance	\$ 1,000		\$ 1,000	
Travel: In County			0	
Travel: Out of County		\$ 3,000	\$ 3,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 11,000	\$ 500	\$ 11,500	
Mortgage/ Loan Payments			0	
Insurance		\$ 1,450	\$ 1,450	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities		\$ 2,250	\$ 2,250	
Fundraising/ Development (Non-Personnel)		\$ 2,000	\$ 2,000	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 2,100	\$ 2,100	

Other Expenses				
Film Rental		\$ 1,200	\$ 1,200	
Receptions/Meals/Hospitality		\$ 8,500	\$ 8,500	\$ 2,600
Fees (Credit processing/Corp.)		\$ 2,900	\$ 2,900	
			0	
			0	
Subtotal	\$ 15,000	\$ 51,000	\$ 66,000	\$ 8,500
TOTAL EXPENSES	\$ 74,500			
	\$ 6,200			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 17,500		27%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:	\$		2%
Outside Programs/ Performances	1,000		
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income			0
Corporate Support	\$ 15,000	\$ 3,500	23%
Foundation Support			0
Private/ Individual Support	\$ 2,500	\$ 5,000	4%
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			
Italian Consulate	\$ 5,000		8%
			0
			0
			0
Department of Cultural Affairs Grants			
CG	\$ 10,000		15%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 51,000	\$ 8,500	23%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 66,000		
Total Revenues	\$ 74,500	Total In- Kind %	13%

# Miami-Dade County Department of Cultural Affairs

## FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-5

**ORGANIZATION:** Miami Book Fair International at Miami Dade College

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

**PROJECT TITLE:** Miami Book Fair International 2015

**SUBCOMMITTEE**  
**RECOMMENDATION:** \$  
25,000.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2ND

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 11-15-2015 through 11-22-2015

**EVENT LOCATION:** Miami Dade College, ,

### **PROJECT SYNOPSIS:**

Grant funds are requested to support the 32nd edition of Miami Book Fair International, a literary festival that attracts several hundred authors and exhibitors, as well as hundreds of thousands of tourists to the Wolfson Campus of Miami Dade College and its surrounding streets. This year's Fair will be held November 15-22, 2015. Grant funds will offset marketing and publicity fees for the national marketing campaign, marketing to tourists, banners and contractual services for promotion.

### **HOTEL CONFIRMATION:**

Hilton Miami Downtown	330 room nights
Marriott Miami Biscayne Bay	314 room nights
Mandarin Oriental Miami	14 room nights

### **TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	200	149,120
Out of County	75	40,000
Out of State	225	10,000
Foreign	50	5,330

**MARKETING DETAILS:** For the past three decades, Miami Book Fair International has successfully implemented aggressive marketing strategies to effectively reach regional, national and international markets. For the past several years, public relations and communications consultants have been retained to support the work of the Fair's small staff and to provide guidance and implement new marketing approaches. In 2015, we will again work with these individuals to continue promotion through Facebook, Twitter, e-newsletter, website, eblasts, and our blog. We will invite community members to post photos and memories on our Pinterest site.

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

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

Highlights of the 2015 Marketing Plan include:

- A comprehensive press kit consisting of several different information pieces and press releases in both English and Spanish will be distributed to more than 1,000 contacts locally, nationally and internationally.
- Event promotion through more than 700 radio and television Public Service Announcements (PSAs).
- Placement of local and national ads in both English and Spanish; ads and calendar listings in select trade publications and specialty magazines, such as Washington Post Book World, The New York Times Book Review and several more.
- Numerous feature articles in local and national press. We consistently receive wonderful coverage in national and South Florida publications such as The Washington Post, The New York Times, and many more.
- Increased online marketing through our media partners and social networks such as Twitter and Facebook.
- Online ads in industry related sites and other cultural event happening sites such as Goodreads.com and SocialMiami.com.
- Hundreds of poster displays and some 300 banners will be placed on various Miami-Dade County streets and highways. In addition, plans call to wrap a Miami-Dade Metro bus with info about the

Fair.

- Electronic billboards and cinema ads will run a month before the event throughout the County.

**PREVIOUS TDC FUNDING:** \$25,000 (14-15); {\$20,000 (13-14) - End of Cycle}; \$25,000 (12-13) ; \$25,000 (11-12); \$22,500 (10-11); \$25,000 (09-10); {\$22,500 (08-09)- End of Cycle}; \$17,500 (07-08);\$20,000 (06-07); \$22,500 (05-06); \$25,000 (04-05

**OTHER GOVERNMENT FUNDING:**

None

## **PROJECT NARRATIVE:**

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

**WHEN & WHERE:** November 15-22, 2015; at the downtown campus of Miami Dade College (MDC). Admission to the Street Fair is \$8; those 13-18 and over 62 pay \$5; Children 12 and under are free. Evenings With...series is \$10 for all.

**HOW WE WILL ATTRACT TOURISTS:** The 2015 Fair will again treat book lovers to eight days of cultural and educational activities, including: Evenings With... series; IberoAmerican Authors program; Generation Genius Authors; Festival of Authors; the popular Street Fair November 20-22; an expanded Children's Alley; The Kitchen, a gastro-literary component; and The Swamp, a unique venue which features diverse programming celebrating the history and culture of Miami and Florida.

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

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

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

**HOTEL SPONSORS:** MBFI has contracted with Hilton Miami Downtown (330 room nights), Marriott Miami Biscayne Bay (314 room nights) and Mandarin Oriental Miami (14 room nights).

**WHO:** The 2015 Fair will feature more than 400 authors and some 100 performers. Authors who have been invited include: Jane Smiley, Patti Smith, Sandra Cisneros, Robert Reich, Malcolm Gladwell, Ayaan Hirsi Ali, Kazuo Ishiguro, Lena Dunham, Mo Yan, Richard Price, Terrance Hayes, Sally Mann, Meg Cabot, Jacqueline Woodson, Rick Riordan, Etgar Keret, Daniel Alarcon, Sarah Vowell, among many others. In addition, the Fair maintains a strong commitment to literary voices of the international community, and always welcomes writers from Africa, Latin America, Europe, and the Caribbean. New in 2015, we will present one or more sessions featuring simultaneous translation of popular Spanish language author(s).

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

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 327,181	\$ 327,181	
Personnel: Artistic		\$ 0	0	
Personnel: Technical/Production		\$ 0	0	
Outside Artistic Fees/Services		\$ 79,800	\$ 79,800	
Outside Other Fees/Services		\$ 505,196	\$ 505,196	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 222,500	\$ 247,500	\$ 400,000
Marketing: Postage/Distribution		\$ 500	\$ 500	
Marketing: Web Design/ Support/ Maintenance		\$ 0	0	
Travel: In County		\$ 15,000	\$ 15,000	
Travel: Out of County		\$ 100,500	\$ 100,500	
Equipment Rental		\$ 0	0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 165,500	\$ 165,500	
Equipment Purchase		\$ 0	0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 25,000	\$ 25,000	
Space Rental		\$ 0	0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 13,700	\$ 13,700	\$ 50,000
Mortgage/ Loan Payments		\$ 0	0	
Insurance		\$ 0	0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 0	0	
Utilities		\$ 750	\$ 750	
Fundraising/ Development (Non-Personnel)		\$ 0	0	
Merchandise/ Concessions/ Gift Shops		\$ 5,000	\$ 5,000	
Supplies/Materials		\$ 92,000	\$ 92,000	
Other Expenses				

Lodging		\$ 105,500	\$ 105,500	
Catering		\$ 35,000	\$ 35,000	
Accounting/Taxes/Bank Fees		\$ 19,250	\$ 19,250	
Software/Subscription and Postage/Deliveries and Freight		\$ 7,900	\$ 7,900	
Custodial, Media Services and Security		\$ 90,000	\$ 90,000	
Subtotal	\$ 25,000	\$ 1,810,277	\$ 1,835,277	\$ 450,000
TOTAL EXPENSES	\$ 2,285,277			
	\$ 327,931			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 159,500		9%
Memberships	\$ 135,000		7%
Tuitions/Enrollment Fees	\$ 0		0
Contracted Services:			
Outside Programs/ Performances	\$ 0		0
Contracted Services:			
Special Exhibition Fees	\$ 125,000		7%
Contracted Services:			
Other	\$ 45,000		2%
Rental Income	\$ 0		0
Corporate Support	\$ 200,000	\$ 350,000	11%
Foundation Support	\$ 175,000		10%
Private/ Individual Support	\$ 30,000		2%
Other Private Support:			
Auxiliary Activities	\$ 0		0
Other Private Support:			
Special Event Proceeds	\$ 0		0
Gov't Grants: Federal			
NEA Art Works	\$ 10,000		1%
			0
			0
Gov't Grants: State			
Dept. of Cultural Affairs - General Program Support	\$ 40,000		2%
			0
			0
Gov't Grants: Local			
Miami-Dade County Public Schools	\$ 15,000		1%

Miami Downtown Development Authority	\$ 20,000		1%
Knight Arts Challenge Grant	\$ 60,000		3%
Gov't Grants: The Children's Trust (Direct Funding)	\$ 10,000		1%
Merchandise/ Concessions/ Gift Shop Revenues	\$ 7,000		0
Investment Income (Endowment)	\$ 0		0
Interest and Dividends	\$ 4,000		0
Cash on Hand	\$ 0		0
Other Revenues			
Miami Dade College Support	\$ 669,777	\$ 100,000	36%
Advertising in Fairgoer's Guide and website	\$ 3,000		0
Beverage Sales	\$ 2,000		0
			0
Department of Cultural Affairs Grants			
Festivals & Special Events Grant	\$ 100,000		5%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 1,810,277	\$ 450,000	1%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 1,835,277		
Total Revenues	\$ 2,285,277	Total In-Kind %	25%

# Miami-Dade County Department of Cultural Affairs

## FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-6

**ORGANIZATION:** Miami Center for Architecture & Design, Inc.

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

**PROJECT TITLE:** Downtown Miami Welcome Center at the Miami Center  
for Architecture & Design

**SUBCOMMITTEE  
RECOMMENDATION:**  
\$ 0.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2ND

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 10-01-2015 through 09-30-2016

**EVENT LOCATION:** Miami Center for Architecture & Design, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support the programming and operations of the Downtown Miami Welcome Center throughout the 2015/2016 fiscal year. The Welcome Center is located at and operated by the Miami Center for Architecture & Design in Miami's Central Business District. Throughout the year MCAD holds exhibits, programs, tours, and events.

**HOTEL CONFIRMATION:**

N/A	

**TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	50	4800
Out of County	0	1000
Out of State	0	1500
Foreign	0	1000
<b>TOTAL</b>	<b>50</b>	<b>8300</b>

**MARKETING DETAILS:** The Downtown Miami Welcome Center at the Miami Center for Architecture & Design has become a key component in downtown Miami's active Central Business District. Working in collaboration with the Miami Downtown Development Authority, the Welcome Center is a hub of activity, enlivening the street and bringing exciting programs including, exhibitions, educational programming, walking tours, and special events.

1. Visibility:

- Beautiful banners highlight the building on both 1st Avenue and 1st Street
- Collateral Materials and vicinity maps have been circulated throughout the community
- Special familiarity events for meeting planners and travel agents have been held. We are currently working with the GMCVB to hold a reception for members at MCAD
- A mobile app is under development

2. Outreach:

- Membership and/or involvement in a variety of tourism related organizations & websites
- GMCVB
- GMBHA
- Trip Advisor
- Concierge Association

3. Media Outreach

- Media Partner: Miami Modern Luxury
- MCAD is planning ads on WLRN beginning in the Fall 2015
- Regular placement in all local calendars
- A written Public Relations plan is in place

4. Social Media

MCAD has an active social media presence with Facebook, Twitter & Instagram

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

**OTHER GOVERNMENT FUNDING:**

Miami Downtown Development Authority - \$30,000

## **PROJECT NARRATIVE:**

MCAD and the Downtown Miami Welcome Center have a unique partnership. Urban tourism is growing and people are looking for more than just a place to get brochures. Our website promotes events throughout the community in addition to the events at the Center. MCAD is recognized as a Welcome Center by the GMCVB and is listed on its website as such. The Center is unique in that it not only provides a location where anyone can get information about downtown Miami, but it, in partnership with the Welcome Center, has exhibits and programming that appeal to many. The Center also works in conjunction with the Miami Downtown Development Authority in providing data for businesses wishing to relocate to downtown.

Residents and tourists alike look to MCAD & the Welcome Center as a source of information for a wide variety of topics, including local accommodations, dining, entertainment options, and of course, education about the City of Miami's history, architecture, and urban fabric. This dynamic Welcome Center has become a beacon in downtown Miami and has enlivened Miami's CBD with its visible presence and programs such as exhibitions, lectures and community events. MCAD also won a 2014 Miami Foundation Public Space Challenge Grant. The monthly Lively Steps program features live music on the steps of our building and brings in locals and visitors alike. Since our opening we have had 10 exhibitions and weekly programs. MCAD has won a Knight Arts Challenge Grant and will hold a series entitled Art & Architecture, which will bring artists and architects together to discuss collaborations. The program will kick off in October and will highlight Miami-Dade County's Art in Public Places program. The GMCVB reported over 14M visitors to Miami in 2013. Many of those are interested in urban tourism, not just going to the beach. Projections of this sort are difficult, but with our various marketing and public relations efforts we hope to reach close to 10,000 of the visitors that come to Miami. In addition, we have spoken to other local visitor centers to learn from them about their attendance and how many visitors they get. We believe that this funding will help us to continue to enhance the Center by adding more programming and allowing us to have resources to advertise and spread the word! This Welcome Center is unique in that it works in conjunction with MCAD to provide more than just a place for brochures. We provide an experience.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 10,000	\$ 56,500	\$ 66,500	\$ 15,000
Personnel: Artistic			0	
Personnel: Technical/Production	\$ 10,000	\$ 20,000	\$ 30,000	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services	\$ 3,000	\$ 500	\$ 3,500	
Marketing ADV/ PV/ Printing/ Publication		\$ 12,000	\$ 12,000	
Marketing: Postage/Distribution		\$ 500	\$ 500	
Marketing: Web Design/ Support/ Maintenance		\$ 5,750	\$ 5,750	\$ 2,500
Travel: In County		\$ 500	\$ 500	
Travel: Out of County		\$ 2,500	\$ 2,500	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 24,500	\$ 24,500	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 3,500	\$ 3,500	
Space Rental		\$ 24,000	\$ 24,000	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 63,600	\$ 63,600	
Mortgage/ Loan Payments			0	
Insurance		\$ 750	\$ 750	
Insurance / for Performance, Exhibition, Event, etc.		\$ 12,000	\$ 12,000	
Utilities	\$ 250	\$ 9,750	\$ 10,000	
Fundraising/ Development (Non-Personnel)		\$ 2,000	\$ 2,000	

Merchandise/ Concessions/ Gift Shops	\$ 1,250	\$ 1,250	\$ 2,500	
Supplies/Materials	\$ 500	\$ 500	\$ 1,000	
Other Expenses				
Accounting		\$ 2,000	\$ 2,000	\$ 4,500
Business Licenses			0	
Janitorial/Repairs Maintenance		\$ 16,000	\$ 16,000	
Office/Subscriptions/Bank&Merchant Fees		\$ 6,500	\$ 6,500	
			0	
Subtotal	\$ 25,000	\$ 264,600	\$ 289,600	\$ 22,000
TOTAL EXPENSES	\$ 311,600			
	\$ 116,250			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 2,500		1%
Memberships	\$ 2,000		1%
Tuitions/Enrollment Fees	\$ 3,500		1%
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income	\$ 24,000		8%
Corporate Support	\$ 70,500	\$ 22,000	24%
Foundation Support	\$ 66,000		23%
Private/ Individual Support	\$ 17,150		6%
Other Private Support:	\$		12%
Auxiliary Activities	35,500		
Other Private Support:	\$ 3,500		1%
Special Event Proceeds			
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
			0
			0
			0

Gov't Grants: Local			
Miami Downtown Development Authority	\$ 30,000		10%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 6,700		2%
Investment Income (Endowment)			0
Interest and Dividends	\$ 250		0
Cash on Hand			0
Other Revenues			
Virtual Office Partners	\$ 3,000		1%
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 264,600	\$ 22,000	9%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 289,600		
Total Revenues	\$ 311,600	Total In-Kind %	8%

# Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-7

**ORGANIZATION:** Miami Short Film Festival, Inc.

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

**PROJECT TITLE:** The 14th Edition of the Miami short Film Festival

**SUBCOMMITTEE RECOMMENDATION:** \$ 7,000.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 4TH

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 11-02-2015 through 11-07-2015

**EVENT LOCATION:** Cinepolis, Miami Beach Cinematheque, Downtown Doral Park

**PROJECT SYNOPSIS:**

Grant funds are requested to support the 14th edition of the Miami short Film Festival (MsFF) taking place November 2 - 7, 2015 at various venues throughout Miami-Dade County. MsFF highlights the best of short films, attracting film professionals, tourists and enthusiast to Miami-Dade County for a week of cinematic excellence. MsFF also invites directors and actors to attend the festival from around the world to be present during screenings, participate in Q&As and to receive their awards.

**HOTEL CONFIRMATION:**

Residence Inn Miami Coconut Grove	30 room nights
Mayfair Hotel and Spa	30 room nights
Sonesta Hotel	30 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	15	10000
Out of County	10	640
Out of State	80	980
Foreign	60	195
<b>TOTAL</b>	<b>165</b>	<b>11815</b>

**MARKETING DETAILS:** MsFF has created and aggressive marketing campaign in order to promote the Festival, using both new and traditional forms of media.

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

Publicity and Advertisements: MsFF in partnership with WLRN will present a broadcast of "Miami Short Film Showcase" which highlights the best works submitted to the MsFF. This will allow South Florida to view the best of 12 years of the festival. In addition to our work with WLRN, we are also working with local/international broadcasters including WSVN (Channel 23), WSCV (Telemundo), Comcast, Mega TV, Radio Mexico, Cadena Azul, and RCN Radio Colombia, to make announcements about the festival.

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

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

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

**PREVIOUS TDC FUNDING:** \$8,000 (14-15); \$9,000 (13-14); \$10,000 (12-13); {\$10,000 (11-12) - End of cycle}; \$5,250 (10-11); \$6,000 (09-10); \$6,750 (08-09); \$7,500 (07-08)

**OTHER GOVERNMENT FUNDING:**

MBVCA - \$11,000

Community Grants - \$9,000

Youth Arts Enrichment - \$9,000

## **PROJECT NARRATIVE:**

The 14th edition of MsFF showcases the most innovative short films of 2014. Over 800 films are received for juried competition and participation. A panel of judges selects 150 films and then narrow it down to 80-100 to be officially screened. These films draw a diverse audience of residents and tourists to Miami-Dade due to its cultural and artistic importance. Two FREE events will be offered - 8/1/15 at Downtown Doral Park and 10/24/15 at North Beach Bandshell.

The 14th Edition runs Nov. 2-7, 2015 featuring a week-long marathon of the best films as well as panel discussions featuring film directors and critics immediately after each screening. Festival patrons will be treated to a smorgasbord of simultaneous screenings at the Paragon, and Miami Beach Cinematheque, including its Awards presentation night for various categories, including Best of Fest. All MsFF events are ticketed and range from \$7-15 per event. Each screening focuses on a specific genre of short film catering to the audience. MsFF will also feature free screenings in collaboration with Wynwood Art Walk, Coral Gables Gallery Night, Coconut Grove Arts Festival (Coconut Grove), Miami Food Trucks (various locations) and Miami Critical Mass (Downtown) throughout 2015.

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

MsFF promotes the Festival - with the assistance of Conill, a renowned national advertising and PR firm - using both new and older forms of media, including billboards, posters, advertisement in local newspapers and social media. In 2015 MsFF will be working again with the New Times to create an ongoing feature page to advertise the events in their web calendar, highlighting festival events, screenings and provide information on guest speakers and artists attending the Festival.

Media Sponsors: New Times & WLRN. Both sponsors have created comprehensive marketing programs to reach out and provide information to over a million tourists and residents. WLRN previews selected films six weeks prior to the Festival.

Hotel sponsors with block of rooms: Residence Inn Miami Coconut Grove (30); Mayfair Hotel & Spa (30); Sonesta Hotel (30); The Clay Hotel Miami Beach (25) on Miami Beach. The average stay is 3-4 nights.

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

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 31,000	\$ 31,000	\$ 18,000
Personnel: Artistic		\$ 25,450	\$ 25,450	
Personnel: Technical/Production		\$ 12,000	\$ 12,000	
Outside Artistic Fees/Services		\$ 23,000	\$ 23,000	
Outside Other Fees/Services	\$ 9,000	\$ 17,475	\$ 26,475	
Marketing ADV/ PV/ Printing/ Publication	\$ 12,000	\$ 31,000	\$ 43,000	\$ 16,600
Marketing: Postage/Distribution		\$ 1,300	\$ 1,300	
Marketing: Web Design/ Support/ Maintenance	\$ 4,000	\$ 8,000	\$ 12,000	\$ 4,000
Travel: In County		\$ 3,200	\$ 3,200	
Travel: Out of County		\$ 2,275	\$ 2,275	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 7,500	\$ 7,500	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 24,000	\$ 24,000	\$ 5,000
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 2,800	\$ 2,800	
Utilities			0	
Fundraising/ Development			0	

(Non-Personnel)				
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 3,285	\$ 3,285	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 192,285	\$ 217,285	\$ 43,600
TOTAL EXPENSES	\$ 260,885			
	\$ 49,000			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 21,505		10%
Memberships	\$ 11,340		5%
Tuitions/Enrollment Fees	\$ 9,575		5%
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:	\$ 16,615		8%
Other			
Rental Income			0
Corporate Support	\$ 31,000	\$ 18,000	15%
Foundation Support			0
Private/ Individual Support	\$ 13,500	\$ 17,500	6%
Other Private Support:			0
Auxiliary Activities			
Other Private Support:	\$ 11,750		6%
Special Event Proceeds			
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
			0

Gov't Grants: Local			
City of Miami Beach Cultural Presenters	\$ 11,000		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	\$ 6,000		3%
Other Revenues			
Without A Box	\$ 35,000	\$ 8,100	17%
			0
			0
			0
Department of Cultural Affairs Grants			
Community Grants	\$ 9,000		4%
Youth Arts Enrichment	\$ 9,000		4%
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 185,285	\$ 43,600	12%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 210,285		
Total Revenues	\$ 253,885	Total In-Kind %	21%

# Miami-Dade County Department of Cultural Affairs

**FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)**

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

**ORGANIZATION:** Museum of Contemporary Art, Inc.

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

**PROJECT TITLE:** Carlos Salas Re/coding: Latin America and the Global Imagination

**SUBCOMMITTEE**  
**RECOMMENDATION:** \$  
16,000.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3RD

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 12-02-2015 through 02-02-2016

**EVENT LOCATION:** Museum of Contemporary Art, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support MOCA's Carlos Salas Re/coding: Latin America and the Global Imagination, the first museum exhibition dedicated to this acclaimed abstract Colombian artist in the United States. The exhibition will run from December 2, 2015 through February 2, 2016 and include approximately 100 works spanning the artist's career. The exhibition is organized by MOCA and curated by Executive Director and Chief Curator Babacar Mbow.

**HOTEL CONFIRMATION:**

New Port Beachside Hotel and resort	TBD
Aqualina Resort and Spa	TBD

**TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	4	12,000
Out of County	4	3,000
Out of State	4	3,000
Foreign	3	2,000

**MARKETING DETAILS:** The Museum of Contemporary Art (MOCA) will contract a leading firm in arts marketing and communications. The firm will promote the program to electronic and print media including travel, lifestyle, culture, and entertainment. The global dispersion campaign will use a mix of TV, radio, newspaper, and internet coverage to reach an estimated 25% of audiences through social media and 30% through printed media to reach more than a 50% goal. The global campaign is designed to promote the exhibition and Miami as a cultural destination to leading print, broadcast and online media.

The firm will distribute media alerts to print publications, broadcast outlets, and bloggers across a range of interest areas: news dailies and wires, travel, lifestyle, culture, and entertainment. The firm will also engage in conversations with media outlets to provide project information and follow-up to develop fall cultural previews. The firm will emphasize Miami as a cultural destination in pitches to travel and lifestyle publications and identify journalists traveling to Miami and invite them to visit the exhibition and related events.

Promotional materials will include printed and electronic invitations, eblasts, street pole banners, bus shelter ads, live website content, and social media including Facebook, Twitter and Instagram.

MOCA is also collaborating with the Republic of Colombia's Ministry of Culture, Ministry of Foreign Affairs and Consulate General, and ProExpo Colombian Government to cross-promote and market the exhibition and related programs. Press coverage is expected from international publications including ArtNexus, Periodismo Sin Fronteras, KienyKe, as well as national and regional publications including Art Forum, Ocean Drive, The Miami Herald, Miami Times, Biscayne Times, the Art Basel website, as well as WLRN and WPBT.

It is estimated the exhibition will attract approximately 5,000 visitors during Art Basel Week, museum activities during the exhibition period will attract an additional 15,000 participants, substantial media coverage will reach an additional 30,000 points of contact, and electronic media will reach an additional 500,000 points of contact based on circulation data.

**PREVIOUS TDC FUNDING:** \$18,000 (13-14); \$20,000 (12-13); (\$9,000 (11-12) - End of 3rd cycle); \$10,500 (10-11); \$12,000 (09-10); \$13,500 (08-09); \$15,000 (07-08); (\$9,000 (06-07) - End of 2nd Cycle)

**OTHER GOVERNMENT FUNDING:**

None

## **PROJECT NARRATIVE:**

The Museum of Contemporary Art (MOCA) will launch Art Basel Miami Beach 2015 with Carlos Salas: Latin America and the Global Imagination, December 2, 2015 through February 2, 2016, the first United States museum exhibition dedicated to this acclaimed Colombian artist. The exhibition, an anthological presentation of Salas' trajectory as a prime example of abstract art in the 21st Century Americas comprises 100 works and is curated by Executive Director Babacar Mbow.

MOCA will coordinate approximately 100 events during the exhibition period:

- MOCA CONTEMPORARY DIALOGUES, exploring issues in contemporary Latin American art (Gayatri Spivak, Columbia University; Ricardo Puente, journalist; Ana M. Salas, filmmaker; Manuel A. Patarroyo, PhD.)
- the Annual International Lecture
- MOCA MOVING IMAGES, featuring Colombian cinema, and the U.S. premiere of "en el taller", by award winning cinematographer Ana Maria Salas.
- free guided tours and art classes for children/teens/adults

Admission to the Art Basel opening is \$25. MOCA general admission is \$5. Children, North Miami residents and members receive free admission. MOCA is open Tuesday through Friday: 11 AM-5 PM; Saturday: 1-9 PM; Sunday: 11 AM-5 PM; last Friday of each month: 8-10 PM for Jazz at MOCA; extended Art Basel hours: daily, 9 AM; closed on Mondays.

It is estimated the exhibition will attract approximately 5,000 visitors during Art Basel Week, museum activities during the exhibition period will attract an additional 15,000 participants, substantial media coverage will reach an additional 30,000 points of contact, and electronic media will reach an additional 500,000 points of contact based on circulation data.

MOCA will contract a leading public relations firm to promote the exhibition. Promotional materials will include printed and electronic invitations, eblasts, street pole banners, bus shelter ads, live website content, and social media including Facebook, Twitter and Instagram.

MOCA is collaborating with the Republic of Colombia's Ministry of Culture, Ministry of Foreign Affairs and Consulate General, and ProExpo Colombian Government to promote the exhibition. Press coverage is expected from international publications including ArtNexus, Periodismo Sin Fronteras, KienyKe, and national and regional publications including Art Forum, Ocean Drive, The Miami Herald, Miami Times, Biscayne Times, the Art Basel website, as well as WLRN and WPBT.

Participating hotels will include the Newport Beachside Hotel and Resort and the Aqualina Resort and Spa on the Beach. It is anticipated the number of booked nights will be 100 (direct) and 150 (indirect).

This exhibition exemplifies MOCA's support of emerging and established international artists and solidifies Miami-Dade County's position as a vibrant cultural destination. TDC funds will allow MOCA to further Miami-Dade County's role as an economic arts engine and presenter of cutting-edge cultural programming.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration			0	
Personnel: Artistic	\$ 5,000	\$ 10,000	\$ 15,000	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 5,000	\$ 60,000	\$ 65,000	
Outside Other Fees/Services	\$ 5,000	\$ 18,500	\$ 23,500	
Marketing ADV/ PV/ Printing/ Publication	\$ 5,000	\$ 76,200	\$ 81,200	
Marketing: Postage/Distribution		\$ 3,500	\$ 3,500	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County		\$ 30,000	\$ 30,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 3,000	\$ 3,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	\$ 61,600
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 3,500	\$ 3,500	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	

Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials	\$ 5,000	\$ 15,000	\$ 20,000	
Other Expenses				
Shipping and crating		\$ 35,000	\$ 35,000	
Photography/videography		\$ 5,000	\$ 5,000	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 259,700	\$ 284,700	\$ 61,600
TOTAL EXPENSES	\$ 346,300			
	0			

**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	\$ 139,700		49%
Foundation Support	\$ 110,000		39%
Private/ Individual Support	\$ 10,000		4%
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			
In kind City of North Miami facility		\$ 61,600	0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 259,700	\$ 61,600	9%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 284,700		
Total Revenues	\$ 346,300	Total In- Kind %	22%

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

**FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)**

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

**ORGANIZATION:** National Tropical Botanical Garden

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

**PROJECT TITLE:** 100th Anniversary of The Kampong - Flavours of  
Indonesia

**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:** 11-01-2015 through 11-30-2015

**EVENT LOCATION:** The Kampong, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support the "100th Anniversary of The Kampong-Flavours of Indonesia" including a chef parade from six food zones (Sumatra, Kalimantan, Java-Madura, Sulawesi, Bali-Nusa Tenggara and Papua-Maluku), Performing Art presenting Lembaga Etnik Khatulistiwa Indonesia (LEHKI) and Batik designer parade (Batik Fashion show) and Exhibition.

**HOTEL CONFIRMATION:**

The Biltmore Hotel	205 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		7645
Out of County	50	2500
Out of State		1000
		1500

Foreign		
TOTAL	50	12645

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

In addition, marketing and printed/electronic materials are distributed via mail, email, hotels, restaurants and through other outlets have proven very successful and drive visitor attendance from South Florida and around the world. Tourists visit The Kampong often for non-guided tours, looking for a quiet place to have picnic lunch, take beautiful pictures of Biscayne Bay and enjoy the great variety of fruit trees.

Once again WLRN will be our media sponsor. The Kampong will purchase radio spots starting Oct 20 up until time of performances in November 6 - 8. Performances will be recorded for archives held at WLRN, FIU and The Kampong for educational and outreach programs.

Postcards, programs, flyers and brochures will be printed and distributed to visitors, tourists and hotels concierges and mailed to our mailing list. About 5,000 pieces are printed and distributed before and at the events.

The Patricia and Phillip Frost Art Museum and the Wolfsonian Museum will also promote the performance to their members and FIU staff and students.

Working closely with the Consulate General of Republic of Indonesia, Asian American Heritage Council (AAHC)–Central Florida to promote the event to all audiences.

CARTA (College of Architecture and the Arts - School of Music) at FIU will be promoting the event to their students and special performances, lectures and workshops will be provided for school groups and college students.

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

**OTHER GOVERNMENT FUNDING:**

State of Florida Cultural Affairs, General Support - \$25,000

## **PROJECT NARRATIVE:**

The celebration of the "100th Anniversary of The Kampong- Flavours of Indonesia"

The event format is as follows:

1. Indonesian Food festival – chef parade has been divided in 6 food zones in Indonesia: Sumatra, Kalimantan, Java-Madura, Sulawesi, Bali-Nusa Tenggara and Papua-Maluku
2. Performing art performances presenting Lembaga Etnik Khatulistiwa Indonesia (LEHKI) folklore and modern art – dance and music
4. Indonesian dance workshop from different ethnic groups represented
5. Batik designer parade including a Batik Fashion show
6. Batik exhibition and Batik making workshops
7. Lectures and workshops from FIU faculty from CARTA (College of Architecture and the Arts) and researchers (School of Music)
8. Culinary demonstrations and workshops

This year 50 artists will be traveling from Indonesia to join the 100th anniversary of The Kampong. The celebration will take place at The Kampong in Coconut Grove from November 5th to 8th. Twelve events including Rehearsal and Preparation are open to the public, Performances, Dance Workshops, Batik Fashion Show and Batik Demonstrations and workshops, Culinary demonstrations and workshops.

Tickets for Performances are \$35. Other events will be either FREE or a nominal fee for supplies.

We expect that these activities will attract at thousands of visitors to The Kampong. In addition Miami-Dade County Public Schools (MDCPS) students will be invited to join the celebration. Through a relationship built during the summer of 2014 when 15 high school teachers attended a Teacher Enrichment Workshop at The Kampong. The teachers and their classes has been invited to participate in all events at The Kampong as part of The Kampong's outreach program.

At The Kampong we use WLRN as our media sponsor, social media Facebook, Instagram, Twitter and Groupon to advertise the performances and workshops. In partnership with the Indonesian consulate and Florida International University, an email blast is sent to all the contacts in their mailing lists to promote the event. Postcards are distributed to local restaurants, hotels, art galleries, and schools.

There are 205 hotel rooms blocked for this event at The Biltmore. Many of these rooms have been blocked for artists and guests of the consulate that have traveled to Miami to attend the performances.

We expect that the attractiveness and uniqueness of the performances combined with last year's success will increase the attendance of tourists and provide residents with high quality entertainment. Cultural experiences brings communities together as they share their heritage with the Miami-Dade County audience The Consulate General of Republic of Indonesia, Asian American Heritage Council (AAHC)–Central Florida are the presenter sponsor for the event and the event will be included and promoted through their marketing campaign.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 4,000	\$ 43,000	\$ 47,000	
Personnel: Artistic		\$ 2,500	\$ 2,500	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 2,000	\$ 40,000	\$ 42,000	
Outside Other Fees/Services	\$ 8,000	\$ 15,000	\$ 23,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 5,000	\$ 20,000	\$ 25,000	\$ 15,000
Marketing: Postage/Distribution		\$ 1,500	\$ 1,500	
Marketing: Web Design/ Support/ Maintenance	\$ 6,000	\$ 10,000	\$ 16,000	\$ 5,000
Travel: In County		\$ 3,000	\$ 3,000	
Travel: Out of County		\$ 75,000	\$ 75,000	\$ 15,000
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 5,000	\$ 5,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 5,000	\$ 5,000	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 5,000	\$ 5,000	
Mortgage/ Loan Payments			0	
Insurance		\$ 3,750	\$ 3,750	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities		\$ 2,500	\$ 2,500	
Fundraising/ Development (Non-Personnel)			0	

Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 3,500	\$ 3,500	
Other Expenses				
Catering Services			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 234,750	\$ 259,750	\$ 35,000
TOTAL EXPENSES	\$ 294,750			
	\$ 53,250			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 10,000		4%
Memberships	\$ 21,000		8%
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:			0
Other			0
Rental Income			0
Corporate Support		\$ 20,000	0
Foundation Support	\$ 30,000		12%
Private/ Individual Support	\$ 30,000	\$ 15,000	12%
Other Private Support:	\$ 50,000		19%
Auxiliary Activities			
Other Private Support:	\$ 40,000		15%
Special Event Proceeds			
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			
Cultural Affairs - General Support	\$ 25,000		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			0
Investment Income (Endowment)	\$ 14,000		5%
Interest and Dividends			0
Cash on Hand	\$ 14,750		6%
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 234,750	\$ 35,000	10%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 259,750		
Total Revenues	\$ 294,750	Total In- Kind %	13%

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

**FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)**

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

**ORGANIZATION:** Peter London Global Dance Company, Inc. **GRANT REQUEST:** \$ 15,000.00

**PROJECT TITLE:** Dancing under the Mistletoe

**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:** 10-01-2015 through 12-23-2015

**EVENT LOCATION:** Carnival Studio Theater @ the Arsht Center, Little Haiti Cultural Center,

**PROJECT SYNOPSIS:**

Grant funds are requested to support "Dancing under the Mistletoe," a program to be presented, for three nights, at the Carnival Studio Theater of the Arsht Center in December 18, 19, and 20, 2015. The program will celebrate the Latin, African American, Jewish and Afro Caribbean cultural heritage of South Florida. Five local natives who are international dance stars will create passionate choreography fusing contemporary dance with Tango, Jazz and Afro Caribbean dances and rhythms.

**HOTEL CONFIRMATION:**

The Betsy	5 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	10	515
Out of County		180
Out of State	1	140
Foreign	1	50
<b>TOTAL</b>	<b>12</b>	<b>885</b>

**MARKETING DETAILS:** The PLGDC will present "Dancing under the Mistletoe," a program that will be promoted through printed media, radio, magazines, and social media. An important component will be the use of the consulates and publications (newspapers and periodicals) from the countries of the Caribbean that have developed close ties with Director Peter London; among others, they include Jamaica, Trinidad & Tobago, and the British Virgin Islands.

The marketing plan for this project includes the following components:

- \* Print/media interviews by the artistic director and by guest choreographers and dancers (i.e., The Miami Herald, El Nuevo Herald, New Times, Miami Today)
- \* Radio interviews with the artistic director and the guest choreographers
- \* Print/media advertisements (i.e., Legacy Magazine / Miami Soul, Diario las Américas, South Florida Caribbean News, The Bahamas Weekly, The Voice Nigeria Newspaper, Gospel Truth Magazine, The Haitian Times, Haiti-Liberté, Miami New Times, Caribbean Today Newspaper, Caribbean-American Commentary Newspaper, South Florida Times, Biscayne Times, Trinidad Express Newspaper, Westside Gazette, Miami Gardens Gazette, Miami Daily Business Review, The Miami Laker, Sun-Sentinel, Jamaica Observer, Jamaica-Gleaner News, The Jamaica Star, Palm Beach Post)
- \* E-blasts to all contacts in the organization's mailing list and through Constant Contact
- \* Flyer distribution at city-wide cultural and non-cultural events prior to the performances (i.e., Arsht Performing Art Center promotions)
- \* Networking to have the programs publicized by other arts organizations through the e-blast process.
- \* PSAs in local and regional media.
- \* Promotion of the event through cultivated contacts and social media via Facebook, YouTube and Twitter.
- \* Facilitate ticket purchase by setting-up online ticket purchase option with EventBrite and Paypal.
- \* Special ticket sale plan requiring all the members of the Board of Directors to sell a set number of tickets.
- \* Engagement of a marketing agency to promote the project.
- \* Support from the Little Haiti Cultural Center (where the company is based) that will provide free advertisement service through their communications outlet.
- \* Support from The Knight Foundation through its communication/media services.
- \* Use of existing partnerships with universities and colleges (i.e., University of Miami, FIU, Miami Dade College) to promote the programs to their alumni outside the area.
- \* Promotion of the program through regional events calendars (i.e., Greater Miami Convention and Visitors Bureau)

**PREVIOUS TDC FUNDING:** \$10,000 (14-15)

**OTHER GOVERNMENT FUNDING:**

None

## **PROJECT NARRATIVE:**

The proposed project presented by the Peter London Global Dance Company is titled "Dancing under the Mistletoe, " a consists of a series of new dances by choreographers who have ties to the local community, as well as important works from the company's repertory. Given the recognition and renown achieved nationally and internationally by some of the participating choreographers (i.e., Gentry Isaiah George, former Alvin Ailey dancer, founder of Zest Collective in NYC; Armando González, principal dancer with Geneve Ballet of Switzerland; Melissa Fernández, dancer with Ballet Hispánico in New York City; Justin Rapaport, completing his degree in dance at The Julliard School; and company founder Peter London), this program can arouse cultural interest and guarantee the positive response of tourists interested in a first class contemporary dance experience.

The programs will take place at the Carnival Studio Theater of the Arsht Center for the Performing Arts on December 18, 19, and 20, 2015. The success of last year's performances led to the request by Arsht Center directors to add a third night to the schedule. An important component will be the company's ancillary events like open rehearsals, and workshops/ demonstrations to be presented at the Little Haiti Cultural Center and provide additional opportunities for community outreach as they will be open to students from the area's dance schools. Prices at the Arsht will range from \$25 to \$50 and a number of tickets has been set aside for the county's Culture Shock and Golden Tickets programs.

The event will be promoted to dance enthusiasts throughout the United States and to consulates of countries represented in Miami. Peter London has a sterling reputation as dancer and choreographer, and his productions have received great acclaim in the area of contemporary dance. Marketing efforts include print media, social media, television and radio advertisements and public service announcements in addition to extensive promotion to the Arsht Center and the Knight Foundation's email lists; both organizations are committed to supporting and promoting this project. At this time, additional media and hotel sponsors are being identified and recruited to support "Dancing under the Mistletoe." It is expected that contracts with hotels will be finalized by the middle of September 2015, but The Betsy Hotel in Miami Beach has indicated its willingness to sponsor the project. Initial estimates indicate that hotel rooms may be blocked for at least 35 hotel nights while visiting choreographers come to town for rehearsals and for the final performances.

TDC funds will help to fund promotional materials and pay for publicity. The program will also be publicized through the Greater Miami Convention and Visitor Bureau promotional materials, in local and regional cultural calendars, in hotels and in specialized publications starting in the month of September 2015.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 2,500	\$ 2,500	\$ 1,000
Personnel: Artistic	\$ 1,000	\$ 3,000	\$ 4,000	\$ 3,500
Personnel: Technical/Production		\$ 1,000	\$ 1,000	
Outside Artistic Fees/Services		\$ 15,000	\$ 15,000	
Outside Other Fees/Services	\$ 5,000	\$ 3,000	\$ 8,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 8,500		\$ 8,500	
Marketing: Postage/Distribution		\$ 500	\$ 500	
Marketing: Web Design/ Support/ Maintenance	\$ 500	\$ 500	\$ 1,000	
Travel: In County		\$ 250	\$ 250	
Travel: Out of County		\$ 3,500	\$ 3,500	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	\$ 6,000
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 250	\$ 250	
Utilities			0	
Fundraising/ Development  (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	

Supplies/Materials			0	
Other Expenses				
Security, Clean Up		\$ 400	\$ 400	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 29,900	\$ 44,900	\$ 10,500
TOTAL EXPENSES	\$ 55,400			
	\$ 3,500			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 15,000		33%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:			0
Other			0
Rental Income			0
Corporate Support	\$ 8,000	\$ 6,000	18%
Foundation Support	\$ 3,500		8%
Private/ Individual Support	\$ 3,000	\$ 4,500	7%
Other Private Support:			0
Auxiliary Activities			0
Other Private Support:			0
Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			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	\$ 400		1%
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 29,900	\$ 10,500	33%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 44,900		
Total Revenues	\$ 55,400	Total In- Kind %	23%

# Miami-Dade County Department of Cultural Affairs

## FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-11

**ORGANIZATION:** Reading Queer

**GRANT REQUEST:** \$ 8,625.00

**PROJECT TITLE:** Reading Queer Literary Festival

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 3,500.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2ND

**STATUS:** Organization - For-Profit

**DATE(S) OF EVENT:** 11-08-2015 through 11-22-2015

**EVENT LOCATION:** MIAMI DADE COLLEGE - WOLFSON CAMPUS, GUSMAN CENTER, O CINEMA - WYNWOOD

### **PROJECT SYNOPSIS:**

Grant funds are requested to support programming for the Reading Queer Literary Festival. The Reading Queer Literary Festival is an annual (November 9th – November 22nd 2015) festival featuring locally and nationally recognized queer writers (Danez Smith, Saeed Jones, Rigoberto Gonzalez, Achy Abejas and more) who create hybrid, genre-bending works that address queer identity. The festival will take place at MDC- Wolfson Campus, Gusman Center and O'Kinema and other venues around Miami-Dade.

### **HOTEL CONFIRMATION:**

The Hotel Gaythering	10
The Freehand	10
The Betsy Hotel	4

### **TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	2	400
Out of County	2	100
Out of State	10	60
Foreign	1	10

**MARKETING DETAILS:** We will market primarily to the GLBTQ community and our allies for the 2nd annual Reading Queer Festival through our new partners the Miami Book Fair International and O'Kinema. Marketing will be executed through a series of email blasts, social media posts, postcards and outreach through local media outlets. We will market especially to writers, artists and lovers of literature throughout the community who appreciate and seek out new, innovative ways to experience the power of creative writing.

We will reach this community through our own own network, which includes our database of contacts that we will reach via email campaign. Furthermore, we will market the festival through our social media networks, including Facebook Event Pages, Twitter, Instagram, Google +, and through our blog and website. In addition, we will also work with a variety of partner organizations that will either co-market and/or co-sponsor some of our events. This network of partners includes, The Miami Book Fair International, O'Kinema, O'Miami, The Betsy Hotel-South Beach, The Gaythering Hotel, Pridelines Youth Center, FUNDArte, Tigertail Productions, among other local cultural arts organizations.

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

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

Impact: TDC funding will help us market & communicate the significance of the Reading Queer Festival. With TDC support our message will reach more people and give us the potential to attract high-quality GLBTQ writers and lovers of literature (tourists) from across the the state and beyond. This grant will help us solidify The Reading Queer Festival and Miami as a vibrant center for queer literature.

**PREVIOUS TDC FUNDING:** \$3,500 (13-14)

**OTHER GOVERNMENT FUNDING:**

None

## **PROJECT NARRATIVE:**

1. Reading Queer has made a strategic partnership with the Miami Book Fair International. MBFI will host several RQ events on Wolfson Campus and co-produce an off-site event at the Gusman Center. The MBFI will also promote the RQ Festival in their printed program, on their website, social media platforms and traditional media outlets. This will significantly boost our audience and reach.
2. November 8th – November 22nd 2015. 6 events are planned. Weekday events are free and open to the public. Weekend events cost \$12 entrance fee to the book fair.
3. The RQ Literary Festival will attract culturally minded GLBTQ tourists traditionally left out of the cultural programming at the Miami Book Fair International. The festival will provide programming for audience members and tourists who seek out literature and sunshine.
4. We will market primarily to the GLBTQ community and our allies through our partners—The Miami Book Fair International, O'Kinema, O'Miami and other cultural organizations. Audience members will be reached through a series of email blasts, social media posts, postcards and outreach through local media outlets. We will market especially to writers, artists and lovers of literature throughout the community who appreciate and seek out new, innovative ways to experience the power of creative writing.

We will reach this community through our own network, which includes our database of contacts that we will reach via email campaign. Furthermore, we will market the festival through our social media networks, including Facebook Event Pages, Twitter, Instagram, Google +, our blog and website. In addition, we will also work with a variety of partner organizations that will either co-market and/or co-sponsor some of our events. This network of partners includes, Miami Book Fair International, O'Kinema, O'Miami, The Betsy Hotel-South Beach, Pridelines Youth Center, FUNDArte, Tigertail Productions, among other local cultural arts organizations.

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

5. KnightArts Blog, The Miami Herald, NPR.
6. The Hotel Gaythering, The Freehand Hotel, The Betsy Hotel.
7. Principal Artists/Writers: Danez Smith, Saeed Jones, Rigoberto Gonzalez, Achy Abejas among other nationally and locally recognized queer writers. Audience: the GLBTQ community and allies.
8. TDC funding will help us attract high quality queer writers, market & communicate the festival to attract high-quality GLBTQ writers and lovers of literature (tourists) from across the state and beyond.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 1,625	\$ 5,875	\$ 7,500	
Personnel: Artistic	\$ 0	\$ 1,000	\$ 1,000	
Personnel: Technical/Production	\$ 0	\$ 2,000	\$ 2,000	
Outside Artistic Fees/Services	\$ 2,500	\$ 5,500	\$ 8,000	
Outside Other Fees/Services	\$ 0	\$ 2,000	\$ 2,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 1,000	\$ 1,000	\$ 2,000	
Marketing: Postage/Distribution	\$ 0	\$ 1,050	\$ 1,050	
Marketing: Web Design/ Support/ Maintenance	\$ 500	\$ 2,000	\$ 2,500	
Travel: In County	\$ 2,000	\$ 3,000	\$ 5,000	
Travel: Out of County	\$ 0	\$ 1,250	\$ 1,250	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 500	\$ 1,500	\$ 2,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 500	\$ 2,500	\$ 3,000	\$ 2,500
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.	\$ 0	\$ 900	\$ 900	
Utilities			0	
Fundraising/ Development  (Non-Personnel)	\$ 0	\$ 1,500	\$ 1,500	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials	\$ 0	\$ 750	\$ 750	
Other Expenses				

			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 8,625	\$ 31,825	\$ 40,450	\$ 2,500
TOTAL EXPENSES	\$ 42,950			
	\$ 7,500			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 2,500		7%
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	\$ 500	\$ 2,500	1%
Foundation Support	\$ 21,875		58%
Private/ Individual Support	\$ 4,450		12%
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
			0
			0
			0
Gov't Grants: Local			

			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 29,325	\$ 2,500	23%
Grant Amount	\$ 8,625		
Cash Revenues + Grant Amount	\$ 37,950		
Total Revenues	\$ 40,450	Total In- Kind %	7%

# Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-12

**ORGANIZATION:** Seraphic Fire, Inc.

**GRANT REQUEST:** \$ 13,500.00

**PROJECT TITLE:** Seraphic Fire's 14th Miami-Dade Fall Season

**SUBCOMMITTEE RECOMMENDATION:** \$ 13,500.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2ND

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 10-14-2015 through 12-20-2015

**EVENT LOCATION:** All Souls Episcopal Church, Miami Shores Presbyterian Church, South Miami-Dade Cultural Arts Center

**PROJECT SYNOPSIS:**

Grant funds are requested to support Seraphic Fire's 14th Miami-Dade Fall Season: Four choral or choral/orchestral programs totaling 11 concerts, presented from October to December 2015 in a variety of venues across Miami-Dade County. The artists will be the professional singers of Seraphic Fire conducted by Patrick Dupré Quigley; they will be accompanied by New York-based chamber orchestra The Sebastians on three of the four programs. The project will begin 10/14/15 and end on 12/20/15.

**HOTEL CONFIRMATION:**

Springhill Suites Miami Airport East	980 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	4	3290
Out of County	3	350
Out of State	53	250
Foreign	0	50

**MARKETING DETAILS:** Seraphic Fire (SF) will serve out of town visitors and the Miami-Dade community alike by presenting the exemplary, high-quality programming for which the ensemble has come to be known. Season 14's programs will be presented in a variety of accessible concert venues throughout Miami-Dade County: All Souls Episcopal Church on Miami Beach, St. Philip's Episcopal Church of Coral Gables, St. Sophia Greek Orthodox Cathedral in Miami, Miami Shores Presbyterian Church, and the South Miami-Dade Cultural Arts Center. This wide range of locations ensures that locals and visitors may have access to SF concerts, wherever they are.

Seraphic Fire receives media sponsorship from WLRN Radio, The Miami Herald and SouthFloridaClassicalReview.com. SF will advertise on WLRN Radio with repeating spots starting a week before a concert, South Florida Classical Review has guaranteed editorial coverage of Seraphic Fire events. This editorial coverage is often syndicated to The Miami Herald. SF also runs ads on SouthFloridaClassicalReview.com and in The Miami Herald. Bolstering these efforts will be extensive direct mail campaigns beginning one month prior to each program, as well as e-blasts and email marketing, press releases, and a concentrated social media presence.

With SF's new constituent relationship management (CRM) SalesForce, SF has newfound ability to connect with all patrons within its database. This includes identifying out-of-state and out-of-county addresses and focusing specific marketing tactics towards that population. SF will continue its proven successful track record of advertising on the local NPR station, WLRN; multiple radio spots are played in the weeks preceding, and of, each program. Ads in The Miami Herald will be placed in the paper's "Tropical Life" section starting in September. SF's marketing director ensures that all SF events are listed on South Florida arts and cultural online directories such as Miami.com, ArtsCalendar.com, and Season of the Arts (Miami Herald).

In addition to traditional marketing efforts, SF will create online "buzz" surrounding its future concerts. With marketing through social media, SF will reach an additional 10,000 national choral enthusiasts. Through Facebook, SF's YouTube channel (SeraphicFireMIA), Twitter, Instagram, and the use of list trades with other area arts organizations, SF continues to aggressively pursue the benefits of social media marketing.

Additionally, in June 2015, Seraphic Fire's managing and artistic directors attended the annual Chorus America Conference in Boston, MA. This major industry event was a key opportunity to distribute SF brochures and fliers, as well as spread the word about the GRAMMY®-nominated choir. Patrick Dupré Quigley was also a featured speaker of the conference. Seraphic Fire believes that the extent of this exposure, coupled with their other marketing tactics, will work as an impetus for choral enthusiasts to include Miami on their list of cities to visit.

**PREVIOUS TDC FUNDING:** \$15,000 (14-15); {\$5,250 (13-14) - End of cycle}; \$8,750 (12-13); \$10,000 (11-12); \$11,250 (10-11); \$12,500 (09-10)

**OTHER GOVERNMENT FUNDING:**

MBCAC - \$4,125

Cultural Advancement - \$24,750

City of Coral Gables - \$1,650

State of Florida Department of Cultural Affairs - \$19,768

## **PROJECT NARRATIVE:**

Seraphic Fire (SF) is a national "All Star" vocal ensemble of professional singers chosen for their exceptional talent. Founded in 2002 by Artistic Director Patrick Dupré Quigley, Seraphic Fire has garnered critical acclaim both locally and nationally.

SF's 2015 Fall Season will present 4 programs of classical music. The Sebastians, a New York-based chamber orchestra, will accompany SF on programs as indicated by an asterisk \*.

Programs:

Oct. 14, 16, 18: Schubert's Mass in G\* and a new contemporary piece by composer Jake Runestad

Nov. 7, 8: Handel's Coronation Anthems \*

Dec. 9, 10, 11, 12: A Seraphic Fire Christmas: The First Noel

Dec. 19, 20: Handel's Messiah\*

SF is well regarded as an vital member of Miami's cultural scene; the professional chorus has developed a dedicated following of patrons and donors throughout their 13 years of operation. SF was nominated for two 2012 GRAMMY awards, bringing national recognition to Miami's home-grown choir. Seraphic Fire concerts are a great option for tourists visiting throughout the fall due to its affordable ticket prices and wide variety of concert locations. In 2014, the ensemble grew into new venues such as St. Philip's Episcopal Church in Coral Gables, Miami Shores Presbyterian Church, and the South-Miami Dade Cultural Arts Center (SMDCAC). SF will return to these venues in the 2015 Fall season.

There will be 11 concerts over 4 programs. Ticket prices range from \$36 for subscribers to \$65 for the Messiah program. SF also offers free tickets to patrons under 30.

Locations and Concert Dates:

St. Sophia Cathedral, Miami: 10/14, 12/9

St. Philips Episcopal Church, Coral Gables: 10/16, 12/10 + 11

All Souls Episcopal Church, Miami Beach: 10/18, 12/12

Miami Shores Presbyterian Church: 11/7, 12/19

SMDCAC: 11/8, 12/20

SF's programming will attract tourists from in and out of state with its exceptional quality of music and stellar reputation. The professional musicians contracted by SF are flown into Miami, where they spend money on entertainment, food and drink. For the duration of the project, SF expects a total of at least 3900 audience members, and will employ 60 musicians.

SF will market the project through advertisements in publications such as The Miami Herald, consistent, targeted direct mailings, and online marketing. SF will post information about their concerts on various online arts directories and will also advertise on those sites. SF has media sponsorships from The Miami Herald, WLRN and SouthFloridaClassicalReview.com. SF has blocked a total of 980 room nights at Springhill Suites Miami East Hotel.

TDC funding will help to stretch SF's marketing budget, reaching as many people as possible. Paid advertising and an increased social media presence will help to attract cultural tourists to Miami. Direct mailings of Season 14 brochures began May 2015, ads will be placed in The Miami Herald beginning in September, and scheduled marketing activities are on-going from that point.

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 141,312		46%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 19,500		6%
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 3,438	\$ 4,800	1%
Foundation Support	\$ 35,063		11%
Private/ Individual Support	\$ 44,971	\$ 5,000	15%
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			
State of Florida Dept. of Cultural Affairs	\$ 19,768		6%
			0
			0

Gov't Grants: Local			
City of Miami Beach- Cultural Affairs Council, Artistic Disciplines Grant, Music	\$ 4,125		1%
City of Coral Gables	\$ 1,650		1%
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 1,375		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	\$ 24,750		8%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 295,952	\$ 9,800	4%
Grant Amount	\$ 13,500		
Cash Revenues + Grant Amount	\$ 309,452		
Total Revenues	\$ 319,252	Total In- Kind %	3%

# Miami-Dade County Department of Cultural Affairs

## FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: A-13

**ORGANIZATION:** THE DAVE AND MARY ALPER JEWISH COMMUNITY CENTER, INC.

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

**PROJECT TITLE:** 2015-16 Quarter 1 Alper JCC Cultural Arts Season

**SUBCOMMITTEE RECOMMENDATION:** \$  
10,500.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 4TH

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 10-08-2015 through 12-31-2015

**EVENT LOCATION:** The Dave and Mary Alper Jewish Community Center, Temple Beth Am, Temple Judea

### **PROJECT SYNOPSIS:**

Grant funds are requested to support Quarter 1 Cultural Arts at the Alper JCC, 11155 SW 112th Avenue SW 112 Ave., Miami, FL.; 10/ 11 - 11/ 29/15: Holocaust Heroes: Fierce Females - Tapestries by Linda Stein; 12/6/15 - 1/21/16: Stephen Mack Photography: Rockscapes of South Florida; 11/9 - 12/10/15: Impressions in Watercolor children's art exhibit; 35th Annual Jewish Book Festival featuring nationally acclaimed authors at the JCC, local synagogues, Coral Gables Country Club and Miller Center/UM.

### **HOTEL CONFIRMATION:**

Dadeland Marriott	9 room nights

### **TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	4	4260
Out of County	1	50
Out of State	7	20

Foreign	3	20
TOTAL	15	4350

**MARKETING DETAILS:** Our partnership with the Miami-Dade Public School system was an avenue into a wider range of ethnic groups. It is important to note that at least one-third of the Alper JCC membership is non - Jewish; 1/2 of Center users are non-Jewish. The Alper JCC promoted and marketed our events via press releases to print and broadcast media, through placement in media advertisements, and through posters and fliers to South Florida merchants. Planned marketing will include:

5,000 copies of Cultural Arts Season Program Guide

10,000 Book Festival Brochures announcing author appearances and exhibitions, theatrical/musical performances

Monthly JCC CenterStage

Websites: www.alperjcc.org.; Facebook, Twitter, Youtube

Socialmiami.com. reached 45,000/week for 6 weeks

Miami.com: 87,924 visitors/month for 2 months

Around Town Magazine - 15,000

Greater Miami Jewish Federation post: 17,000

WLRN - 400,000 listeners/week, two consecutive weeks = 800,000. Website: 182,260 visitors to web each week

Ads in Community Newspapers: Pinecrest - 126,000 readers; Palmetto Bay - 20,000 readers.

Jewish Journal - 17,405 readers.

Miami Herald ads, six Sundays, reaching 235,028 each week.

Calendars: Herald and Greater Miami Visitors and Convention Bureau;

Our marketing will include: Newspaper articles: Miami Herald; Jewish Journal; Pinecrest Tribune

Calendar Print: Miami Herald Events

Our most successful marketing tools were social media and local synagogues.

Our plans include more aggressive marketing to hotels.

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

**OTHER GOVERNMENT FUNDING:**

State of Florida General Support - \$5,000

## **PROJECT NARRATIVE:**

Fall is an exciting time for cultural arts at the "J". With significant exhibits and 11 distinguished authors, residents will find compelling arts events in their own backyard and tourists will have many reasons to venture south. Art Gallery exhibits: 10/11 – 11/29: Holocaust Heroes: Fierce Females - Tapestries by Linda Stein will highlight 10 brave women who stood up to violence and oppression, conveying who these women were and their amazing deeds. Also on view: Stein's 20 "Spoon to Shell" box sculptures using shells and spoons, metaphors for nourishment and protection, and an amalgam of mixed materials. Visitors will also see two Holocaust remembrance art books by Tatiana Kellner, a daughter of two Holocaust survivors. 12/6 – 1/31: Stephen Mack Photography: Rockscapes of South Florida: These beautiful images were taken on location at several rock pits and home development sites in Pembroke Pines and Miramar. With spectacular morning and evening light, the photos capture the grandeur of great landscapes, giving the viewer an illusion of majestic vistas of the West.

Book Festival events, most taking place in our theater, continue a long tradition of presenting skilled and powerful storytellers. Highlights: Kristin Hannah discussing Nightingale, New York Times bestseller, capturing the epic panorama of WWII; Alice Hoffman, author of international bestsellers The Dovekeepers and The Museum of Extraordinary Things, will present The Marriage of Opposites, a forbidden love story about the mother of artist Camille Pissarro, the Father of Impressionism. Jennifer Teege will present her international bestseller, My Grandfather Would Have Shot Me: A Black Woman Discovers Her Family's Nazi Past, hailed as "a stunning memoir of cultural trauma and personal identity" (Booklist). Former NBC newsman David Gregory will discuss his spiritual autobiography, How's Your Faith. In The Secret Chord, Pulitzer Prize winner Geraldine Brooks focuses on the life of King David. Michael Bar-Zohar's book No Mission is Impossible recounts the 26 most death-defying missions of the Israeli Special Forces.

The Alper JCC will market our events to residents and visitors via press releases to print and broadcast media, advertisements (with Miami Herald sponsorship), member invitations, 5,000 Cultural Arts Program Guides, 15,000 Book Festival Brochures, 3,000 bi-monthly newsletters, JCC website and social media including Facebook, Twitter, Youtube, Miami.com, Socialmiami.com, Around Town Magazine and hotel placement.

Hotel sponsor: Dadeland Marriott Hotel. WLRN partially sponsoring p.r. spots.

By August exhibit and authors contracts for were signed. Work began in June to create marketing materials, brochures, advertising and press releases. In May the Cultural Arts budget was approved by the Board of Directors. In October, 2015, exhibits and programs begin and extend through May, 2016.

TDC funding will support marketing, administrative costs, artistic services and supplies.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 3,750	\$ 35,860	\$ 39,610	\$ 3,000
Personnel: Artistic	\$ 0	\$ 0	0	
Personnel: Technical/Production	\$ 0	\$ 0	0	
Outside Artistic Fees/Services	\$ 3,500	\$ 0	\$ 3,500	
Outside Other Fees/Services	\$ 1,675	\$ 0	\$ 1,675	
Marketing ADV/ PV/ Printing/ Publication	\$ 4,075	\$ 8,425	\$ 12,500	
Marketing: Postage/Distribution	\$ 0	\$ 2,000	\$ 2,000	
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 1,000	\$ 1,000	
Travel: In County	\$ 0	\$ 0	0	
Travel: Out of County	\$ 0	\$ 4,000	\$ 4,000	
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	\$ 1,850	\$ 1,850	
Mortgage/ Loan Payments	\$ 0		0	
Insurance	\$ 0		0	
Insurance / for Performance, Exhibition, Event, etc.	\$ 0	\$ 9,500	\$ 9,500	
Utilities	\$ 0	\$ 12,000	\$ 12,000	
Fundraising/ Development (Non-Personnel)	\$ 0	\$ 0	0	
Merchandise/ Concessions/ Gift Shops	\$ 2,000	\$ 2,000	\$ 4,000	

Supplies/Materials	\$ 0	\$ 18,600	\$ 18,600	
Other Expenses				
Security	\$ 0	\$ 300	\$ 300	
Book Conference, Dues	\$ 0	\$ 2,450	\$ 2,450	
Housekeeping	\$ 0	\$ 5,765	\$ 5,765	
			0	
			0	
Subtotal	\$ 15,000	\$ 103,750	\$ 118,750	\$ 3,000
TOTAL EXPENSES	\$ 121,750			
	\$ 54,610			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 38,000		32%
Memberships	\$ 0		0
Tuitions/Enrollment Fees	\$ 0		0
Contracted Services:			
Outside Programs/ Performances	\$ 0		0
Contracted Services:			
Special Exhibition Fees	\$ 3,000		3%
Contracted Services:			
Other	\$ 2,500		2%
Rental Income	\$ 15,250		13%
Corporate Support	\$ 0		0
Foundation Support	\$ 23,000		19%
Private/ Individual Support	\$ 12,000		10%
Other Private Support:			
Auxiliary Activities	\$ 0		0
Other Private Support:			
Special Event Proceeds	\$ 0		0
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
Florida General Support Grant	\$ 5,000		4%
			0
			0

Gov't Grants: Local			
			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 5,000		4%
Investment Income (Endowment)	\$ 0		0
Interest and Dividends	\$ 0		0
Cash on Hand	\$ 0		0
Other Revenues			
Volunteers	\$ 0	\$ 3,000	0
			0
			0
			0
Department of Cultural Affairs Grants			
	\$ 0		0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 103,750	\$ 3,000	13%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 118,750		
Total Revenues	\$ 121,750	Total In- Kind %	3%

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

**FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)**

**Agenda Item No.: A-16**

**ORGANIZATION:** University of Miami, Frost School of Music **GRANT REQUEST:** \$ 25,000.00

**PROJECT TITLE:** Festival Miami 2015

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

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 4TH

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 10-16-2015 through 11-07-2015

**EVENT LOCATION:** University of Miami Gusman Concert Hall, University of Miami Clarke Recital Hall,

**PROJECT SYNOPSIS:**

Grant funds are requested to support artist fees for Festival Miami 2015. This highly sophisticated four-week festival provides a variety of music programming to meet the needs and preferences of Miami-Dade County's diverse community. The 2015 season is from October 16 to November 7, 2015 and the majority of the concerts are held at the UM Maurice Gusman Concert Hall on the University of Miami campus.

**HOTEL CONFIRMATION:**

Mutiny Hotel	75 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	875	11000
Out of County	70	1500
Out of State	50	800
Foreign	5	310
<b>TOTAL</b>	<b>1000</b>	<b>13610</b>

**MARKETING DETAILS:** The Festival Miami 2015 campaign will consist of print (Miami Herald, Miami Hurricane, El Nuevo Herald, and Community Newspapers); radio (WDNA 88.9 FM, WLRN 91.3FM, WAMR 107.5 FM, University of Miami's WVUM); television (Telemundo, NBC Miami, UMTV); Online (Facebook, Jazz and Blues Florida, Classical Connections, SocialMiami.com, Organiste.net, Florida Concert Flyers, Miami.com, Miami Art Guide, Down Beat, Jazz Time, NBC Miami, AllAboutJazz.com); social media (Facebook, Twitter, Instagram, YouTube, Pandora); and Constant Contact email announcements to over 8,000 Festival Miami patrons. Festival Miami is also hiring social media specialists Auboom Media to assist with online marketing. Daily posts are made on our social media accounts during the festival season where fans can get a behind the scenes look at everything they have going on. Photos from our concerts are also posted online.

In addition, Festival Miami will post news stories about its artists on its website as well as ask artist management to promote their upcoming concerts to artist's fan base. Furthermore, Festival will produce a calendar postcard and an events brochure will be sent out to over 160,000 South Florida residents. The University of Miami's Communications Department will pitch more stories for additional media coverage, and the festival will encourage artists to participate in live radio and television interviews. Festival Miami will offer ticket giveaways, which has been a very successful marketing tool for increasing attendance in Festival Miami. To attract students to Festival Miami, banners reflecting the 2015 theme will be posted throughout the University of Miami campus. We are looking into pricing for placing banners along US1 near the University of Miami Coral Gables campus. Additionally, staff members will spread the word about Festival Miami through an orientation session with over 100 freshmen students as well as send email invitations to local high schools and at-risk youth groups. Staff will also reach out to the general counsel offices based on the artists' nationality.

For the first time ever, Festival Miami will be partnering with Uber. As a Festival Miami sponsor, Uber drivers will be promoting Festival Miami to all of their riders, specifically those coming in to the Miami International Airport. Drivers have been instructed to inform their riders of a free or discounted ride to Festival Miami to visitors looking for entertainment in Miami. Festival Miami has also partnered with Whole Foods who will be advertising the series in the Coral Gables location.

**PREVIOUS TDC FUNDING:** \$16,000 (14-15); \$18,000 (13-14); \$20,000 (12-13); {\$9,000 (11-12) - End of cycle}; \$10,500 (10-11); \$12,000 (09-10); \$13,500 (08-09); \$15,000 (06-07); {End of cycle - \$5,000 (05-06)}; \$4,500 (04-05); \$4,500 (03-04); \$4,500 (02-03); \$5,000 (01-02)

**OTHER GOVERNMENT FUNDING:**

State of Florida - Culture Builds Florida - \$25,000  
City of Coral Gables - \$5,000  
Community Grants - \$15,000

## **PROJECT NARRATIVE:**

Since 1984, University of Miami Frost School of Music has developed Festival Miami into a sophisticated month-long music festival. This season is from October 16, 2015 to November 7, 2015. Most events are held at the UM Maurice Gusman Concert Hall on the University of Miami campus. This year there are almost 25 events ranging from free to \$55, including our Frost Symphony Orchestra featuring guest pianist Simone Dinnerstien on October 16, classical guitarists Los Angeles Guitar Quartet on October 25, Grammy winning singer-songwriter Ben Folds on October 30, hip-hop violin duo Black Violin on November 1, and legendary vocalist Freda Payne on November 5. Four master classes are being offered free of charge and open to the public including John Easterlin, Los Angeles Guitar Quartet, Cyrille Aimee, and Joey DeFrancesco. All of our concerts cross a multitude of genres that fall into 4 categories: Great Performances, Jazz & Beyond, Creative American Music, and Music of the Americans. Festival Miami is a prime tourist generator to South Florida due to our continued marketing initiatives to promote it as a destination festival and by offering special discounts to parents (Parents Weekend) and alumni (Homecoming). The festival also participates in Culture Shock and Golden Ticket programs by providing tickets to over 10 concerts.

Besides its diverse programming, Festival Miami attracts its 13,000 patrons (including tourists) by partnering with airlines and offering exclusive discounts and promoting our festival in their in-flight magazine. Our exclusive hotel sponsor, the Mutiny Hotel in Coconut Grove, provides lodging for all of our artists. Patrons can also use UM-negotiated rates with local hotels including the Mutiny Hotel.

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

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

Festival Miami is collaborating with organizations such as the Florida Guitar Foundation, Jazz Roots, and the Arsht Center, as well as large corporations such as Uber and Whole Foods Market. Uber is working to provide free rides for artists and patrons.

Timeline: Jan–Apr: Contact and contract guest artists; May-Jul: Develop marketing strategy; Aug-Oct: Implement media buys and ad campaign; Oct: Concert Season; Nov: Survey patrons; Dec: Festival Miami Artistic Committee meets

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 75,000	\$ 75,000	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 55,000	\$ 55,000	
Outside Other Fees/Services		\$ 4,000	\$ 4,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 115,000	\$ 140,000	\$ 60,000
Marketing: Postage/Distribution		\$ 25,000	\$ 25,000	
Marketing: Web Design/ Support/ Maintenance		\$ 5,000	\$ 5,000	
Travel: In County		\$ 15,000	\$ 15,000	\$ 2,000
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 15,000	\$ 15,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities		\$ 1,000	\$ 1,000	
Fundraising/ Development (Non-Personnel)			0	

Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 2,000	\$ 2,000	
Other Expenses				
Physical Plant		\$ 1,000	\$ 1,000	
Translation Services		\$ 500	\$ 500	
Dues/Memberships		\$ 500	\$ 500	
			0	
			0	
Subtotal	\$ 25,000	\$ 314,000	\$ 339,000	\$ 62,000
TOTAL EXPENSES	\$ 401,000			
	\$ 76,000			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 165,000		49%
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	\$ 70,000	\$ 62,000	21%
Foundation Support	\$ 25,000		7%
Private/ Individual Support	\$ 9,000		3%
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 Florida - Culture Builds Florida	\$ 25,000		7%
			0
			0

Gov't Grants: Local			
City of Coral Gables	\$ 5,000		1%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Community Grants	\$ 15,000		4%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 314,000	\$ 62,000	7%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 339,000		
Total Revenues	\$ 401,000	Total In- Kind %	18%

# Miami-Dade County Department of Cultural Affairs

## FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: B-1

**ORGANIZATION:** Artists in Residence in Everglades

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

**PROJECT TITLE:** Wild Billboards

**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:** 10-01-2015 through 03-01-2016

**EVENT LOCATION:** Everglades National Park, Miami Book Fair International, Locust Projects

### **PROJECT SYNOPSIS:**

Grant funds are requested to support three billboards and related public events featuring the work and words of artists who have completed the AIRIE residency in Everglades National Park. 1: Work by photographer Susan Silas, to be installed at Miami Book Fair International's Swamp Pavilion with a related event. 2: Artist TBD, will be installed at 2900 NW 1st Ave in Midtown with a related event at Locust Projects (TBD). 3: Work by Jason Hedges, installed within Everglades National Park.

### **HOTEL CONFIRMATION:**

None	

### **TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	10	3000
Out of County	5	1000
Out of State	5	1000
Foreign		1000
<b>TOTAL</b>	<b>20</b>	<b>6000</b>

**MARKETING DETAILS:** To Promote our 2015-2016 Wild Billboards and related events, AIRIE will utilize social media accounts such as Facebook, Twitter, Infraculture and Instagram to raise awareness to target 17-55 the year old age range. We will also invite the press, such as Galena Moscovich from the Miami Herald, Doris Bravo from WPBT, and Anne Tschida from the Biscayne Times, to demonstrate how the cultural arts can effectively bring people together to rethink our precious natural resources. The actual billboards will serve as our best advertising, with typical views in the 515,000 per week range.

Everglades National Park is a major marketing partner, with outreach directed by by Linda Friar, Chief of Public Affairs. The first and second tier media outlets on ENP's list cover the major metro markets of Miami/Fort Lauderdale, the Keys and Naples, which service a population of nearly 8 million residents.

Another way we use event promotion is by utilizing our social media outlets. With over 800 likes on Facebook and 400 followers on Instagram, we collectively reach over 1,200 people with our posts. We also create events on Facebook where users are aware of the events that we have planned. Since being invited to join the Infraculture team, we expanded our information sharing ability to include their 14,3000 site visitors and 4,085 Instagram followers. We were asked to host an Instagram takeover for them in December, which included live video feed from the Everglades.

Finally, AIRIE plans to incorporate our community partnerships with organizations that share the same passion as us with the Everglades, such as the Everglades Coalition, The South Florida National Parks Trust, The National Parks Conservation Association and The Everglades Foundation. We have already had meetings with each organization. They confirmed their support as partners in this two-year endeavor, and will be sharing our Wild Culture events in their newsletters.

The Knight Foundation also provides support in the form of publishing our blogs to thousands of followers monthly. What drives our quest to expand our audience is the fragility of this vast wilderness and the dark underlying truths of climate change and sea level rise. We have considered this aspect when crafting our marketing plan by utilizing the striking images of talented visual artists and descriptive prose of our writers to invite people to experience the Park through their eyes.

We are working to secure a sponsor for underwriting on WLRN. Additionally, WPBT2 has expressed interest in featuring our artists on their ArtLoft program, which airs weekly in a prime time slot.

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

## **PROJECT NARRATIVE:**

All AIRIE seasonal programming, 2015-2016, including the Wild Billboards installations and events, falls under the umbrella concept of Wild Culture, which will offer people of all ages a chance to learn from artists and guest lecturers, and experience performances at inspirational locations within the Everglades. The 2015-16 season commences on November 30th in Wynwood/Midtown with the unveiling of our first wild billboard, Flight, scheduled to coincide with Art Basel events.

Ornithologists from the Audubon Society will lecture in conjunction with photographer Susan Silas, whose work inspired the billboard concept and provided the representative image for the project. We are in talks with Locust projects to co-host this inaugural evening because of their proximity to the actual billboard (Outfront 45E, just east of I-95 and North of the 112). AIRIE has successfully collaborated with Locust in the past on an exhibition with Wade Kavanaugh and Stephen Nyugen in 2013.

This strategically located billboard will have over 515,000 views per week, which will elevate the visibility of AIRIE to over 2 million people through December 27th. This type of exposure greatly exceeds our 820 Facebook fans and 412 Instagram followers, so by virtue of the improved outreach vehicle of billboards, our ability to introduce elements of the Everglades to the general public will dramatically increase.

Additionally, we will capitalize on the presence of the extensive art world during Art Basel and the month of December in Miami, in which viewing art has become comparable to high theater. Each billboard will have the selected artist's image with a small airie.org logo in the bottom corner and logos of other sponsors. This will direct the public to a page on our website dedicated to billboard information including artists, sponsors and collateral programming information (times and locations, etc). This section of the AIRIE website is already functional and is designed to raise awareness about the Wild Culture concept.

We will repeat An Evening with AIRIE at the Swamp Pavillion during the Miami Book Fair International, where a brief artist talk will be followed by a kick-off party, featuring smaller (10' x 12') reproductions of the selected billboard images. This will be an additional opportunity to present the images (pre-selected by an independent jury of art professionals) to a huge literary crowd in the the urban core of Miami.

February 28th is the scheduled date for our Flamingo event, tentatively titled Flamingo Flotilla. People will gather at water's edge, paddle up or motor up to the rear of the amphitheater, where a billboard facing Florida Bay will be revealed. The featured artist will be Jason Hedges, whose work will also be on view at AIRIE's Project Gallery at the historic gas station at Flamingo. At this event, we will serve alligator stew.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 0	\$ 42,000	\$ 42,000	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 2,500	\$ 0	\$ 2,500	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 1,500	\$ 0	\$ 1,500	
Marketing: Postage/Distribution			0	
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.		\$ 15,000	\$ 15,000	\$ 9,500
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 5,000	\$ 5,000	
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		\$ 800	\$ 800	
Other Expenses				

legal fees		\$ 300	\$ 300	
Filing State of Florida taxes			0	\$ 61
			0	
			0	
			0	
Subtotal	\$ 4,000	\$ 64,600	\$ 68,600	\$ 9,561
TOTAL EXPENSES	\$ 78,161			
	\$ 42,000			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships	\$ 4,500		2%
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:			0
Other			0
Rental Income			0
Corporate Support	\$ 150,090		76%
Foundation Support	\$ 28,000		14%
Private/ Individual Support	\$ 7,000		4%
Other Private Support:	\$ 2,200		1%
Auxiliary Activities			
Other Private Support:	\$ 5,200		3%
Special Event Proceeds			
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0

			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 196,990	0	0
Grant Amount			
Cash Revenues + Grant Amount	\$ 196,990		
Total Revenues	\$ 196,990	Total In- Kind %	0

# Miami-Dade County Department of Cultural Affairs

## FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: B-2

**ORGANIZATION:** CI Foundation, Inc.

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

**PROJECT TITLE:** South Beach Seafood 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:** 10-21-2015 through 10-24-2015

**EVENT LOCATION:** LUMMUS PARK, Wine Theater at Miami Dade College, Joe's Stone Crab

### **PROJECT SYNOPSIS:**

Grant funds are requested to support the 3rd Annual SoBe Seafood Fest, Oct. 21-24, highlighting Miami's top chefs with the ultimate seafood experience to kick off Stone Crab Season in support of CI Foundation & EAT SMART. Wed is the Hess Select Evening at Joe's, Thurs is GOYA's Cooking & Cocktails, hosted by Stoli, Fri is the Chef Showdown, sponsored by Range Rover, Whole Foods, & Bacardi, and the main event is Sat.'s SoBe Seafood Festival, presented by Hess Wines & hosted by Coca-Cola btwn 7th-9th & Ocean.

### **HOTEL CONFIRMATION:**

Gale	TBD
Kaskade Suites	TBD
Bentley Beach	TBD

### **TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	60	7,600
Out of County		3,300
Out of State		400
Foreign		
<b>TOTAL</b>	<b>60</b>	<b>11300</b>

**MARKETING DETAILS:** The goal of the marketing plan for the 2015 South Beach Seafood Festival is to continue to build brand identity for the event in the regional and national travel market with an online ambassador program & layering this with advertising in various local, regional and national mediums that have large foodie followers. The messaging will be to market the week of events, attract media exposure regionally and nationally, build recognition for local restaurateurs, sponsors, and partners, increase awareness for the Philanthropic Beneficiary, specifically the EAT SMART Campaign, and further position the festival as one of Miami's signature annual events showcasing why it differs from other Seafood festival's across the country.

5 levels of marketing will be completed this year. A digital campaign is being done across the country with entitlement partner, Premier Beverage Co., & parent company, Charmer Sunbelt Group, along with Hess Collection Winery with a creative incentive program for their hospitality partners to enjoy a weekend in South Beach before the season begins. A digital, radio, and tv campaign is being developed from Palm Beach down to Monroe County with media partners at iHeart Radio and NBC 6 along with a list of online outlets. The next level is a multimedia promotional campaign that will be done across Broward and Miami Dade County, which includes: newspaper and magazine advertising and editorial coverage in S FL Exec Magazine, Ocean Drive, Miami Magazine, Dining Out, S FL Luxury Guide, Community Newspapers, Venue Magazine, and more, 4 outdoor billboards in Ft. Lauderdale and Miami with Outfront Media, 35 truck wraps with Premier Beverage, 280 radio ads and 400 mentions/ 50 giveaway contests on Y100, 105.9, 610,93.9, tv promotions and live chef showcases on 6 in the Mix, retail POS displays in 16 Whole Foods from Palm Beach down, and a digital online campaign in partnership with Guerra Marketing to encompass heavy targeted regional advertising on Facebook and Twitter, and a 300 person Facebook and Twitter ambassador program to include event promoters, foodie bloggers, and hotel and condo concierge, that reach over 1,000,000 targeted readers. The final level is the post event coverage. A 30 minute segment is being created to highlight the incredible culinary talent throughout the event week and showcase why Miami is a destination to travel to on the television series "Destination Paradise". This is a 13 episode series airing to 12 Million Viewers in Florida and nationally to 53 Million Viewers on Fox Sports- Sunsports and Rev'n TV. The SoBe Seafood Fest's 30 minute segment will be Episode #3. This will continue to build awareness to Miami's culinary arts, assist in garnering national sponsors and exposure, and highlight the festival as a must attend culinary experience each year before the season begins in October.

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

MBVCA - \$40,000

## **PROJECT NARRATIVE:**

The SOUTH BEACH SEAFOOD FESTIVAL, presented by HESS WINES & hosted by COCA-COLA, celebrates South Florida's culinary arts & kicks off the famous Stone Crab season. On October 24, thousands will experience Miami's top restaurants from 7-10th & Ocean Drive in Lummus Park, with satellite events happening all week long. The festival features live music, culinary demos, a kids zone, health village, & more with 15 restaurants creating cafe's on the sand serving over 50 menu items. Restaurants include Joe's Stone Crabs, Smith & Wollensky, Fish Called Avalon, Red Fish, CIBO, Red, Naked Taco, and City Hall. Major sponsors include Hess Collection, Premier Beverage, Bacardi, Stoli, Herradura, Coca-Cola, GOYA, Range Rover, Heineken Light, World Resource, Doctor's Hospital, and Whole Foods.

Sobe Seafood Festival Week will kick off Wednesday with the Hess Select Evening at Joe's Stone Crab, Thursday is GOYA's Cooking & Cocktails, sponsored by Stoli, at the Wine Theater at Miami Dade College, and Friday, the Chef Showdown returns to 9th & Ocean in the GOYA Pavilion, sponsored by Range Rover, Bacardi, & Whole Foods. All events lead up to Saturday's SoBe Seafood Festival. Approx. 12,000 people attend the week of events with the bulk at Saturday's festival and Friday's Showdown and tickets range from \$25-\$500, with free entry for kids under 10. The event benefits Community Initiatives (CI) Foundation, in support of EAT SMART, which focuses on the battle against childhood hunger and childhood obesity while educating youth on health and nutrition through weekly and monthly programs with partner, Rosenhaus Sports and DeliverLean. Major event media sponsors include Sun Sports, Rev'n TV, NBC 6, iHeart Media, Venue Magazine, Executive Magazine, Miami Magazine, Miami.com, Community Newspapers, Dining Out, Guerra Marketing, AM/PM Events, Yelp, Soul of Miami, Digest Miami, SocialMiami.com, Miami.com, Thrillist, and World Red Eye. Marketing will include local, regional, and national advertising with over 16,000,000 Impressions contracted to date and 280,000,000 in viewership, anticipated to reach 30,000,000 Impressions. This event will deliver an upscale dining experience week for many years to come.

Sobe Seafood has been named one of the top 5 seafood festivals in the country and it is our hope to continue to garner that attention with the help of the TDC by spending more advertising dollars online as well as regionally with outdoor, radio, and tv targeting the foodie eventgoers to attract more attendees. Additionally, with TDC Funding, more post event outreach across the newswires can help grow the press coverage for the event and the Miami Culinary scene in general.

To accommodate the tourists attending, Menin Hospitality is the official hotel partner and will be offering different room rates at Gale, Kaskade, and Bentley to start. Because it is the off season, there are reasonable rates for guests to enjoy SoBe and kick off the season with a taste of South Florida.

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 125,000		20%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:			0
Other			0
Rental Income			0
Corporate Support	\$ 265,000	\$ 60,000	41%
Foundation Support			0
Private/ Individual Support	\$ 10,000		2%
Other Private Support:			0
Auxiliary Activities			0
Other Private Support:			0
Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			

Miami Beach VCA	\$ 40,000		6%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 175,000		27%
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	\$ 615,000	\$ 60,000	4%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 640,000		
Total Revenues	\$ 700,000	Total In- Kind %	9%

# Miami-Dade County Department of Cultural Affairs

## FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: B-3

**ORGANIZATION:** Community Performing Arts Association Inc. **GRANT REQUEST:** \$ 15,000.00

**PROJECT TITLE:** La Griteria and Holiday Celebration

**SUBCOMMITTEE**  
**RECOMMENDATION:** \$ 3,500.00

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

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1ST

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 12-05-2015 through 12-05-2015

**EVENT LOCATION:** City of Sweetwater, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support "La Griteria" on Dec. 5, 2015 in Sweetwater, Florida from 6:00 to 12:00 pm. It is an outdoor boisterous and celebratory holiday festival with colorful parades, fireworks food and musical performances where communities converge to give thanks for all the miracles of life. A Nicaraguan tradition celebrated by the community with decorated altars in the streets of Sweetwater that welcomes all residents, tourists, artists and artisans to join the celebration.

**HOTEL CONFIRMATION:**

Intercontinental Hotel (Doral)	20 room nights
Courtyard Marriot (Dolphin Mall)	20 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	100	10000
Out of County	25	2500
Out of State	75	2500
Foreign	200	5400

**MARKETING DETAILS:** Marketing Plan

- Print street banners, posters, postcards and flyers
- Printed 12 banners installed throughout the city
- Printing 500 posters and 5000 postcards to partner agencies, businesses, hotels, restaurants, theaters, and universities.
- Printed Ads - 4 adds during the week of the event in local newspapers;
- Radio - 2 daily radio spots for 3 months
- Press releases in English and Spanish are sent to local newspapers, including La Poderosa 670 AM, 1550 AM Radio Paz, WLRN, La Prensa Centroamericana, The Miami Herald, El Nuevo Herald, Channel 10, WSVN, Centroamericana TV
- City of Sweetwater, Florida International University (FIU), Miami-Dade College, Nicaragua American National Council, Manos United, Phoenix University and local Consulates from Nicaragua, Honduras, El Salvador and Guatemala promote the event
- Sponsors -Western Union, Miami-Dade Expressway, Costco, Flor de Caña Rum, FPL, Publix Supermarkets, Marriot Hotels, FPL and Avianca Airline
- Facebook and Twitter - online ads and outreach

Our target audience is the Latin community in Miami-Dade County (67% of the population). The event attracts other communities in Broward, Palm Beach and tourists.

More than 400 international artists will travel to Miami to perform during this celebration including:

- Marimba Tipica Nicaraguense "SACUANJOCHE" (Nicaragua)
- Banda Musical Tipica "LOS CHICHEROS" (Nicaragua)
- Ballet Folklorico Nicaraguense "SAN SEBASTIAN" (Nicaragua Folkloric Ballet)
- Danzas Folkloricas " LA GIGANTONA Y EL ENANO CABEZON"
- Coro de Voces "SAN JOAQUIN"
- Banda Musical "GALOS"
- Mariachi "LAS FLORES" (Mexico)
- Danzas Folkloricas Mexicanas "ROSITA" (Mexico)
- Danzas Folkloricas Mexicanas "AZTECA" (Mexico)
- Danzas Folkloricas Colombianas "CORAZON COLOMBIA" (Colombia)
- Danzas Folkloricas Bolivianas "BOLIVIA SIEMPRE" (Bolivia)
- Choirs from different universities and schools in Miami Dade County; the performances are in Spanish and English.

The following radio and TV stations are committed as media sponsors: La Poderosa 670 AM, 1550 AM Radio Paz, WLRN, La Prensa Centroamericana, Channel 10, WSVN, and Centroamericana TV.

**PREVIOUS TDC FUNDING:** N/A**OTHER GOVERNMENT FUNDING:**

City of Sweetwater - \$5,000  
Community grants - \$7,500

## **PROJECT NARRATIVE:**

The 8th annual celebration of "La Gritería and Holiday Celebration" will take place in the streets of downtown Sweetwater starting at 6:00 pm of Dec. 5th, 2015 with colorful parades, ethnic food and performances where Latin American populations converge and blend to make a unique culture.

This celebration that started in Nicaragua in 1857, is also celebrated in Sweetwater, FL and sparks people to come out to build their altars in the streets, outside churches, stores and people, especially children, roam from one to the other singing snatches of villancicos (Christmas carols) or traditional songs in gratitude for the miracles of life, "shouting" the traditional phrase: "Quien causa tanta alegría? La concepcion de Maria!," and receiving their "paquete" (a present) in return.

The event has tourism appeal as the event offers free concerts with renown Latin American artists. More than 400 performers and artisans will be participating this year compared to 175 last year. In addition, tourists find beautiful hand crafted products from Latin American countries.

We market the event in places where concentrations of tourists arrive daily i.e. Intercontinental Hotel, Dolphin Mall, Dadeland Mall, Mall of the Americas, Coconut Grove, Miami International Mall, Calle Ocho, Wynwood and Miami Beach. We expect to attract more than 20,400 participants.

This holiday celebration takes place in the streets of downtown Sweetwater between Flagler and SW 5th Street along 107 Avenue. The event is FREE (non-ticketed).

Local restaurant owners and chefs participate and showcase their culinary delicacies. Miami is known internationally for its iconic events targeting the Latin American tourists.

Media Sponsors. The following radio and TV stations are committed as media sponsors: La Poderosa 670 AM, 1550 AM Radio Paz, WLRN, La Prensa Centroamericana, The Miami Herald, El Nuevo Herald, Channel 10, WSVN, and Centroamericana TV. Hotel Sponsors include: Intercontinental Hotel and the Courtyard Marriot in Sweetwater. We have blocked 40 hotel rooms.

Funds will support a marketing campaign strategically targeted in various sectors of Miami-Dade County that attracts tourists and residents. It will also support artists fees as the number of musical groups has increased this year. The City of Sweetwater will be one of the major sponsors of the event providing the closure of the streets, police, fire fighters, and a cleaning crew. Avianca is the airline sponsor providing airline tickets to the artists traveling from Central and Latin America.

Starting in Jan., Director Hector Gutierrez travels throughout the year to Central and Latin America to secure contracts with artists and artisan, chefs and sponsors. In May, City of Sweetwater and CPAA select the date. In June the contract with Sweetwater is executed. In Aug and Sept marketing materials design, production and printing is completed. In Oct. and Nov. distribution of marketing materials and the social media campaign starts.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	0	\$ 2,000	\$ 2,000	
Personnel: Artistic		\$ 2,000	\$ 2,000	
Personnel: Technical/Production		\$ 4,000	\$ 4,000	
Outside Artistic Fees/Services	\$ 4,000	\$ 5,000	\$ 9,000	
Outside Other Fees/Services	\$ 5,000		\$ 5,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 3,000	\$ 4,500	\$ 7,500	\$ 11,062
Marketing: Postage/Distribution		\$ 0	0	
Marketing: Web Design/ Support/ Maintenance		\$ 1,500	\$ 1,500	
Travel: In County		\$ 0	0	
Travel: Out of County		\$ 8,000	\$ 8,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 0	0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 6,000	\$ 6,000	
Space Rental	\$ 3,000	\$ 4,280	\$ 7,280	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 2,000	\$ 2,000	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses				

			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 39,280	\$ 54,280	\$ 11,062
TOTAL EXPENSES	\$ 65,342			
	\$ 9,280			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income			0
Corporate Support	\$ 12,000	\$ 8,062	22%
Foundation Support	\$ 8,030		15%
Private/ Individual Support	\$ 6,750	\$ 3,000	12%
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			

City of Sweetwater	\$ 5,000		9%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Community Grants (CG)	\$ 7,500		14%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 39,280	\$ 11,062	28%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 54,280		
Total Revenues	\$ 65,342	Total In- Kind %	20%

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

**FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)**

**Agenda Item No.: B4**

**ORGANIZATION:** Cor Jesu Corp

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

**PROJECT TITLE:** Hispanic Heritage Concert at the Milander Center

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

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

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1ST

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 10-01-2015 through 10-18-2015

**EVENT LOCATION:** Milander Center in the City of Hialeah, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to assist with financing the event, artistic fees and the performance for the community.

**HOTEL CONFIRMATION:**

None	

**TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		289
Out of County		17
Out of State	20	34
Foreign		
<b>TOTAL</b>	<b>20</b>	<b>340</b>

**MARKETING DETAILS:** The marketing plan with this event will be to advertise using local media such as newspapers, radio and TV. The organization will also be working with local governmental cultural departments from the City of Hialeah and with elected officials to share the event information through social media, newsletters and constituents.

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

None

## **PROJECT NARRATIVE:**

1. The Hispanic Heritage Concert at the Milander will bring artists from Puerto Rico to perform at a venue in the heart of the city of Hialeah.
  - a. This concert will bring together communities in the surrounding areas as well as throughout the state and Puerto Rico to listen to the ballads that unite generations.
  - b. This year the event is projected to have a larger audience because there will be more preparation and marketing.
2. The Hispanic Heritage Concert will take place at the Milander Center in the city of Hialeah on Sunday October 18, 2015 at 4:00pm.
  - a. The Hispanic Heritage Concert will be performed once.
  - b. This is a ticketed event. General admission tickets will be priced at \$25.
3. People will be traveling from other areas of the state (Tampa, Orlando, etc.) to listen to the performers. As a highly revered group "Voces de Alabanza", has an extensive following throughout the state and in Puerto Rico that will travel to Miami-Dade County to experience this great event.
4. Marketing will be done through all media outlets (radio, tv, social media, electronic).
5. Currently there is no media sponsors, there are expected sponsor to come forth in the near future.
6. Currently there is no hotel sponsors, there are expected sponsor to come forth in the near future.
  - a. At this time there are no blocked hotel rooms. The Cor Jesu organization is responsible for the lodging of 14 performers that will be traveling from Puerto Rico and will be staying locally for the duration of their stay. Other hotels rooms will be booked individually by the audience members.
7. N/A
8. TDC funding will enhance this event by assisting the Cor Jesu community with the expenses allotted for a broader, greater concert.
  - a. At this moment there are no other organizations involved in the project's production, but in-kind donations are expected to come in to assist with expenses.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 0	\$ 1,600	\$ 1,600	
Personnel: Artistic	\$ 5,000	\$ 3,400	\$ 8,400	
Personnel: Technical/Production	\$ 0	\$ 1,000	\$ 1,000	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 0	\$ 3,000	\$ 3,000	
Marketing: Postage/Distribution		\$ 2,000	\$ 2,000	
Marketing: Web Design/ Support/ Maintenance		\$ 800	\$ 800	
Travel: In County		\$ 4,200	\$ 4,200	
Travel: Out of County		\$ 4,200	\$ 4,200	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 1,500	\$ 1,500	
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	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 1,000	\$ 1,000	
Utilities			0	
Fundraising/ Development (Non-Personnel)		\$ 932	\$ 932	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 1,200	\$ 1,200	
Other Expenses				
Police & Security for event		\$ 1,880	\$ 1,880	

			0	
			0	
			0	
			0	
Subtotal	\$ 5,000	\$ 29,712	\$ 34,712	0
TOTAL EXPENSES	\$ 34,712			
	\$ 1,600			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 7,500		35%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:			0
Other			0
Rental Income			0
Corporate Support			0
Foundation Support			0
Private/ Individual Support	\$ 2,000		9%
Other Private Support:			0
Auxiliary Activities			0
Other Private Support:			0
Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0

			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 4,500		21%
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Community Grants	\$ 7,500		35%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 21,500	0	0
Grant Amount			
Cash Revenues + Grant Amount	\$ 21,500		
Total Revenues	\$ 21,500	Total In- Kind %	0

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

**FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)**

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

**ORGANIZATION:** Institute of Contemporary Art Miami Inc **GRANT REQUEST:** \$ 15,000.00

**PROJECT TITLE:** Alex Bag

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 10,000.00

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

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1ST

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 12-01-2015 through 01-31-2016

**EVENT LOCATION:** Institute of Contemporary Art, Inc., ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support the Institute of Contemporary Art Miami (ICA Miami)'s exhibition

Alex Bag, in conjunction with Art Basel: Miami Beach events and related programming for this exhibition, which opens December 1, 2015 and will be on view until January 31, 2016 in the ICA Miami atrium gallery.

**HOTEL CONFIRMATION:**

The Standard Miami Beach	100 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	25	2075
Out of County	1	
Out of State	1	1500
Foreign		500
<b>TOTAL</b>	<b>27</b>	<b>4075</b>

**MARKETING DETAILS:** Alex Bag will premiere during Art Basel Miami Beach, an international art fair attended by over 73,000 artists, collectors, art dealers, and arts professionals during the first week of December. Tourism in Miami traditionally begins to soar between December and March, making Art Basel Miami Beach and the increased visitor traffic priority markets for ICA Miami. Miami welcomed more than 680,000 international and 703,100 national visitors during December 2014 alone, making it a crucial month to advertise ICA Miami exhibitions. These numbers, along with a dedicated crowd in town specifically for Art Basel and satellite cultural events, translate to potentially great returns on investments in terms of attendance for Alex Bag. ICA Miami will capitalize on increased national and international traffic with an aggressive marketing strategy consisting of (but not limited to):

- 1) Publishing full-page ads in two prominent national art publications: Art in America and Artforum, whose readership exceeds 75,000 and 50,000 respectively.
- 2) Publishing a full-page ad in Miami Where Guestbook, with listings on the Where Map and Where Magazine. Where Guestbook is placed in over 22,000 hotel rooms in Miami, reaching over 2.3 million guests annually, and directly targeting visitors to the Miami Beach, Brickell, and Downtown Miami neighborhoods.
- 3) Implementing a comprehensive out-of-home advertising campaign in the city of Miami, featuring digital advertising in strategic locations between Brickell and the Miami Design District during November and December with 604,800 views total, as well as bus shelters located in prime locations in Miami and Miami Beach.
- 4) Diversifying internet promotion by posting information on ICA's social media platforms – Facebook (38k followers), Instagram (3.5k followers), and Twitter (13k followers) – and using Facebook's impression-based advertising campaigns to reach targeted audiences exceeding 100,000, such as youth and foreign visitors, among others.
- 5) Creating an online advertising campaign using Google AdWords to attract visitors looking for Art Basel events.
- 6) Sending e-mail invitations promoting Alex Bag to approximately 13,000 people for the exhibition and related programs and events.
- 7) Including information about the exhibition and related events on ICA Miami's website (more than 13,000 global pageviews monthly).
- 8) Listing event information on various social and event aggregate websites, such as SocialMiami.com, Tropicult.com, Infraculture.com, Miami.com, and others.
- 9) Mailing and e-mailing press releases to national, and international media.
- 10) Hosting an exhibition opening featuring various activated sponsors, featuring live performances from cutting-edge artists in a fully interactive, social atmosphere.
- 11) Mailing exhibition related material to over 400 ICA Miami members

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

None

## **PROJECT NARRATIVE:**

The Institute of Contemporary Art Miami (ICA Miami) will present a solo exhibition dedicated to video and performance artist Alex Bag during Miami Art Week 2015. Curated and organized by ICA Miami's Deputy Director and Chief Curator, Alex Gartenfeld, Alex Bag will be on view beginning Wednesday, December 2nd and will remain on view daily through January 31st, Tuesday through Sunday from 11:00 am to 7:00 pm. Because this exhibition marks the first major U.S. presentation of the artist's work since 2009, it promises to be a highlight of Miami Art Week (December 1-6, 2015). This will be ICA Miami's second exhibition opening during Miami Art week; the previous year's event was a success both in exhibition design and event execution. The official opening reception of Alex Bag will take place on Tuesday, December 1, 2015 from 7-9 pm at ICA Miami's current exhibition space in the Design District. The museum's opening reception is considered to be the kick-off to Miami Art Week and generates considerable press coverage. Admission to ICA Miami's exhibitions is free, ensuring that the museum maximizes accessibility for all. Educational programming for Alex Bag (4 total events) will include: an Alex Bag-inspired presentation of ICA IDEAS; a exhibition-related Salon presentation at the Art Basel Fair; an exhibition-inspired college level seminar; and a Family Day program. All education programs are free and open to the public. Unique member events planned daily during Miami Art Week include gallery visits and a curator-led tour of the Art Basel. The museum will employ an aggressive marketing strategy for the exhibition that includes: publishing full-page ads in two prominent national art publications, Art in America and Artforum, whose readership exceeds 75,000 and 50,000 respectively; publishing a full-page ad in Miami Where Guestbook which is placed in over 22,000 hotel rooms in Miami, reaching over 2.3 million guests annually; placing print ads place in the Miami Herald and Nuevo Herald; using Facebook's impression-based advertising campaigns to reach targeted audiences exceeding 100,000, such as youth and foreign visitors. The comprehensive marketing plan can be found in the marketing section of this request. The museum anticipates that over 4,000 people will attend the Alex Bag exhibition. ICA Miami is finalizing media sponsorship possibilities with W Magazine, Vanity Fair and Cultured magazine for the Alex Bag exhibition. Once finalized, the media partner will run a full-page ad in the magazine's fall issue highlighting ICA Miami's exhibitions as well as publish spotlight editorial highlighting the museum's exhibition and opening reception in the spring issue. The Standard Hotel, ICA Miami's hotel partner, houses 100 rooms and is fully booked for Miami Art week. TDC funding will allow ICA Miami to leverage its marketing reach even further through a unique opportunity to include print ads in the Miami International Airport (MIA).

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 53,700	\$ 53,700	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 15,000	\$ 15,000	
Outside Artistic Fees/Services		\$ 7,500	\$ 7,500	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 15,000	\$ 28,200	\$ 43,200	
Marketing: Postage/Distribution		\$ 221	\$ 221	
Marketing: Web Design/ Support/ Maintenance		\$ 1,000	\$ 1,000	
Travel: In County			0	
Travel: Out of County		\$ 5,000	\$ 5,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 5,000	\$ 5,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 3,000	\$ 3,000	
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		\$ 5,000	\$ 5,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
			\$	

Supplies/Materials		\$ 35,700	35,700	
Other Expenses				
Exhibition Fabrication		\$ 20,000	\$ 20,000	
Childcare for visiting artist		\$ 2,000	\$ 2,000	
Shipping of the artwork		\$ 5,000	\$ 5,000	
			0	
			0	
Subtotal	\$ 15,000	\$ 186,321	\$ 201,321	0
TOTAL EXPENSES	\$ 201,321			
	\$ 58,700			

**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	\$ 60,000		30%
Foundation Support	\$ 75,000		37%
Private/ Individual Support	\$ 51,100		25%
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
			0
			0
			0
Gov't Grants: Local			

			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 186,100	0	7%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 201,100		
Total Revenues	\$ 201,100	Total In- Kind %	0

# Miami-Dade County Department of Cultural Affairs

## FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: B-6

**ORGANIZATION:** MDC Live Arts

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

**PROJECT TITLE:** Holoscences

**SUBCOMMITTEE  
RECOMMENDATION:** \$ 17,500.00

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

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1ST

**STATUS:** Organization - Non-Profit

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

**EVENT LOCATION:** Miami Dade College Wolfson Campus - Kyriakides Plaza, ,

### **PROJECT SYNOPSIS:**

Grant funds are requested to present the performance installation Holoscenes at MDC's Wolfson Campus in Downtown Miami from December 2-5, 2015, aligned with Art Fair Week in Miami. The project, a vision of award-winning artist Lars Jan, explores the effects of climate change and sea level rise; an issue of particular relevance and interest to Miami. The presentation of this internationally significant project further solidifies the role of Miami-Dade County as an international cultural leader.

### **HOTEL CONFIRMATION:**

Holiday Inn Port of Miami	TBD

### **TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	0	4000
Out of County		2500
Out of State	9	3500

Foreign		2500
TOTAL	9	12500

**MARKETING DETAILS:** Holoscenes will be marketed through broad, multiplatform campaigns. It will be included in MDC Live Arts' season brochure which is sent to over 60,000 households. Event emails will be sent to over 12,000 subscribers as well as all MDC students, faculty, and staff, totaling over 200,000. Traditional print, radio, and television advertising on both mainstream and community stations will be purchased as well as online advertising on sites such as The Miami Herald and Miami New Times. MDC Live Arts makes full use of social media to promote and share performances and residency activities through Twitter, Instagram, Facebook and YouTube. A comprehensive social media campaign will be designed so that Holoscenes posts will be shared and re-tweeted among partners in order to engage each one of their unique constituencies. Holoscenes will also be featured on the MDC Live Arts website ([www.mdclivearts.org](http://www.mdclivearts.org)) and through the main MDC portal ([www.mdc.edu](http://www.mdc.edu)).

The marketing plan for Holoscenes incorporates all of the above strategies with an international public relations campaign. MDC Live Arts will retain a project-specific publicist to target such industry standard publications as Art In America and ArtForum, the go-to publications for an international audience of arts enthusiasts and professionals for advance press in order to draw audience to Miami for Art Fair Week and Art Basel to experience the significant multidisciplinary event. Other national and international media efforts include The New York Times and National Public Radio. Additionally the show will be featured in guides and publications related to Art Fair Week. Local paid advertising outlets include The Miami Herald, WLRN, Art Basel Magazine, INFRACULTURE, Miami New Times, Biscayne Times, Art Currents and Miami Art Guide.

Last year, MDC Live Arts built a relationship with Art Basel to promote and create access to the 73,000 international tourists attending the Fair; the same partnership is currently being pursued for Holoscenes. Based on that arrangement, Holoscenes would be promoted as an Art Basel event and be included in the fair's Talks series, personal invitations are sent to VIP ticket holders and special busses bring Art Basel visitors to campus.

Additionally, closely tied to marketing efforts are sponsorship opportunities which are in development and include co-promotional methods in which sponsors incorporate the promotion of the project into their own marketing while their brand is promoted with Holoscenes. Sponsors being approached in addition to hotels include other high-end national and international companies that would benefit from the visibility and from being associated with an artist and show of the caliber of Holoscenes in Miami during Art Fair Week.

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

NEA Art Works - \$10,000

Cultural Advancement - \$15,000

## **PROJECT NARRATIVE:**

MDC Live Arts has a celebrated 25 year history of bringing exceptional national and international performing artists to Miami. Annually, it produces a diverse series of stellar performances, presenting the most exciting artists from around the globe. Holoscenes is a large-scale performance-installation by arts visionary Lars Jan that was born out of the widely-shared concern about the troubled relationship to water as it is becoming a central issue of the 21st century. This visceral, cross-disciplinary project will activate public space at MDC Wolfson campus in Downtown Miami with an elevator-sized aquarium inhabited by performers conducting everyday behaviors while it's filled and drained by a custom hydraulic water system. Holoscenes weaves the unraveling story of water—the rising seas, melting glaciers, intensifying floods and droughts—into the patterns of the everyday.

Aligning this exhibition with the internationally important Art Basel and Art Fair Week in Miami substantially expands the reach to an international body of tourists, and attention to Miami and its unique environment. The free, non-ticketed event will take place as four, six-hour performances on December 2- 5, 2015 on Kyriakides Plaza at Miami Dade College's Wolfson Campus in Downtown Miami. Additionally, the project includes an artist lecture and community forum in partnership with MDC's Idea Center and Earth Ethics Institute that will take place beside the installation. Because Wolfson Campus is also home to MDC's Museum of Art + Design at the Historical Freedom Tower, MDC Live Arts will be able to leverage audiences of arts tourists coming to the campus for the museum. Discussions are now underway with Art Basel to coordinate busses to bring Art Fair Week visitors to campus arts programs as has worked successfully in the past.

The marketing plan for Holoscenes incorporates an international media campaign for acquiring advertising placement and editorial coverage. Target media include Art In America, ArtForum, The New York Times and National Public Radio. Additionally, the show will be featured in guides and publications related to Art Fair Week and will be advertised in numerous local media outlets including The Miami Herald, WLRN, Art Basel Magazine, Miami Rail, INFRACULTURE, Miami New Times, Biscayne Times, Art Currents and Miami Art Guide.

Hotel sponsorship is planned with the anticipation of 79 room nights for the artists alone. The target audience for Holoscenes includes the international Art Fair audience, collectors from around the world and all of Miami-Dade County. TDC support will boost the significant marketing efforts associated with engaging tourists to ensure that the program reach the widest audience possible. Engaging audiences in the visually stunning Holoscenes performance installation will deepen insight into Florida's leading role in the global conversation and innovations surrounding water issues while celebrating the spectacular work of Lars Jan.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 0	\$ 75,000	\$ 75,000	
Personnel: Artistic	\$ 0	\$ 0	0	
Personnel: Technical/Production	\$ 0	\$ 0	0	
Outside Artistic Fees/Services	\$ 10,000	\$ 45,000	\$ 55,000	
Outside Other Fees/Services		\$ 40,000	\$ 40,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 15,000	\$ 5,000	\$ 20,000	
Marketing: Postage/Distribution	\$ 0	\$ 3,000	\$ 3,000	
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 1,000	\$ 1,000	
Travel: In County	\$ 0	\$ 1,000	\$ 1,000	\$ 1,500
Travel: Out of County	\$ 0	\$ 5,000	\$ 5,000	
Equipment Rental	\$ 0	\$ 48,016	\$ 48,016	
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	\$ 20,000
Space Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 0	0	
Mortgage/ Loan Payments	\$ 0	\$ 0	0	
Insurance	\$ 0	\$ 0	0	
Insurance / for Performance, Exhibition, Event, etc.	\$ 0	\$ 0	0	
Utilities	\$ 0	\$ 0	0	\$ 1,500

Fundraising/ Development (Non-Personnel)	\$ 0	\$ 0	0	
Merchandise/ Concessions/ Gift Shops	\$ 0	\$ 0	0	
Supplies/Materials	\$ 0	\$ 2,000	\$ 2,000	
Other Expenses				
Hotel		\$ 12,561	\$ 12,561	\$ 10,140
			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 237,577	\$ 262,577	\$ 33,140
TOTAL EXPENSES	\$ 295,717			
	\$ 144,516			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships	\$ 0		0
Tuitions/Enrollment Fees			0
Contracted Services:			
Outside Programs/ Performances	\$ 0		0
Contracted Services:			
Special Exhibition Fees	\$ 0		0
Contracted Services:			
Other			0
Rental Income	\$ 0		0
Corporate Support	\$ 30,000		11%
Foundation Support			0
Private/ Individual Support	\$ 0		0
Other Private Support:			
Auxiliary Activities	\$ 0		0
Other Private Support:			
Special Event Proceeds	\$ 0		0
Gov't Grants: Federal			
NEA Art Works	\$ 10,000		4%
			0
			0
Gov't Grants: State			
State of Florida, Division of Cultural Affairs	\$ 0		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	\$ 182,577		70%
Other Revenues			
Miami Dade College		\$ 33,140	0
			0
			0
			0
Department of Cultural Affairs Grants			
Cultural Advancement (ADV)	\$ 15,000		6%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 237,577	\$ 33,140	10%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 262,577		
Total Revenues	\$ 295,717	Total In- Kind %	13%

# Miami-Dade County Department of Cultural Affairs

## FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: B-7

**ORGANIZATION:** Northeast Second Avenue Partnership

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

**PROJECT TITLE:** Art Beat Miami, the pulse and flavor of Little Haiti

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

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

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1ST

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 12-02-2015 through 12-06-2015

**EVENT LOCATION:** Caribbean Markeplace, ,

### **PROJECT SYNOPSIS:**

Spearheaded by NE2P, Art beat Miami inspired by Haiti and its culture includes an art fair at the Caribbean Marketplace featuring multidisciplinary works of art by international and local artist, Mural Mile (20 Caribbean theme murals throughout Little Haiti and a self-guided tour of the Little Haiti community. Tourist will have the opportunity to patron local galleries, restaurants and botanicals spurring economic development in Little Haiti.

### **HOTEL CONFIRMATION:**

None

### **TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	20	1000
Out of County	5	225
Out of State		225
Foreign	5	200

**MARKETING DETAILS:** This plan includes:

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

NE2P has strong partnership with Greater Miami Convention and Visitors Bureau (GMCVB). Art Beat Miami will be again be part of the GMCVB's Art of Black Miami showcase during Art Basel.

**PREVIOUS TDC FUNDING:** N/A**OTHER GOVERNMENT FUNDING:**

None

## **PROJECT NARRATIVE:**

In its 2nd year Art Beat Miami (ABM) Art Fair is the pulse and flavor of Little Haiti. ABM is 5 day showcase of 20 emerging and renowned artists inside the Caribbean Marketplace (CMP) celebrating art, music and food inspired by the Haitian culture.

ABM Art Fair launches with an opening ceremony on December 1st showcasing the art work of over 20 artists, live musical performance by a local band and a local celebrity guest host. ABM will publicly solicit artist to submit their work for consideration and a committee of curators will select the final admissions. Artist will be allowed to display free of charge.

Day 2 features a Conversations With series, an opportunity for art collectors to interact with exhibiting muralists and artists. This event will be scheduled in one hour intervals from 12pm to 8pm.

Day 3 continues with the art fair and live music allowing for self-guided tours. ABM Vernissage will take place on day 4 geared to foreign art collectors. Art Beat will close Saturday, December 5th with a Celebrity Brunch hosted by chef and restaurateur, Wilkinson "Chef Creole" Sejour.

ABM will again provide, the Art Basel Miami Week trolley loop sponsored and operated by the City of Miami which extends its route from Midtown offering free transportation between the Design District and Little Haiti.

Entries to all ABM events are free and open to the public, and tickets to the Celebrity Brunch are \$25.

ABM further helps to promote Little Haiti as an attractive destination for tourists and helps to reframe Little Haiti as a safe cultural attraction in Miami.

Art Basel reaches Little Haiti is the title of the article written in the New York Times which includes a photo of ABM Art Fair. Miami herald featured Little Haiti and ABM in multiple articles. Local News channel 10 filmed from the event on Day 3 at the Celebrity brunch. We will capitalize off the media exposure received from last year. ABM will again partner with the Greater Miami Convention and Visitors bureau and be highlighted in the Art of Black Miami showcase which highlights events throughout Miami Dade County. ABM has partnered with a PR firm that is providing in-kind services. TDC funding will be used to create a brochure for ABM and also Art Basel Little Haiti Tourist map highlighting galleries, events and places of interest in Little Haiti. This neighborhood brochure will include a map of trolley stops allowing tourist to explore the community at their leisure.

Art Beat Miami intends to double its outreach and marketing efforts resulting in higher number of attendees compared to 750 people who attend Art beat Miami throughout the 3 days in 2014. This year we intend to double that figure with earlier marketing efforts which have already begun.

Media sponsors so far include WSRF, Island TV, Ayiti TV and Le Floridien newspaper. ABM does not have hotel Sponsors but based on the surveys conducted last year we are aware that 25% of attendees stayed at hotel/motel in Miami Dade County.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 1,000	\$ 4,750	\$ 5,750	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 1,000	\$ 1,000	\$ 2,000	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 2,000	\$ 4,500	\$ 6,500	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	\$ 5,000
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			0	
Supplies/Materials	\$ 1,000		\$ 1,000	
Other Expenses				

			0	
			0	
			0	
			0	
			0	
<b>Subtotal</b>	<b>\$ 5,000</b>	<b>\$ 10,250</b>	<b>\$ 15,250</b>	<b>\$ 5,000</b>
<b>TOTAL EXPENSES</b>	<b>\$ 20,250</b>			
	<b>\$ 10,750</b>			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 1,250		6%
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	\$ 5,000		25%
Foundation Support	\$ 5,000		25%
Private/ Individual Support	\$ 4,000		20%
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
			0
			0
			0

Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
			0
			0
			0
Department of Cultural Affairs Grants			0
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 15,250	0	25%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 20,250		
Total Revenues	\$ 20,250	Total In- Kind %	0

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

**FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)**

Agenda Item No.: III. B-1

**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, , III. B-1

**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).

**HOTEL CONFIRMATION:**

The Biltmore Hotel	132 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		2150
Out of County		793
Out of State	37	620
Foreign		87

Supplies/Materials		\$ 1,673	\$ 1,673	
Other Expenses				
Hospitality				
ASCAP		\$ 4,500	\$ 4,500	\$ 2,877
Piano Tuning & Moving		\$ 350	\$ 350	
CC Processing Fees		\$ 500	\$ 500	
Artists' Hotels		\$ 1,530	\$ 1,530	
			0	\$ 4,361
Subtotal	\$ 15,000	\$ 130,009	\$ 145,009	\$ 34,491
TOTAL EXPENSES	\$ 179,500			
	\$ 59,281			

**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
			0
Department of Cultural Affairs Grants			
Cultural Advancement Grant	\$ 11,950		8%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
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 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: III. B-2

**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:** 1ST

**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 # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	1	2210
Out of County		440
Out of State		260
Foreign		40
TOTAL	1	2950

**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:**

Cultural Advancement - \$22,500

## **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
TOTAL EXPENSES	\$ 227,610			
	\$ 80,813			

**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:			0
Outside Programs/ Performances			
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income			0
Corporate Support	\$ 28,750		13%
Foundation Support	\$ 34,360		15%
Private/ Individual Support	\$ 27,000		12%
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
			0
			0
			0

Gov't Grants: Local			
			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Cultural Advancement	\$ 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 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)**

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

**ORGANIZATION:** Bayfront Park Management Trust Corporation

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

**PROJECT TITLE:** Downtown Miami's 2015 New Year's Eve Celebration

**SUBCOMMITTEE**  
**RECOMMENDATION:** \$  
8,000.00

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

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3RD

**STATUS:** Government - Municipal

**DATE(S) OF EVENT:** 12-28-2015 through 01-01-2016

**EVENT LOCATION:** Bayfront Park, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support Downtown Miami's 2015 New Year's Eve Celebration. The park's Trust produces this event each year on December 31 at Bayfront Park. The free, family-friendly event begins at 8 pm and includes music, food and vendors. The evening culminates with the Big Orange ascending the Hotel Intercontinental and fireworks over Biscayne Bay. The Trust is in negotiations for the return of Pitbull performing and emceeing a nationally televised event on the FOX network.

**HOTEL CONFIRMATION:**

TBD	

**TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	40	100000
Out of County		30000
		12500

Out of State		
Foreign		7500
<b>TOTAL</b>	<b>40</b>	<b>150000</b>

**MARKETING DETAILS:** The Bayfront Park Management Trust uses a variety of marketing techniques to engage our local community, as well as regional, national and international audiences. The partnership between FOX and the Trust extends beyond hosting, to include a joint 360 degree marketing campaign --using, when appropriate, national and local television spots, press releases, social media, paid and non-paid advertising (in English and Spanish) in print and digital along with live television broadcasts. Promotion of Bayfront Park's New Year's Eve Celebration Featuring Pitbull's New Year's Revolution will begin, when the show is officially announced, with a press release to a media list of over 130 contacts, including the Downtown Development Authority, Greater Miami Convention & Visitors Bureau, DowntownMiami.com, Miami Travel Attractions, Biscayne Times, Social Miami, The Miami Herald, Miami New Times and the Sun Sentinel among others. As a result of this exposure, awareness of this fun, safe, free, family-friendly event in the heart of a vibrant, international city will evoke interest and excitement among residents, tourists, travel professionals and event reviewers. The Trust will heavily promote the New Year's Eve event on our marquee sign, our website and through our social media platforms including Facebook, Twitter and Instagram (which have a combined total of almost 6,000 followers). The Trust will also partner with Pitbull's organization to further promote this event, reaching his fans worldwide, increasing the awareness and stature of the event and this unique place we call home. Both paid and in-kind advertising in print and digital outlets will be acquired to increase coverage for the New Year's Eve event. The 2014 event had a total UMV (Unique Monthly Visitors) of 67,910,076 consisting of top-tier outlets such as The Huffington Post, Travel Weekly and International Business Times. Notable past event coverage has included USA Today (one of the Top 10 Places in the World to Ring in the New Year); MSN.com (one of the Top 10 Places in the World to Ring in the New Year); and the Huffington Post (one of the 18 Best Places to Celebrate New Year's). The event is covered locally in the Miami Herald, El Nuevo Herald, Miami New Times, the Sun Sentinel and other publications allowing readers to access information regarding this fun, safe, free and family-friendly event. The 2014 New Year's Eve event aired live on FOX reaching 2.3 million viewers. The live broadcast was promoted heavily on FOX prior to the broadcast and similar promotions are anticipated for 2015. As a result of heavily promoting the event, hotel occupancy in Downtown Miami rose from 85% (2013/2014) to 90.8% (2014/2015) and we believe these numbers will increase. The marketing partnership in-place to promote Bayfront Park's New Year's Eve Celebration Featuring Pitbull's New Year's Revolution achieves the Trust's goal of a 360 degree marketing campaign.

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

**OTHER GOVERNMENT FUNDING:**

Miami Sports and Exhibition Authority - \$25,000

## **PROJECT NARRATIVE:**

On December 31, 2014, before a live audience of 150,000 and 2.3 million viewers on FOX Television, Pitbull's New Year's Eve Revolution kicked off in Bayfront Park. This FREE event included all of the elements of the previous years' celebrations, -- food & beverage vendors, arts & crafts vendors, sampling booths, a children's play area and the Big Orange ascending the Hotel Intercontinental -- plus a live television broadcast featuring Miami native and homegrown superstar, Mr. 305, Armando Perez, AKA Pitbull. The production featured live and track music, local heroes -- DJs Laz and Irie, dance performances, shout outs and overwhelming joy from the audience. Midnight struck with a magnificent fireworks display. Performances continued into the New Year, when R&B singer song writer Ne-Yo joined Pitbull on stage to close the show. As the show closed, Pitbull observed, "Tonight we made history. Next year we'll make tradition."

For New Year's Eve 2015, the Trust envisions an event that includes all of the previous year's elements, partnerships with Bayside Marketplace, the Greater Miami Host Committee, food and drink available throughout the site, a fireworks spectacular at midnight, and a live broadcast on FOX Television, featuring Mr. 305 -- Armando Perez -- AKA Pitbull, and A level talent, whose identities have yet to be released. The event's goal is to challenge Time's Square primacy as the home of New Year's Eve. Given our balmy weather, spectacular waterfront location, dynamic urban skyline and multi-cultural community -- we recognize Miami as the premier location for New Year's Eve and on NYE 2015, we will demonstrate that fact to the rest of the world.

The TDC funding will be used to offset City of Miami police services. TDC funds will allow us to maintain the level of police services crucial to ensuring the safety of event patrons and performers.

A robust marketing plan will be executed for Bayfront Park's New Year's Celebration featuring Pitbull's New Year's Revolution, including exposure on Bayfront Park's website (which engages an average of 14,000 monthly visitors), utilizing Bayfront Park's marquee sign (The marquee sign is located on Biscayne Boulevard, with 65,000 passing vehicles each day. The marquee is adjacent to Bayside Marketplace, one of south Florida's most visited tourist destinations, with a reported 23 million annual visitors), social media campaigns on Facebook, Twitter and Instagram (which have a combined reach of about 6,000 followers), and press releases that are distributed to over 130 contacts (including the Downtown Development Authority, Greater Miami Convention & Visitors Bureau, Downtown Miami, Miami Travel Attractions, Biscayne Times, Social Miami, The Miami Herald and Miami New Times among others). And, the live broadcast on FOX will go a long way toward enhancing the Miami Brand.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 0	\$ 26,750	\$ 26,750	
Personnel: Artistic	\$ 0	\$ 0	0	
Personnel: Technical/Production	\$ 0	\$ 4,533	\$ 4,533	
Outside Artistic Fees/Services	\$ 0	\$ 2,550	\$ 2,550	
Outside Other Fees/Services	\$ 0	\$ 80,000	\$ 80,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 0	\$ 200,000	\$ 200,000	
Marketing: Postage/Distribution	\$ 0	\$ 0	0	
Marketing: Web Design/ Support/ Maintenance	\$ 0	\$ 0	0	
Travel: In County	\$ 0	\$ 0	0	
Travel: Out of County	\$ 0	\$ 0	0	
Equipment Rental	\$ 0	\$ 0	0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 0	0	
Equipment Purchase	\$ 0	\$ 0	0	
Equipment Purchase / for Performance, Exhibition, Event, etc.	\$ 0	\$ 0	0	
Space Rental	\$ 0		0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 0	\$ 120,000	\$ 120,000	
Mortgage/ Loan Payments	\$ 0	\$ 0	0	
Insurance	\$ 0	\$ 0	0	
Insurance / for Performance, Exhibition, Event, etc.	\$ 0	\$ 0	0	
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				
Fireworks Display	\$ 0	\$ 15,000	\$ 15,000	\$ 5,000
Mr. Neon - Big Orange	\$ 0	\$ 0	0	\$ 15,000
City of Miami Police Services	\$ 15,000	\$ 30,000	\$ 45,000	
City of Miami Fire Services	\$ 0	\$ 29,000	\$ 29,000	
Progressive Waste Service	\$ 0	\$ 0	0	\$ 7,000
Subtotal	\$ 15,000	\$ 508,033	\$ 523,033	\$ 27,000
TOTAL EXPENSES	\$ 550,033			
	\$ 26,950			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 0		0
Memberships	\$ 0		0
Tuitions/Enrollment Fees	\$ 0		0
Contracted Services:			
Outside Programs/ Performances	\$ 0		0
Contracted Services:			
Special Exhibition Fees	\$ 0		0
Contracted Services:			
Other	\$ 0		0
Rental Income	\$ 0		0
Corporate Support	\$ 200,000	\$ 27,000	38%
Foundation Support	\$ 0		0
Private/ Individual Support	\$ 0		0
Other Private Support:			
Auxiliary Activities	\$ 0		0
Other Private Support:			
Special Event Proceeds	\$ 0		0
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
			0
			0
			0
Gov't Grants: Local			
Miami Sports and Exhibition Authority	\$ 25,000		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	\$ 223,033		43%
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
FEST	\$ 60,000		11%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 508,033	\$ 27,000	3%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 523,033		
Total Revenues	\$ 550,033	Total In- Kind %	5%

# Miami-Dade County Department of Cultural Affairs

## FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: C-2

**ORGANIZATION:** City of Sunny Isles Beach

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

**PROJECT TITLE:** Sunny Isles Beach Jazz Fest 2015

**SUBCOMMITTEE**

**PROJECT TYPE/CATEGORY:** Government/Municipality

**RECOMMENDATION:** \$ 15,000.00

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 3RD

**STATUS:** Government - Municipal

**DATE(S) OF EVENT:** 11-20-2015 through 11-22-2015

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

### **PROJECT SYNOPSIS:**

Grant funds are requested to support the 8th annual Sunny Isles Beach Jazz Fest from November 20, 2015-November 22, 2015. The main event will be held at Heritage Park on November 21, 2015, and begins at 7:00pm. This year's theme is "A Moment in Time", and aims to capture an evening filled with awe. Musical guests include Carole Ann Taylor, Maryel Epps, Shenita Hunt, and Lisanne Lyons.

### **HOTEL CONFIRMATION:**

Acqualina Resort and Spa	20 room nights
Trump International Beach Resort	20 room nights
Marco Polo Beach Resort	10 room nights

### **TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	10	520
Out of County	5	200
Out of State	0	40
Foreign	0	40
<b>TOTAL</b>	<b>15</b>	<b>800</b>

**MARKETING DETAILS:** The goal of Jazz Fest is to provide an enriching event that can cater to residents and tourists, alike. The target list for our public relations campaign includes local businesses, hotels, condominiums, as well as various local radio, television, print media, and social media outlets.

A major effort to attract tourists includes coordination and agreement between the City of Sunny Isles Beach and partnering hotels, Acqualina Resort & Spa on the Beach and Trump International Beach Resort, to offer a discounted weekend package that includes an evening reception on Friday, November 20, at Acqualina Resort and Sunday Brunch at the Trump Resort. In addition to the weekend event package, hotels such as Marco Polo Beach Resort, Newport Beachside Resort, Doubletree Ocean Point, Turnberry Isles Miami, and Marenas Resort participate in marketing efforts by allowing us to display our flyers in their lobbies and mail rooms. Additionally, our quarterly magazine and community newspaper is distributed by the concierges or management offices at these hotels. This collective effort aids in reaching tourists.

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

Social media provides direct access and communication between the city and the public. Therefore, we will use the city's Facebook, Twitter, and Instagram accounts to promote Jazz Fest. In addition, we will encourage attendance through the City's website and eSIBi email blasts.

Our comprehensive advertising campaign via local radio, television, print media, and the Internet is as follows:

Listings on the websites of City of Sunny Isles Beach, SIBTMC, and GMCVB

Advertisements on the Sunny Isles Beach local cable access Channel 77

Spots on WDNA and WLRN

Advertisement in the Sunny Isles Beach quarterly newsletter, Fall edition of Sunny Isles Beach Living Magazine, and Jazz Fest postcards that are either mailed to households in Sunny Isles Beach or available at various municipal locations, condominiums, and hotels in Sunny Isles Beach  
Jazz Fest press releases

Advertisements in the Sunny Isles Beach Community Newspaper

Advertisements on the Atlantic Broadband cable network

Pole banners in Sunny Isles Beach

Postings on the City of Sunny Isles Beach Facebook, Twitter, and Instagram accounts

The time frame for our campaign begins in July and runs through the weekend of Jazz Fest. In July, we build a detailed target list and as we near the Jazz Fest weekend, efforts will continue and be finalized, so that a successful marketing campaign can be executed.

The efforts aforementioned should prove to be valuable in helping to create a promising event that will enhance the appeal of Sunny Isles Beach.

Our media sponsors for Jazz Fest consists of local radio stations WDNA and WLRN, Sunny Isles Beach local cable access channel, Channel 77, and advertisements on the Atlantic Broadband cable network.

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

**OTHER GOVERNMENT FUNDING:**

## **PROJECT NARRATIVE:**

The City of Sunny Isles Beach, in partnership with the Sunny Isles Beach Tourism & Marketing Council, will be holding the 8th annual Sunny Isles Beach Jazz Fest from 11/20-11/22/15. The main event will be located at Heritage Park on November 21, and begins at 7:00pm. This year's theme is "A Moment in Time". It aims to capture an evening filled with musical awe, and emphasizes the splendor of the moment.

Similar to the previous year, we plan to offer an evening reception at Acqualina Resort & Spa on the Beach, as the opening event on November 20. The final day of the event will include a Sunday brunch at the Trump International Beach Resort. Both of these events will be open to the public. Ticket prices to the reception and brunch have not been set, but will range between \$25-\$65 and \$40-\$48, respectively.

We have blocked a total of 80 rooms at our sponsoring hotels. Sponsoring hotels and rooms blocked at each include Acqualina (20 rooms), Trump Resort (20 rooms), Marco Polo Beach Resort (10 rooms), Newport Beachside Resort (10 rooms), Doubletree Ocean Point (10 rooms), Marenas Resort (10 rooms).

Musical guests this year are South Florida locals, Carole Ann Taylor, Maryel Epps, Shenita Hunt, and Lisanne Lyons. These artists are well known for their talents, presence, and prominence in South Florida. They each have had unique success in promoting culture and education through their musical and community efforts. This "must attend event" promises to generate excitement within the South Florida community and abroad, drawing both local audiences and tourists from around the world.

This year we expect to attract at least 800 spectators, as we are expanding marketing and focusing production efforts. Ticket prices are: \$15 general admission/\$10 Sunny Isles Beach Resident ID card holders. VIP tickets are also available for \$50 each, which includes access to food and drinks. Marketing efforts begin in July and run through the weekend of the event. Our main source of marketing continues to include commercials provided by Atlantic Broadband, spots on WDNA and WLRN radio stations, and articles in Community Newspaper. The City will also promote the event via their Facebook, Twitter, and Instagram accounts. Also, our community shuttle buses will have signage with details of the event. They operate seven days a week; therefore, exposure to event details is imminent. Lastly, we will encourage attendance through the City's website, eSIBi email blasts, and various press releases.

We hope that sponsorships will play a greater role in this year's Jazz Fest. We have revised our sponsorship packet in hope that it will incite interest and gain attention. Thus far, media sponsors include Atlantic Broadband, WDNA, and WLRN. We will continue efforts to obtain commitments from additional media sponsors as Jazz Fest nears.

TDC funding will help us to better brand and market our event, as it would allow for us to expand our efforts at producing a memorable event.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 5,500	\$ 5,500	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 600	\$ 600	
Outside Artistic Fees/Services		\$ 10,000	\$ 10,000	
Outside Other Fees/Services		\$ 3,500	\$ 3,500	
Marketing ADV/ PV/ Printing/ Publication	\$ 5,000	\$ 15,500	\$ 20,500	\$ 15,000
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 10,000	\$ 15,500	\$ 25,500	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 1,800	\$ 1,800	

Supplies/Materials		\$ 1,000	\$ 1,000	
Other Expenses				
Hospitality (food for VIP area, food for performers, plates, cups, cutlery)		\$ 2,500	\$ 2,500	
Courier service (pick up framed poster, delivery of banner permit)		\$ 100	\$ 100	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 56,000	\$ 71,000	\$ 15,000
TOTAL EXPENSES	\$ 86,000			
	\$ 5,500			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 8,000		11%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:			0
Other			0
Rental Income			0
Corporate Support	\$ 15,000	\$ 15,000	21%
Foundation Support			0
Private/ Individual Support			0
Other Private Support:			0
Auxiliary Activities			0
Other Private Support:			0
Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0
			0

			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 500		1%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 31,500		44%
Other Revenues			
Revenues from vendor fees charged	\$ 1,000		1%
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 56,000	\$ 15,000	21%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 71,000		
Total Revenues	\$ 86,000	Total In-Kind %	21%

# Miami-Dade County Department of Cultural Affairs

## FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: D-1

**ORGANIZATION:** American Art Initiative

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

**PROJECT TITLE:** Caribe Arts Fest

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 5,000.00

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

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1ST

**STATUS:** Organization - For-Profit

**DATE(S) OF EVENT:** 10-23-2015 through 10-25-2015

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

### **PROJECT SYNOPSIS:**

Grant funds are requested to support Caribe Arts Fest, a multi-genre art festival celebrating the arts of the Caribbean and the Americas. In its 3rd year the festival will be held at the Little Haiti Cultural Complex from October 23- 25, 2015. The festival will showcase multimedia creations representing the culture and creativity of the Caribbean and the Americas. This annual event celebrates the diversity of Miami and is positioned to attract tourists with interest in heritage tourism.

### **HOTEL CONFIRMATION:**

The Vagabond Motel	40 room nights

### **TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	25	1950
Out of County	10	1100
Out of State	10	500
Foreign	5	400
<b>TOTAL</b>	<b>50</b>	<b>3950</b>

**MARKETING DETAILS:** Below is the promotional campaign overview to be implemented for Caribe Art Fest 2015.

Radio: Radio promotions will start 16 weeks prior to the event on the following stations. South Florida: Hot 105 FM | Y100 FM | Power 96.5 FM | WLRN 91.3 FM | WAVS 1170 AM | WDNA | WLYF Lite FM | WNBM - Radio 103.9 | WQHT - Hot 97 | WWPR - Power 105FM

Television: Television advertising 8 weeks prior to Caribe Art Fest: Comcast Community | Tele America | Telemundo | Univision

Newspaper & Print: Advertising – Outlets to include Sun Sentinel | Broward New Times | Miami Herald | South Florida Times | Caribbean News Weekly | National Weekly | El Nuevo Herald | El Heraldo | The Atlanta Voice | New York Amsterdam News

Print Flyers: 15,000 Flyers will be distributed starting 2 months prior to the event.

Internet / Social Media Presence. This campaign begins immediately upon sponsorship involvement.

Official website: [CaribeArtsFest.com](http://CaribeArtsFest.com)

[Facebook.com/CaribeArtsFest](https://www.facebook.com/CaribeArtsFest)

[Twitter.com/CaribeArtsFest](https://twitter.com/CaribeArtsFest)

At the time of this application discussion with committed media sponsors are currently in progress.

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

## **PROJECT NARRATIVE:**

Caribe Arts Fest is a celebration of arts from the Caribbean and the Americas. It is a multi-genre festival, including music, film, and art. Food, music and vendors from the creative cultures of the Caribbean and the Americas will round out this weekend celebrating this diversity in the heart of Little Haiti, Miami.

Caribe Arts Fest takes place over three days, October 23-25, 2015 at the Little Haiti Cultural Complex. Multiple programs will be presented over these three days with one, ticketed headlining music concert. Tickets for the headlining concert will be sold at an affordable price for both local and tourist audiences with a price point between 10-20 dollars.

The film presentation at Caribe Arts Fest will include a selection of 5-6 short, and feature length films that will include, but not be limited to: "Children of the Wind", "The Heart of Summer", "Ring the Alarm", "The Cost of Corruption" and "Papa Machete", shown in the 300 seat black box theater located within the Little Haiti Cultural Complex facilities.

Indoor and outdoor performances will include: "Jah-fe" - Haitian Reggae/Roots Band; "Mixed Culture" - Spanish Roots Band; "Suenalo" - Afro-funk band; "Christine Alicia" - female reggae singer; and an International headlining artist that is currently in negotiations. 35 specialized vendors will include traditional Caribbean and Latin American food, artists and crafts-people.

Caribe Arts Fest will utilize flyers, social media such as Facebook, Twitter and Instagram. Print outlets will include Miami NewTimes, Miami Herald, Caribbean Today, Caribbean National Weekly and more. Radio promotions will include WAVS, WDNA, and Hot105. An extensive distribution of press releases, which will attract local, regional and international tourists will be distributed to all available outlets.

Project implementation strategies and timeline are provided in greater detail within marketing materials and include the following: Radio promotions 16 weeks prior to the event; Television advertising 8 weeks prior; Newspaper and Print Advertising 6 weeks prior; 15,000 Flyers distributed 2 months prior; Internet / Social Media Presence for sponsors begin immediately upon sponsorship involvement; Official website: CaribeArtsFest.com

TDC funding will enhance Caribe Arts Fest's attraction to the tourism market by providing this project with not only monetary funding but also institutional support from Miami-Dade County Cultural Affairs, thereby lending additional credibility to this cultural event. This support will be in addition to the ongoing and continued support that Caribe Arts Fest receives through the partnership with the Caribbean American Association.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 5,000	\$ 5,000	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 4,000	\$ 8,000	\$ 12,000	\$ 3,000
Outside Other Fees/Services	\$ 3,000	\$ 4,000	\$ 7,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 4,000	\$ 6,000	\$ 10,000	\$ 4,000
Marketing: Postage/Distribution		\$ 500	\$ 500	
Marketing: Web Design/ Support/ Maintenance		\$ 2,500	\$ 2,500	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 6,000	\$ 6,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 2,500		\$ 2,500	\$ 3,000
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.	\$ 1,500		\$ 1,500	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 1,500	\$ 1,500	

Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 33,500	\$ 48,500	\$ 10,000
TOTAL EXPENSES	\$ 58,500			
	\$ 5,000			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 8,000		16%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:	\$ 3,750		8%
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income			0
Corporate Support	\$ 10,000	\$ 10,000	21%
Foundation Support			0
Private/ Individual Support	\$ 5,500		11%
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	\$ 6,250		13%
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 33,500	\$ 10,000	31%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 48,500		
Total Revenues	\$ 58,500	Total In- Kind %	21%

# Miami-Dade County Department of Cultural Affairs

## FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: D-2

**ORGANIZATION:** AspirationsPR, LLC

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

**PROJECT TITLE:** 2015 Global Fine Art Awards Ceremony and Gala

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

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

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1ST

**STATUS:** Organization - For-Profit

**DATE(S) OF EVENT:** 11-30-2015 through 11-30-2015

**EVENT LOCATION:** 4141 NE 2nd Ave, Central Gallery, New World Center,

### **PROJECT SYNOPSIS:**

Grant funds are requested to support the marketing and production expenses of the 2015 Global Fine Art Awards Ceremony and Gala-a new and unique annual award program that recognizes the best curated fine art and design exhibitions from all over the globe. On November 30, 2015 in Miami the award winners will be revealed, and all nominees celebrated. Attendees include luminaries of the art world- editors and publishers, museum directors and trustees, artists, collectors, and art aficionados.

### **HOTEL CONFIRMATION:**

None	

### **TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	4	100
Out of County		
Out of State	2	100
Foreign	2	100

**MARKETING DETAILS:** The Global Fine Art Awards has an extensive marketing and public relations strategy.

There are 18 specific campaigns this year, in addition to the development and launch of a new website and social media campaigns. All are planned to create stronger messaging, greater global reach, and to garner more revenue.

#### Marketing Plan 2015

produce ceremony and event for 300 guests at premier location in Miami/Miami Beach (Aug 1 deadline for venue)

World Red Eye, media partner/top social photography in Miami will cover event  
multiple articles and photos in Fine Art Connoisseur magazine and Family Office Elite, and new media partner coverage

new website

7 direct mail campaigns to solicit patrons, sponsors, and nominee support

further engagement of top art institutions and leaders in the art global community

create 25 new videos with curated custom music for each of the 2015 GFAA Finalists

achieve greater public engagement via social media and online voting with thousands of votes

connect with more corporate sponsors and partners

#### GFAA 2015 PR Plan/Goals

distribute 5 international press releases to 4,000+ media outlets, (Venue announcement; Nominees list; Finalist list; Winners list; Gala recap)

garner 25% full reads,

more than 1,300 media pick-ups,

over 500 million impressions in the US and Europe

#### GFAA Magazine and Distribution

This publication will achieve wide distribution through multiple channels to the international high net worth consumer market, their personal financial and art advisors, and connections to top Museum's membership--

The publication will be shared digitally with our private VIP mailing list of over 3,000 high net worth individuals, and on all of our digital channels – website, Facebook, twitter, Instagram and Pinterest; with current reach of over 38,000.

Our digital edition will be distributed to over 42,000 high net worth individuals and influencers, Family Offices, HNWI and Private Banks, Hedge Funds and Private Investors. This distribution model is specifically designed to penetrate the wealthiest and most influential ultra-rich or those defined as having a net worth of over \$100 million.

Over 2,000 printed copies will be distributed in Miami during the week of Art Basel, to our 2015 Nominees, Gala attendees and VIP guests at partner hotels and fairs.

GFAA 2015 Media, Arts Associations and Cultural Partners

Confirmed: Fine Art Connoisseur, Family Office Elite, Nob Hill Gazette, American Alliance of Museums (AAM), Association of Art Museum Directors (AAMD), Vastari, Miami Dade County Department of Cultural Affairs, FIU College of Architecture + The Arts (CARTA), FIU Business School, Miami Dade College- MAGIC and Departments of Arts & Philosophy

In Process: Cultured, Ocean Drive/Niche Media, Modern Luxury, Long Island Pulse, Miami Herald, multiple art publications, radio and TV affiliates

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

## **PROJECT NARRATIVE:**

The Global Fine Art Awards is an innovative program launched and self-funded in 2014. It is the first ever international awards initiative designed to recognize and reward the best curated art and design exhibitions and public art installation worldwide.

In the next few years, we will grow the number of awards- from 6 in 2014, to 9 in 2015 to 24 by 2020. As we evolve, the award categories will branch out to include individual awards – including artists, curators, and museum directors.

We review over 1,000 exhibitions across the world, working with top art professionals- editors, curators, museum directors and auction house specialists (from Christies' and Sotheby's Institutes), to ensure the quality of our research and nomination process.

We engage over 60 top museum and arts institutions across five continents, who have already endorsed the program.

We partner with the exclusive museum professional organization, American Alliance of Museums (AAM), and the Senior Director of Leadership Programs, Dean Phelus, is one of our judges. The AAM membership is comprised of 35,000 museum professionals around the world, and is the sole accreditor for all museums.

We choose Miami as the ideal location to showcase the awards, and to host an expanding annual ceremony and gala. There are two important reason for this decision:

1. Leverage the international art audience for the week of "Art Basel Miami Beach"

By staging our event in the beginning of the "crowded" week, we create an opportunity for current attendees to arrive two days early, and to encourage new people to come to Miami for the week of art and culture.

2. Create an internationally recognized and widely televised event that further identifies Miami as a cultural mecca (similar to the Cannes Film Festival, and the Academy Awards).

The caliber of the GFAA program provides the platform to interest media worldwide to cover the Ceremony and Gala.

GFAA endeavors to be world renowned as the premier art and design award program.

This will be achieved through the expansion of the existing operating components, and with larger productions.

Within two years, we plan to develop and operate an academic research Academy based in Miami. We have support from Miami's academic institutions with Advisory Board members Dr. Brian Schriener, Dean of FIU's CARTA; Dr. Nancy Richmond, FIU Business School Professor of Social Media; Mauricio Ferrazza, Chair of Miami Dade College's Miami Animation and Game Design Department (MAGIC).

The first gala last year hosted 175 guests and patrons. This year, we anticipate 300. Ultimately the attendance number could be several thousand – and be held in a venue like the New World

Symphony.

The growth of the GFAA program is based on marketing. The award development and research is already in place, and the possibilities to promote and expand the program to a larger and broader public hinges on the level of public grants, plus private sponsorship and partner support.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration			0	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication			0	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
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			0	
			0	

			0	
			0	
			0	
			0	
Subtotal	0	0	0	0
TOTAL EXPENSES	0			
	0			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 30,000		11%
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	\$ 50,000		19%
Foundation Support			0
Private/ Individual Support	\$ 40,000		15%
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			
	\$ 25,000		9%
			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			
magazine/program advertising	\$ 100,000		37%
			0
			0
			0
Department of Cultural Affairs Grants			
	\$ 25,000		9%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 270,000	0	0
Grant Amount			
Cash Revenues + Grant Amount	\$ 270,000		
Total Revenues	\$ 270,000	Total In- Kind %	0

# Miami-Dade County Department of Cultural Affairs

## FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: E-1

**ORGANIZATION:** Miami Beach Bowl

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

**PROJECT TITLE:** Miami Beach Bowl

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 10,000.00

**PROJECT TYPE/CATEGORY:** Sport

**FUNDING CATEGORY:** Continuing

**FUNDING YEAR:** 2ND

**STATUS:** Organization - For-Profit

**DATE(S) OF EVENT:** 12-17-2015 through 12-21-2015

**EVENT LOCATION:** Marlins Park, ,

### **PROJECT SYNOPSIS:**

Grant funds are requested to support the Miami Beach Bowl, which is a second-year postseason college football game taking place at Marlins Park on December 22. The bowl week schedule consists of five days of activities taking place in Miami-Dade County, with all team travel parties, bands, cheerleaders and fans staying in county hotel properties. The goal is to increase awareness of the county as a travel destination while increasing economic impact.

### **HOTEL CONFIRMATION:**

Fontainebleau	625 room nights
Loews	600 room nights
Eden Roc	500 room nights

### **TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	100	3000
Out of County	0	2000
Out of State	400	15000
Foreign		
TOTAL	500	20000

**MARKETING DETAILS:** The Miami Beach Bowl will be promoted throughout the year on various websites, TV networks, print and social media and radio programs. Given the sheer scale of the event and the post-season implications of team performances, several markets (all markets covered as part of the landscape in the American Athletic Conference and Conference USA) will discuss the game by referring to it as the "Miami Beach Bowl" and thus giving exposure to Miami-Dade County.

The Miami Beach Bowl has contracts in place to promote the 2015 event through social media and Public Relations efforts. Facebook posts, ads and promotions will be run throughout the college football season by The Connection in addition to Twitter posts. Trifecta Team will push press releases to local, regional and national media contacts to raise awareness for the event. Impressions will be calculated and reported post event if requested by the TDC.

ESPN, ESPN Radio and the WatchESPN App will broadcast and distribute the event to over 90 million households across North America alone. ESPN will also discuss and promote the event on the family of networks (ESPN, ESPN2, ESPNU, etc.) throughout the month of December to increase viewership. "Miami Beach Bowl" will scroll on the bottom line of ESPN, ESPN2, ESPNU, etc. throughout December at a minimum. The draft of the contract can be sent to the TDC for review.

The Miami Beach Bowl will run local ads on [www.miaminewtimes.com](http://www.miaminewtimes.com) to increase local ticket sales (1,184,000 impressions). Pole banners will run through OAI for one month leading up to the game across several areas in Miami (306,180,000 impressions). The Miami Beach Bowl will hang pole banners throughout Miami-Dade County to increase local ticket sales while creating awareness to current tourists staying in the county.

The Miami Marlins and Fox Sports will run public address announcements during the games in September. A proof of performance can be documented after the MLB season and provided to the TDC, if requested.

Other in-kind promotional/marketing contracts may be executed prior to the event.

Each participating team will promote the event on their respective websites throughout December.

The inaugural Miami Beach Bowl generated quantifiable economic impacts to the Miami-Dade County economy. According to the Washington Economics Group the newest annual event on Miami's sports and tourism calendar generated a total economic impact of \$20 million.

The detailed executive summary report tallied an exposure value of \$20,400,686.17 as a result from national television (ESPN), on-site impact, advertising promotions, television media, print media and internet news. A total of 466,182,319 impressions were reported. Cision Inc., which reviews news programming appearing in all 210 U.S. markets, calculated an exposure value of \$950,071 from 392 programs during the month of December.

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

**OTHER GOVERNMENT FUNDING:**

MBVCA - \$40,000

## **PROJECT NARRATIVE:**

The Miami Beach Bowl is a postseason college football game under the ownership of the American Athletic Conference, which will take place at Marlins Park on December 21. The game is in year two of a six year contract with the NCAA, ESPN and Miami Marlins to take place at Marlins Park. The bowl week schedule consists of four days of activities, including 11 events taking place throughout Miami-Dade County, with all team travel parties, bands, cheerleaders and fans staying in county hotel properties. The 2015 game will feature a Conference USA team versus a school from the American Athletic Conference. Tickets range from \$45-\$60.

The Miami Beach Bowl's goal is to increase awareness of the county as a travel destination showcasing the market to the traveling teams and fans by promoting attractions and destinations through the website, social media, etc., while also increasing economic impact during a relatively and historically slower tourism week each year (December 17th – 21st). Funding from the TDC will combine with those received from the Miami Beach VCA to assist with marketing, publicity and event production costs.

The Miami Beach Bowl will be promoted throughout the year on various websites, TV networks, print and social media and radio programs. Given the sheer scale of the event and the post-season implications of team performances, several markets (including but not limited to all markets covered as part of the landscape of Conference USA and the American Athletic Conference) will discuss the game by referring to it as the "Miami Beach Bowl" and thus giving exposure to the county. ESPN will also run promotional spots during December showcasing the Miami Beach Bowl log in addition to dozens of verbal mentions. "Miami Beach Bowl" will scroll on the bottom line of ESPN, ESPN2, ESPNU, etc. throughout December at a minimum. ESPN will promote and broadcast the game to its household distribution of over 90 million in North America alone for the next 5 years, while also broadcasting the Miami Beach Bowl live to dozens of countries internationally.

The bowl will also run ads on [www.miaminewtimes.com](http://www.miaminewtimes.com), and a pole banner advertisement program will be put in place throughout the county promoting the event. Social Media will be a key marketing platform for the Miami Beach Bowl with ads running on Facebook in addition to Twitter posts from September through the event. An independent study will be conducted by Joyce Julius and Associates to quantify impressions after the event, while retaining the Washington Economics Group to conduct a tourism impact study.

The bowl has contracted over 1,700 room nights at our headquarter properties, Fontainebleau, Loews Miami Beach and Eden Roc for the participating teams. Based on the calculations of having 15,000 people traveling to the county for an average of three nights with double occupancy, we anticipate 23,000 additional room nights.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 300,000	\$ 300,000	
Personnel: Artistic		\$ 90,000	\$ 90,000	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 10,000	\$ 50,000	\$ 60,000	
Marketing: Postage/Distribution		\$ 10,000	\$ 10,000	
Marketing: Web Design/ Support/ Maintenance		\$ 19,000	\$ 19,000	
Travel: In County		\$ 14,000	\$ 14,000	
Travel: Out of County		\$ 14,000	\$ 14,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 200,000	\$ 200,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 50,000	\$ 50,000	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 395,000	\$ 395,000	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 25,000	\$ 25,000	
Utilities			0	
Fundraising/ Development (Non-Personnel)		\$ 25,000	\$ 25,000	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 2,500	\$ 2,500	
Other Expenses				

City Services		\$ 20,000	\$ 20,000	
Awards		\$ 45,000	\$ 45,000	\$ 30,000
Audit/Fees/Credit/Dues		\$ 28,500	\$ 28,500	
Officials/Team Payouts		\$ 745,000	\$ 745,000	
			0	
Subtotal	\$ 10,000	\$ 2,033,000	\$ 2,043,000	\$ 30,000
TOTAL EXPENSES	\$ 2,073,000			
	\$ 300,000			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 650,000		32%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:	\$ 356,000		17%
Other			
Rental Income			0
Corporate Support	\$ 720,000	\$ 30,000	35%
Foundation Support			0
Private/ Individual Support	\$ 259,500		13%
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			
MBVCA	\$ 40,000		2%
			0



# Miami-Dade County Department of Cultural Affairs

## FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: F-1

**ORGANIZATION:** Live Ultimate Run, LLC

**GRANT REQUEST:** \$

15,000.00

**PROJECT TITLE:** Serena Williams Live Ultimate Run South Beach

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 0.00

**PROJECT TYPE/CATEGORY:** Sport

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1ST

**STATUS:** Organization - For-Profit

**DATE(S) OF EVENT:** 12-11-2015 through 12-13-2015

**EVENT LOCATION:** Lummus Park, ,

### **PROJECT SYNOPSIS:**

Grant funds are requested to support Live Ultimate, LLC, event organizers for the 2015 Serena Williams Live Ultimate Run South Beach for marketing, advertising and promoting of event, which takes place Sunday, December 13th at Lummus Park in Miami Beach, FL. We also intend to use the money towards some administrative costs.

### **HOTEL CONFIRMATION:**

W Hotel	20 room nights
Thompson Hotel	50 room nights
Chesterfield	40 room nights

### **TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	1200	3000
Out of County	1000	500
	1000	300

## **PROJECT NARRATIVE:**

The proposed project is the Serena Williams Live Ultimate Run South Beach. Not only is this project a destination event featuring the world's #1 ranked female tennis professional, Serena Williams, this family friendly project also highlights the best of what Miami Beach has to offer, right down to the Start and Finish line located adjacent to World Famous Ocean Drive. Changes have been made to accommodate the large number of expected participants for this event including changing the Packet Pick Up/Expo location and Post Race Party to take place at Lummus Park. We will be using a production trailer and stage setup. In addition to a performance by Serena Williams and her sisters, which will also contribute to marketing and promotional efforts.

The event will be taking place at Lummus Park on Sunday, December 13th with an official start time of 8:00AM. This is a ticketed event, ticket prices range from \$30 at opening of registration to \$75 day off, however discounts will be given to seniors and youth. With Serena Williams as our partner, we have noticed a huge climb in registration, especially with the number of female participants. This year we expect the race to grow 50% from last year's participation. This means increased hotel room nights sold, and tourism on a typically slow weekend, following Art Basel. In addition to our grass roots marketing initiatives of attending other South Florida events and distributing flyers and street team promotions, this year we have grown our marketing efforts online through the use of Social Media, Active.com, in addition to print where we have media partnerships with Haute Living Magazine, Runner's World Magazine and Fitness For You Magazine.

Hotel partners include the W Hotel, Thompson Hotel, and South Beach Group Hotels. We currently have 160 hotel rooms contracted for this year's project. Due to our strategic date selection, there are very few competing events, however there is a Half Marathon in Weston the same morning. The target audience for our event is families, all-ages and all abilities. We also keep components open to the public (i.e. packet pick up, and post race party) to encourage the community to be involved.

TDC funding will help enhance the project's tourism attractiveness by boosting our ability to market outside of our local network. With the additional funds we plan to generate strategic ad campaigns, outside Miami-Dade county to help generate more national and international participation and awareness. In addition, TDC funds will help us with our publicity efforts and maximizing the presence of our strong sponsors, charity partners, and celebrity involvement. Other organizations involved in the production of this event include, Exclusive Sports Marketing, and Afterglow Marketing.

**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			0	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication		\$ 50,000	\$ 50,000	
Marketing: Postage/Distribution		\$ 1,500	\$ 1,500	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental		\$ 15,000	\$ 15,000	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase		\$ 15,000	\$ 15,000	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental		\$ 8,000	\$ 8,000	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance		\$ 2,000	\$ 2,000	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities		\$ 0	0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	

Supplies/Materials			0	
Other Expenses				
City Services		\$ 30,000	\$ 30,000	
PR		\$ 20,000	\$ 20,000	
Timing		\$ 8,000	\$ 8,000	
Medals/Awards		\$ 20,000	\$ 20,000	
Bibs		\$ 1,200	\$ 1,200	
Subtotal	0	\$ 224,700	\$ 224,700	0
TOTAL EXPENSES	\$ 224,700			
	\$ 94,000			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 100,000		47%
Memberships	\$ 0		0
Tuitions/Enrollment Fees	\$ 0		0
Contracted Services:			
Outside Programs/ Performances	\$ 0		0
Contracted Services:			
Special Exhibition Fees	\$ 0		0
Contracted Services:			
Other	\$ 0		0
Rental Income	\$ 0		0
Corporate Support	\$ 100,000	\$ 105,000	47%
Foundation Support	\$ 0		0
Private/ Individual Support	\$ 0		0
Other Private Support:			
Auxiliary Activities	\$ 0		0
Other Private Support:			
Special Event Proceeds	\$ 0		0
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
			0
			0
			0
Gov't Grants: Local			
			0

			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 13,000		6%
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 213,000	\$ 105,000	0
Grant Amount			
Cash Revenues + Grant Amount	\$ 213,000		
Total Revenues	\$ 318,000	Total In- Kind %	49%

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

**FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)**

Agenda Item No.: G-1

**ORGANIZATION:** Tcapital Films, LLC

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

**PROJECT TITLE:** Tammy In Miami

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 5,000.00

**PROJECT TYPE/CATEGORY:** Television

**FUNDING CATEGORY:** First Time

**FUNDING YEAR:** 1ST

**STATUS:** Organization - For-Profit

**DATE(S) OF EVENT:** 10-12-2015 through 12-25-2015

**EVENT LOCATION:** Seaspice, Eden Rock, Mangos 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 # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		450,000
Out of County		0
Out of State		0
Foreign		0
<b>TOTAL</b>	<b>0</b>	<b>450000</b>

**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. National and International radio -Radio with 40 million registered users and 260 million downloads\*

**PREVIOUS TDC FUNDING:** N/A

**OTHER GOVERNMENT FUNDING:**

None

## PROJECT NARRATIVE:

"Tammy In Miami" is a project I've created that I'm very passionate about. 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. 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.

This project is scheduled to begin 10-12-2015 with a series of 13 episodes produced all through 12-25-2015. 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.

\* Tammy In Miami is a family friendly programming that consists of informative concepts, which means each episode will provide you with factual information of the location, event, object we will be featuring.

We will feature fashion and style professionals in the main stream to help us understand fashion a little differently from a local stand point as well as national. It sets our programming aside and stand out from all currently running on air about Miami. Having the major resources and contacts like we do brings value to our show providing concrete information from actual professionals.

Our Marketing efforts which will include, TV Commercials and Advertorials Digital - Palm TV; Regional Radio - WIOD610AM and iHeartRadio; Strategic placements of flyers in local Miami-Dade households and 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.

The TDC funding will help me enhance our cities hidden treasures that most tourist don't get to see. 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 solely produced by TCapital Films

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 1,250	\$ 62,750	\$ 64,000	
Personnel: Artistic	\$ 1,250	\$ 22,800	\$ 24,050	
Personnel: Technical/Production	\$ 3,750	\$ 57,350	\$ 61,100	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 6,250	\$ 33,751	\$ 40,001	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 6,250	\$ 20,010	\$ 26,260	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.	\$ 6,250	\$ 3,760	\$ 10,010	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	

Supplies/Materials		\$ 34,580	\$ 34,580	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 235,001	\$ 260,001	0
TOTAL EXPENSES	\$ 260,001			
	\$ 64,000			

**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			0
Foundation Support			0
Private/ Individual Support	\$ 260,001		100%
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
			0
			0
			0
Gov't Grants: Local			
			0

			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 260,001	0	0
Grant Amount		25,000	
Cash Revenues + Grant Amount	\$ 260,001		
Total Revenues	\$ 260,001	Total In- Kind %	0

# Miami-Dade County Department of Cultural Affairs

**FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)**

Agenda Item No.: H-1

**ORGANIZATION:** Florida International University, Board of Trustees for the benefit of the Institute for Public Management and Community Service

**GRANT REQUEST:** \$ 14,400.00

**PROJECT TITLE:** XXII Inter-American Conference of Mayors and Local Authorities

**SUBCOMMITTEE RECOMMENDATION:**  
\$ 14,400.00

**PROJECT TYPE/CATEGORY:** Government/Municipality

**FUNDING CATEGORY:** Set-Aside

**FUNDING YEAR:**

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 06-13-2016 through 06-16-2016

**EVENT LOCATION:** Hilton Downtown Hotel, , H-1

**PROJECT SYNOPSIS:**

Grant funds are requested to support the organization of the XXII Inter-American Conference of Mayors and Local Authorities. June 13 - 16, 2016. Conference will bring together mayors, political leaders, representatives of non-governmental organizations, as well as local, regional, and national leaders of the Americas to discuss issues pertaining to the strengthening of democracy. The Conference is sponsored by Miami-Dade County. It will take place at the Miami Downtown Hilton Hotel.

**HOTEL CONFIRMATION:**

Hilton Downtown Hotel	360 room nights

**TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	n/a	15
Out of County	n/a	n/a
Out of State	n/a	35
Foreign	n/a	450

TOTAL	0	500
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**MARKETING DETAILS:** The Conference will be promoted by direct e-mail, a web page, direct mailing to more than 20,000 people from all over the Hemisphere, brochures and extensive contact with government leaders throughout the Americas. It is expected that some advertisements will be published by local newspapers and magazines in some Latin American countries, as well as in the web page of different municipal associations and agencies. Flyers at international municipal meetings will also be distributed. FIU has been invited to attend the annual meeting of many municipal associations of the Hemisphere to promote the Conference.

FIU normally mails invitations to Latin American mayors and local authorities by postal service. The first round of invitations is usually mailed by mid-February.

A second round of invitations with a letter of invitation from Miami-Dade County Mayor and Board of County Commissioners is sent by mid-April early-May.

Besides these two mailings, FIU emails invitations to a database of over 10,000 emails every three weeks. Requests for letters of invitations are received in a daily basis once the promotion of the conference starts. An average of over 50 personalized requested letters a day are usually emailed.

Another way of marketing the conference is through direct contacts with Municipal Associations of the Hemisphere. These Associations would usually announce the conference on their web page and their on-line newsletters.

Usually a few days before the conference, the Office of the Mayor issues a press release. FIU also contacts local media like Miami Today and El Nuevo Herald, as well as local community newspapers. Those media outlets interested will come to the conference venue.

**PREVIOUS TDC FUNDING:**

**OTHER GOVERNMENT FUNDING:**

Miami-Dade Seaport - \$50,000

## **PROJECT NARRATIVE:**

The Institute for Public Management & Community Service (IPMCS) at Florida International University will again organize under the leadership, and on behalf of Miami-Dade and the Board of County Commissioners, a conference for the municipal leaders of the Hemisphere. The Conference will be the Twenty Second Inter-American Conference of Mayors and Local Authorities, and will be held at the Hilton Downtown Miami Hotel, in June 13-16, 2016. Again, as was the case with the prior nineteen conferences, it will be co-chaired by Miami-Dade County Mayor Carlos Jimenez and by Miami-Dade County Commissioner Javier D. Souto.

It is expected that the Conference will attract around 400/500 people. The conference will provide an opportunity for many of these participants -and their families- to see and enjoy the many attractions the County has to offer. It is expected that the majority of participants will be from out of the state and foreigners. During the Conference, information booths about the County will be available. Tourist information will be displayed and distributed among participants. Besides the Conference meetings, a welcoming reception is planned, and a dinner reception is planned at a location to be determined. Participants pay a registration fee of \$350.

The Conference will be promoted by direct email, a web page, direct mailing to more than 15,000 people from all over the hemisphere, brochures, and extensive contact with government leaders throughout the Americas. It is expected that some advertisements will be published by local newspapers and magazines in some Latin American countries, as well as in the web page of different municipal associations and agencies.

Certainly, once more, this Conference will strengthen the image of Miami-Dade County and its authorities as key resources in the strengthening of local governments throughout the Americas, and as a center for academic/political discussions concerned with the building of democracy and the political future of the hemisphere generally.

The past conferences have demonstrated that this annual event has become: 1) unquestionably the largest annual gathering of Latin American local governments leaders; 2) an excellent way of confirming the role of Miami-Dade County as crossroads of the Americas; 3) an excellent way to publicize Miami-Dade County with key Latin American opinion leaders; 4) a significant benefit to the local economy as all participants finance their own travel and participation and many of them bring family members with them and some stay in the County for several days after the Conference is over.

All of these reasons make it a project worth funding by the TDC.

As with past Conferences, FIU will work closely with Miami-Dade County authorities in the coordination and organization of the Conference, including its planning and marketing. FIU is also closely working with multilateral organizations, municipal associations and local authorities in the Hemisphere.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 116,263	\$ 116,263	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 2,000	\$ 18,000	\$ 20,000	
Marketing: Postage/Distribution	\$ 2,400	\$ 20,600	\$ 23,000	
Marketing: Web Design/ Support/ Maintenance		\$ 2,000	\$ 2,000	
Travel: In County		\$ 300	\$ 300	
Travel: Out of County		\$ 6,000	\$ 6,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities		\$ 1,500	\$ 1,500	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	

Other Expenses				
Hotel Luncheons and Reception		\$ 45,071	\$ 45,071	
FIU Overhead		\$ 16,930	\$ 16,930	
Translation Services	\$ 10,000	\$ 5,000	\$ 15,000	
			0	
			0	
Subtotal	\$ 14,400	\$ 231,664	\$ 246,064	0
TOTAL EXPENSES	\$ 246,064			
	\$ 117,763			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 131,664		54%
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			0
Foundation Support			0
Private/ Individual Support			0
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
			0
			0
			0
Gov't Grants: Local			
Miami-Dade Seaport	\$ 50,000		20%

			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			
World Bank	\$ 50,000		20%
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 231,664	0	6%
Grant Amount	\$ 14,400		
Cash Revenues + Grant Amount	\$ 246,064		
Total Revenues	\$ 246,064	Total In- Kind %	0

# Miami-Dade County Department of Cultural Affairs

## FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: H-2

**ORGANIZATION:** MDGLCC Foundation, Inc.

**GRANT REQUEST:** \$ 20,000.00

**PROJECT TITLE:** LGBT Visitor Center

**SUBCOMMITTEE**

**RECOMMENDATION:** \$ 20,000.00

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

**FUNDING CATEGORY:** Set-Aside

**FUNDING YEAR:**

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 10-01-2015 through 09-30-2016

**EVENT LOCATION:** LGBT Visitor Center, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support the ongoing mission to provide a safe and welcoming space for the LGBT community, provide necessary travel resources and programming to integrate the traveling public to our community. The project will support additional staffing and customer service for our visitors as well as supporting our costs for our space lease.

**HOTEL CONFIRMATION:**

N/A	

**TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		22000
Out of County		12300
Out of State		34200
Foreign		22000
<b>TOTAL</b>	<b>0</b>	<b>90500</b>

**MARKETING DETAILS:** Marketing Details Building on the global advertising that the GMCVB created, we have developed our own branding and marketing campaign focusing on community media of regional and global outlets as well as digital and social media and other web-based outlets. Among our media utilization includes the following, Facebook, Twitter, Wire Magazine (26 ads per year), Hotspots Magazine (26 ads per year), Passport Magazine (5 ads per year) All the aforementioned magazines have online versions upon which we can be viewed. In addition, through our partnership with the GMCVB, all LGBT oriented advertising (Advocate, Out & Spartacus Magazines) include reference to the LGBT Visitor Center and its location. These ads run on a monthly basis so that we have national and international advertising exposure 12 months of the year.

We have recently completed a website update which is expected to attract more visitation due to the upgraded platform. We partnered with Big Bus in 2015 to advertise the Visitor Center via an advertising "wrap" which circulated around Miami Dade County during the months of April, May and June. The Visitor Center also promotes its activity calendar and location via printed palm cards (5000) which are distributed throughout South Florida. Our target marketing and advertising campaign budget is up to \$70,000 with over \$30,000 in-kind. We continue with the successful ad buys, negotiated discounts and multiple advertising credits that the MDGLCC Foundation, Inc. distributes to the following markets; South Florida, London, Brazil, Argentina, Montreal, Toronto, Atlanta New York City, Chicago, Washington DC, Philadelphia and more. National and international partnerships are retained and valued to increase our purchases with them. We also continue our partnership with Passport Magazine and continue to look and identify additional sources at that level. We print postcards for use at hotels, GMCVB shows and various outlets that reach our constituencies.

**PREVIOUS TDC FUNDING:**

**OTHER GOVERNMENT FUNDING:**

NEA Arts Work - \$10,000

Cultural Advancement - \$15,000

## **PROJECT NARRATIVE:**

The LGBT Visitor Center (operated by the Miami Dade Gay & Lesbian 501c3 Foundation) opened its doors in November 2010. Since then, it has provided LGBT travelers and their allies a sense of welcome, hospitality and vital resources to ensure a successful stay in Miami and the Beaches. The LGBT Visitor Center provides visitors with information and ideas to plan their stay. Located at 1130 Washington Avenue, the center opens its door with Pride to thousands of tourists from around the globe each year. Situated in the historic Old City Hall building, we're literally at the epicenter of LGBTQ activity in South Beach. Steps to Ocean Drive and the Beach, a few blocks from famed Lincoln Rd and right in the middle of bars, restaurants, shops and hotels. To assist our visitors, we provide a free wireless environment and knowledgeable staff to make recommendations upon request.

The center is a hub of local community and visitor events and programming as well as a meeting place for the organizations that produce these events that subsequently have a far reaching impact on tourism and public relations for our city. The LGBT Visitor Center provides a place for tourists to feel welcomed and at home. We offer social events and ongoing programming including Narcotics Anonymous and Smart Recovery, Yoga and Dance classes, and Educational Workshops. We're also always happy to assist tourists with any last-minute needs such as hotel and dining recommendations.

Through our website [www.gogaymiami.com](http://www.gogaymiami.com), we are able offer a community-wide calendar listing events by category servicing arts & culture, advocacy, youth, social segments and more. We list hotel options and highlight those that have undergone our Pink Flamingo Hospitality Diversity training ensuring a safe and welcoming stay for LGBT guests.

We have found that the LGBT Center has become a destination in and of itself and serves as a model for other cities to follow in our footsteps. The LGBT Visitor Center is open Monday through Friday 9am - 6pm. Saturdays and Sundays 11am - 4pm.

The following figures represent our annual tourist inquires and visits.

Walk-ins Tel. or Fax Email Other

Miami Dade Residents 15,000 2,500 2,000 2,500

Out of County 5,000 600 2,500 4,000

Out of State 15,000 500 3,000 15,000

Out of Country 15,200 700 2,000 4,000

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 5,000	\$ 63,000	\$ 68,000	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 5,000	\$ 5,000	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 15,000	\$ 11,000	\$ 26,000	\$ 25,000
Marketing: Postage/Distribution		\$ 1,500	\$ 1,500	
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.		\$ 5,000	\$ 5,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental	\$ 0	\$ 30,000	\$ 30,000	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance		\$ 0	0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 0	0	
Utilities		\$ 4,000	\$ 4,000	
Fundraising/ Development (Non-Personnel)		\$ 0	0	\$ 10,000
Merchandise/ Concessions/ Gift Shops		\$ 9,500	\$ 9,500	

Supplies/Materials		\$ 4,000	\$ 4,000	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 20,000	\$ 133,000	\$ 153,000	\$ 35,000
TOTAL EXPENSES	\$ 188,000			
	\$ 102,000			

**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			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:			0
Other			0
Rental Income	\$ 30,000		20%
Corporate Support	\$ 28,000	\$ 35,000	18%
Foundation Support	\$ 15,000		10%
Private/ Individual Support	\$ 20,000		13%
Other Private Support:			0
Auxiliary Activities			
Other Private Support:	\$ 10,000		7%
Special Event Proceeds			
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0



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

**FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)**

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

**ORGANIZATION:** Miami Beach Chamber of Commerce

**GRANT REQUEST:** \$ 20,000.00

**PROJECT TITLE:** Visit Miami Beach

**SUBCOMMITTEE**

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

**RECOMMENDATION:** \$ 20,000.00

**FUNDING CATEGORY:** Set-Aside

**FUNDING YEAR:**

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 10-01-2015 through 09-30-2016

**EVENT LOCATION:** Miami Beach Convention Center, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support Visit Miami Beach, Visitor Center, within the Miami Beach Convention Center which is part of the overall Miami Beach Guest program, including Miami Beach Guest.com and the new Apogee Card. Open 7 days a week, providing concierge services as well as tourist information and hotel bookings, the Miami Beach Chamber of Commerce subsidizes this project and administers as well as manages the program.

**HOTEL CONFIRMATION:**

N/A	

**TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		15000
Out of County		25000
Out of State		50000
Foreign		60000
<b>TOTAL</b>	<b>0</b>	<b>150000</b>

**MARKETING DETAILS:** The first component of the program is the "Visit Miami Beach" visitor center, which provides concierge services and retail options for visitors during their stay in Miami Beach. The knowledgeable and friendly staff is there to assist visitors with their needs, including booking hotels and tours, purchasing Go Cards, picking up an Apogee Card, suggesting dining and shopping options and much more.

The Apogee Card will focus on driving traffic and tourists to local businesses by offering a 20% discount at local businesses through a Prepaid Card program. This program is focused on in-bound tourists by giving them the opportunity to visit participating local businesses.

By focusing staff and resources on Facebook, Twitter, YouTube, and other viral campaigns, we will work to globally promote this brand and tourism to Miami Beach and the surrounding area.

To supplement this program, MiamiBeachGuest.com provides a directory of tourist-related businesses around Miami Beach that provide special services which make Miami Beach a premier destination. The website offers opportunities to book hotels, tours, attractions and provide dining and shopping options and much more.

The objective of this year's marketing plan is to educate visitors about the program prior to their arrival in Miami Beach and continue the awareness with the local residents.

The idea is to reach visitors in their planning stage by advertising the Apogee Card program on national media outlets, while they are researching Miami Beach. This includes social media advertising on Facebook for the Apogee Card, its upcoming mobile app by targeting consumers that are interested in travel, Miami/Miami Beach, dining, recreational activities, mobile technology, own smartphones and other similar interests.

With this tactic, and by advertising on sites and publications from major cities that attract high volume of tourist, our efforts will reach our target during their leisure time when trip planning occurs. By emphasizing Apogee, consumers can download the card prior to arriving in Miami Beach and research all of the participating businesses and offers, incentivizing them to visit.

Our online advertising will drive them to our travel-related website, MiamiBeachGuest.com where they can explore, in depth, all that Miami Beach has to offer. This website will undergo improvements during the 2015-2016 funding year.

Once the visitor has arrived in Miami/Miami Beach, there will be a billboard advertisements, creating another touch point. The billboards will keep the program top of mind, upon entering the city. Once in the city of Miami Beach, there are various touch points for the visitors. We will place print advertisements in the:

- Miami Herald
- Miami Beach News
- Travel Host Magazine
- and the GMCVB Vacation Planner.

Additional media outlets are as follows:

- Uverse/The Beach Channel –

-CBS OUTDOOR- IN-KIND

**PREVIOUS TDC FUNDING:**

**OTHER GOVERNMENT FUNDING:**

MBVCA - \$30,000

City of Miami Beach - \$36,000

GMVCB - \$30,000

## **PROJECT NARRATIVE:**

Visit Miami Beach (VMB) , located at the Miami Beach Convention Center, Hall C has been catering to both the leisure traveler and business traveler with friendly and knowledgeable staff. It is visible immediately upon entering Hall C- and has temporary signage outside the doors.

Visit Miami Beach is a concierge and retail outlet which employs a multi-lingual, well informed staff that provides domestic and international visitors professional and personal customer service!

We provide a vast selection of informative material about Miami, Miami Beach, Dade County and South Florida. In addition, we provide services such as on-site hotel reservations, sightseeing excursions, along with segway, walking and audio tours. Our brochure racks are filled with over 100 brochures; which include city maps, attraction rack cards, transit and city maps, museum material, restaurant and hotels cards. VMB has a wide selection of area newspapers, including the Miami Beach City magazine, Miami Beach News, News Times, and other magazines, guides, as well as special events promotional hand outs.

Visit Miami Beach provides over 35 daily tours of Dade County attractions; in addition VMB will offer several new tours; a walking audio tour of Miami Beach as well as Big Bus hop on, hop off service with routes to Miami Beach, Downtown Miami, Coconut Grove, Coral Gables and Little Havana.

The Miami Beach Chamber of Commerce's partnership with the Apogee Card program, which begin in October 1, 2015, will help us reach global markets through various outlets. The program will drive traffic to local businesses by offering tourists, though a prepaid card system, discounts at various businesses.

Visit Miami Beach is highlighted in media globally such as the GMCVB website, The Beach Channel, Smart Destination media, travel guides and the like.

Visit Miami Beach works with several hotels through our reservation network provided by Expedia.com. Our system promotes many local boutique and resort hotels. A visitor can reserve a room before their arrival or by stopping by for our on-site room reservation service.

We are a distributor of Smart Destination's Go-Miami Card which offers free admission to over 35 attractions; the Go-card has become a big success in promoting Dade attractions. One can purchase a one, two, three, five or seven day card at a very reasonable charge.

Visit Miami Beach partners with the Visitors and Convention Authority, the GMCVB, the City of Miami Beach, Global Spectrum, the Academy of Tourism and Hospitality at the high school as well as FIU. We now also discussing internship opportunities with University of Miami.

The TDC funds will enable the Miami Beach Chamber to continue to manage the center, open daily or with extended hours based on convention show times.

Visit Miami Beach relocated to 1901 Convention Center Drive, Hall C in May 2011, in partnership with the City of Miami Beach, the VCA, GMCVB and Convention Center.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 10,000	\$ 795,000	\$ 805,000	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services		\$ 150,000	\$ 150,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 5,000	\$ 40,000	\$ 45,000	
Marketing: Postage/Distribution		\$ 1,000	\$ 1,000	
Marketing: Web Design/ Support/ Maintenance		\$ 15,000	\$ 15,000	
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		\$ 320,000	\$ 320,000	
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	\$ 5,000	\$ 25,000	\$ 30,000	
Supplies/Materials			0	
Other Expenses				

General and Administrative		\$ 185,000	\$ 185,000	
Building Expenses		\$ 180,000	\$ 180,000	
Membership Related Expenses		\$ 200,000	\$ 200,000	
Grants and Awards		\$ 90,000	\$ 90,000	
			0	
Subtotal	\$ 20,000	\$ 2,001,000	\$ 2,021,000	0
TOTAL EXPENSES	\$ 2,021,000			
	\$ 1,125,000			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships	\$ 710,000		35%
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:			0
Other			
Rental Income	\$ 100,000		5%
Corporate Support	\$ 100,000		5%
Foundation Support			0
Private/ Individual Support			0
Other Private Support:			0
Auxiliary Activities			
Other Private Support:	\$ 800,000		40%
Special Event Proceeds			
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			
Miami Beach VCA	\$ 30,000		1%
City of Miami Beach	\$ 36,000		2%

GMCVB	\$ 30,000		1%
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			
Giftshop, Bus Tours, Daily Tours and Scooter Rentals	\$ 45,000		2%
Other Program Income/ Chamber Council Events	\$ 150,000		7%
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 2,001,000	0	1%
Grant Amount	\$ 20,000		
Cash Revenues + Grant Amount	\$ 2,021,000		
Total Revenues	\$ 2,021,000	Total In-Kind %	0

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

**FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)**

Agenda Item No.: H-5

**ORGANIZATION:** Miami-Dade County Days, Inc.

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

**PROJECT TITLE:** Miami Dade County Days in Tallahassee - Paella Fest

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

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

**FUNDING CATEGORY:** Set-Aside

**FUNDING YEAR:**

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 02-09-2016 through 02-10-2016

**EVENT LOCATION:** Florida State Capitol Grounds, ,

**PROJECT SYNOPSIS:**

Grant funds are requested to support Paella Fest during Miami Dade County Days in Tallahassee during Florida's Legislative Session.

**HOTEL CONFIRMATION:**

N/A	

**TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		500
Out of County		400
Out of State		100
Foreign		
<b>TOTAL</b>	<b>0</b>	<b>1000</b>

**MARKETING DETAILS:** We are best represented by word of mouth from our past sponsors, participants and guests. Many individuals are added to our mailing list each year and their co-workers and/or friends to be added as well.

We send out flyers and letters regarding our annual Kick-Off Party as well as information on the upcoming Dade Days events in Tallahassee. Applications are mailed the first of the year with sponsorship information and for people to signup to join us.

Press releases are sent out monthly, beginning in 2015, to the Miami Herald and all major newspapers in the state showcasing Dade Days and our upcoming events. Traditionally, all major newspapers, as well as local press, covers the "Paella Fest", and often includes a photo of the Paella being served to the public.

Our website site: [www.dadedays.com](http://www.dadedays.com) includes downloadable information including: sponsorship opportunities, applications and the history of Miami-Dade County Days.

**PREVIOUS TDC FUNDING:**

**OTHER GOVERNMENT FUNDING:**

Miami-Dade County, Intergovernmental - \$20,000

## **PROJECT NARRATIVE:**

Miami-Dade County Days in Tallahassee is a two-day celebration of our community during the Florida Legislative Session. Participants in Dade Days are flown to Tallahassee on a charter flight departing from Miami International Airport or make their own arrangements. The participants in Dade Days are local business owners and elected officials, as well as members of our community. They bring with them important community ideas and issues, to our state Capitol, to be heard and discussed during our seminars and events.

On the first day we hold our annual "Paella Fest," which is the signature event in Tallahassee. This is the event that the Tourist Development Council sponsors each year. Approximately 1,000 - 3,000 people, representing over 200 organizations from both the private and public sectors, are in attendance at our "Paella Fest". Both the Governor and Florida Legislative Delegation members take part in serving the Paella to everyone.

Following "Paella Fest" our first seminar is at the Capitol with a welcome from our Dade Delegation members. That evening we have two networking events for our sponsors, participants and guests - TITLES TBA.

The following morning we hold a seminar with Florida Department heads discussing current Florida topics being addressed by the legislators. This is followed by our annual Awards Luncheon honoring people in our community who make a difference. All events are included in an admission price of \$175 to offset the costs of seminars, evening events, and a awards luncheon, transportation for the participants to and from the Tallahassee airport. The "Paella Fest" is not included since it is free and open to the public.

By showcasing Miami-Dade in a positive environment during the Legislative Session, people are encouraged to visit Miami-Dade County. The culture of Miami-Dade County is exhibited through the Tourist Development Council's sponsored event, "Paella Fest", as this event includes the cooking and serving of the traditional Spanish dish - Paella. The event attracts the private and public sectors of the community, and also is a welcome for all tourists in the Capitol visiting Tallahassee during our event.

We distribute our informational mailers and flyers about our events each year, along with applications and sponsorship opportunities to a database of over 1,000 names. We hold a Kick-Off event each fall to promote and discuss Dade Days. Word of mouth is one of our most successful marketing tools. Most of our participants return year-after-year bring new colleagues and interested parties along with them. Our informative website: [www.dadedays.com](http://www.dadedays.com) contains all the information for anyone who is interested in joining Dade Days.

We hold our signature event, "Paella Fest" every year because of the TDC grant. The grant money from the Tourist Development Council for the past 27 years has been the foundation of Miami-Dade County Days in Tallahassee.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 32,987	\$ 32,987	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services		\$ 15,950	\$ 15,950	
Marketing ADV/ PV/ Printing/ Publication		\$ 4,185	\$ 4,185	
Marketing: Postage/Distribution		\$ 561	\$ 561	
Marketing: Web Design/ Support/ Maintenance		\$ 744	\$ 744	
Travel: In County		\$ 5,500	\$ 5,500	
Travel: Out of County		\$ 48,850	\$ 48,850	
Equipment Rental		\$ 100	\$ 100	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 6,067	\$ 6,067	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 1,387	\$ 1,387	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 14,316	\$ 14,316	

Supplies/Materials			0	
Other Expenses				
Hotels		\$ 50,342	\$ 50,342	
Bijan's	\$ 15,000	\$ 0	\$ 15,000	
Food		\$ 15,225	\$ 15,225	
Awards		\$ 3,710	\$ 3,710	
			0	
Subtotal	\$ 15,000	\$ 199,924	\$ 214,924	0
TOTAL EXPENSES	\$ 214,924			
	\$ 33,087			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 120,574		56%
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	\$ 59,350		28%
Foundation Support			0
Private/ Individual Support			0
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
			0
			0
			0
Gov't Grants: Local			
Miami-Dade County (Intergovernmental	\$		

affairs, Seaport, Airport)	20,000		9%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 199,924	0	7%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 214,924		
Total Revenues	\$ 214,924	Total In- Kind %	0

# Miami-Dade County Department of Cultural Affairs

## FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)

Agenda Item No.: H-6

**ORGANIZATION:** The Key Biscayne Chamber of Commerce, Inc.

**GRANT REQUEST:** \$

15,000.00

**PROJECT TITLE:** The Key Biscayne Chamber of Commerce and Visitor Center

**SUBCOMMITTEE RECOMMENDATION:** \$

15,000.00

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

**FUNDING CATEGORY:** Set-Aside

**FUNDING YEAR:**

**STATUS:** Organization - Non-Profit

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

**EVENT LOCATION:** The Key Biscayne Chamber of Commerce and Visitor Center, ,

### **PROJECT SYNOPSIS:**

Grant funds are requested to support the Visitors Center of the Key Biscayne Chamber of Commerce, located at 88 W. McIntyre Street, Suite 100, Key Biscayne, FL. The Visitors Center is an ongoing project as it is open 365 days a year, 24 hours a day.

The Visitors Center has knowledgeable staff and offers international, national, and local guests an ADA compliant information center with over 150 brochures, multilingual visitors guides, maps, Miami-Dade transit information, and other publications.

### **HOTEL CONFIRMATION:**

N/A

### **TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	2	1000
Out of County	0	2000
Out of State	0	1000
Foreign	0	2000

TOTAL	2	6000
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**MARKETING DETAILS:** Marketing the Visitors Center includes:

- \*Using international signs for information "i" on Crandon Blvd., the only thoroughfare on the island, and using the electronic reader board at the Village's entrance.
- \* GPS mapping of the Visitors Center via NAVTEQ which supplies the majority of the GPS car market (85%) along with Garmin, Magellan, MapQuest, Yahoo Maps, and so on.
- \*Partnering with Miami Seaquarium, which with its 500,000 annual visitors gives additional exposure by placing a sign at the Seaquarium exit offering the Chamber's free map of the area. This encourages their guests to drive a bit further to play, shop, dine, and stay.
- \*Continuing good relations with the State Park, Historic Virginia Key Beach Park and County Park, which direct tourists who want to know more about Miami to the Visitors Center.
- \*Continuing good relations with the Greater Miami Convention and Visitors Bureau, which assists in many ways, such as supplying excellent multilingual publications and contact details of travel writers.
- \* Continuing good relations with the Ritz-Carlton Key Biscayne, the only resort hotel on the island.
- \*Distributing local print publications such as the Key Biscayne Map, Island Life, the Islander News, and a general brochure.
- \*Maintaining the Visitors Center website, which had nearly 70,000 page views by 33,000 users in the past 12 months; it is cross-linked with Facebook, Twitter, and YouTube for additional referencing, SEO, and media linkage.
- \* Monitoring the Internet and writing articles for Trip Advisor.
- \* Liaising with Channel 77, the local government broadcast station, and the Islander News, the local newspaper, which publicize the Visitors Center regularly.
- \* Joining "Visit Florida" to maximize state sponsored exposure.

**PREVIOUS TDC FUNDING:**

**OTHER GOVERNMENT FUNDING:**

## **PROJECT NARRATIVE:**

The proposed project is the Visitors Center of the Key Biscayne Chamber of Commerce. The Visitors Center is located in the Village Hall of Key Biscayne, 88 W. McIntyre Street, Suite 100. It offers international, national, and local tourists an ADA compliant facility with over 150 brochures, multilingual visitors guides, maps, transit information, newspapers, and magazines, all of which are complimentary.

The Center is open 365 days a year, 24 hours a day and is air-conditioned. The Visitors Center is staffed Monday through Friday from 9 a.m. until 5 p.m. and is self-service outside of these hours. There are no fees or charges associated with the Visitors Center, all is given to the tourists for free and no commissions are received from referrals.

The Chamber has two full-time employees. One employee specializes in social media and website maintenance and the other assists on-site in office duties and in helping the tourists as she really enjoys meeting the international and local visitors. English and Spanish are spoken in the office and volunteers and local language schools assist when French, German, Italian, and Portuguese are needed. When tourists walk into the Visitors Center, they are the top priority and are attended to promptly and with courtesy, regardless of what is happening in the Chamber's office. The value of tourism is appreciated by all who have a stake in our South Florida economy.

Visitors to Key Biscayne are on an island five miles from the mainland and she/he might not be able to drive to another area within the County without directions, maps, and advice. We have the ability to promote our County's tourist attractions that vacationers and residents might not otherwise notice. In the past 12 months the visitors center received 17,100 emails, 4,300 phone calls, and 7,250 walk-in visitors. The visitor center is prominently incorporated into the chamber's website at <http://www.keybiscaynchamber.org> and had nearly 70,000 page views by 33,000 during the same period.

The Visitors Center will attract more tourists to Miami-Dade County by assisting tourists with friendly, knowledgeable service regarding the County's many attractions and hotels. The Center also attracts visitors through its Internet presence.

The Key Biscayne Visitors Center should be an attractive project for the use of Tourist Development Council (TDC) Funds because it is on the "front lines," attracting tourists and helping them have an enjoyable stay while they are here. Key Biscayne is an undeniable tourist magnet with hundreds of thousands of visitors drawn to the beaches, parks, and Sony Tennis Open. Even if tourists are staying elsewhere, a day-trip to Key Biscayne enriches the overall vacation experience.

TDC funding is very important to the staffing of the Center, website maintenance, and the upkeep of our ongoing social media marketing.

The Visitors Center is an ongoing project without a timeline as it is open 365 days a year, 24 hours a day.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 1,500	\$ 44,000	\$ 45,500	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 13,500		\$ 13,500	\$ 6,000
Marketing: Postage/Distribution		\$ 600	\$ 600	
Marketing: Web Design/ Support/ Maintenance		\$ 3,100	\$ 3,100	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	\$ 10,000
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance		\$ 2,000	\$ 2,000	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities		\$ 3,200	\$ 3,200	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	

Supplies/Materials		\$ 1,500	\$ 1,500	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 54,400	\$ 69,400	\$ 16,000
TOTAL EXPENSES	\$ 85,400			
	\$ 60,700			

**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		\$ 6,000	0
Foundation Support			0
Private/ Individual Support			0
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
			0
			0
			0
Gov't Grants: Local			
			0
			0

			0
Gov't Grants: The Children's Trust			0
(Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income			0
(Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Key Biscayne Chamber of Commerce, Inc.	\$ 54,400		78%
Village of Key Biscayne Rent		\$ 10,000	0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 54,400	\$ 16,000	22%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 69,400		
Total Revenues	\$ 85,400	Total In-Kind %	23%

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

**FY 2015-2016 - Tourist Development Council - 1st Quarter (Oct 1 - Dec 31)**

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

**ORGANIZATION:** Tropical Everglades Visitor Association, Inc.

**GRANT REQUEST:** \$ 20,000.00

**PROJECT TITLE:** Tropical Everglades Visitor Center

**SUBCOMMITTEE RECOMMENDATION:** \$ 20,000.00

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

**FUNDING CATEGORY:** Set-Aside

**FUNDING YEAR:**

**STATUS:** Organization - Non-Profit

**DATE(S) OF EVENT:** 10-01-2015 through 09-30-2016

**EVENT LOCATION:** Tropical Everglades Visitor Center, ,

**PROJECT SYNOPSIS:**

Monies awarded by the Tourist Development Council support the Tropical Everglades Visitor Center located in Florida City. This 27 year old Visitor Center has helped close to 2 million visitors and serves to promote local hotels, restaurants, and attractions in southern Miami-Dade County. Monies from this grant offer vital operational funds that help us to keep the Visitor Center open throughout the year.

**HOTEL CONFIRMATION:**

N/A	

**TOURISM IMPACT PROJECTION:**

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		8,000
Out of County		18,000
Out of State		26500
Foreign		27500

TOTAL	0	80000
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**MARKETING DETAILS:** The Tropical Everglades Visitor Association promotes tourism in southern Miami-Dade County through several means. We produce 50,000 visitor guides each year that are not only handed out locally, but mailed throughout the world. This Visitor Guide is also available for download from our website. This past year we produced a version of our visitor guide as a special themed edition focusing on historic Downtown Homestead. We also produce a separate rack card that is handed out at the 5 Florida Welcome Centers and along the Florida Turnpike. Our marketing of the Historic Redland Tropical Trail has been very successful. We distribute nearly 50,000 of these brochures each year that are also distributed along the Florida Turnpike and the Florida Welcome Centers. We also maintain a website for this trail [www.redlandtrail.com](http://www.redlandtrail.com) Our main website [www.tropicaleverglades.com](http://www.tropicaleverglades.com) receives nearly 70,000 hits per month. We are currently redesigning our website to use Responsive Technology which will allow it to be seen better on more platforms. Tied in to our Website, we are also redoing our current South Florida Visitor Guide app with this same technology. This will allow our mobile app to be available on many more platforms. Additionally, we are working to expand our App and are looking to cross promote our App with the Dade County Farm Bureau and the Everglades Association. Also, this past year, we have partnered with the City of Homestead Tourism Advisory Committee and the GMCVB to attend key trade shows to help create tour operator and media fam trips to help promote our area. However, the most important marketing we can do is at our Visitor Center where we help nearly 80,000 visitors by improving their stay while here and creating more local room nights, but also, improving the chance for return visits to our area in the future.

**PREVIOUS TDC FUNDING:**

**OTHER GOVERNMENT FUNDING:**

Visit Florida - \$1,000  
CBO - \$10,000

## **PROJECT NARRATIVE:**

The proposed project is for the continued support of the Tropical Everglades Visitor Center. The Visitor Center provides year around information on hotels, restaurants, attractions, national parks and agritourism venues. Our friendly all-volunteer staff provides information, and in doing so, improves the chances that visitors may lengthen their stay or return to the area on future trips. This creates more hotel stays (at least 450 last year) and also helps to drive up the revenues of many local attractions and tourist-related venues. The Visitor Center is located on US One in Florida City perfectly located at a crossroads of 3 major state roads to include the Florida Turnpike endpoint, US highway One leading from Miami to the Florida Keys and State Road 997 which moves traffic back and forth from the SW coast of Florida. Recent FDOT statistics showed that well over 10 million people pass by our Visitor Center each year. July 2015 marks 27 years that our Visitor Center has been open and supporting tourism businesses in our community. The Visitor Center is open 7 days a week (except major holidays) Monday thru Saturday 8:00 a.m to 5:00 p.m. and with variable hours on Sundays based high and low season. The Visitor Center is staffed by 25 volunteers that are mostly seniors. Close to 80,000 tourists walk in to our Visitor Center each year with tens of thousands more receiving information from us through our publications and electronic platforms (websites, app and Facebook). We additionally receive hundreds of phone call requests each year. Our volunteer staff speaks different languages, as well as, we have available material in different languages. We help market southern Miami-Dade County throughout Florida, the United States and internationally. Our Visitor Association works with a number of local organizations to improve tourism to include but not limited to: the South Dade Chamber of Commerce, the national parks and their associations, the Dade County Farm Bureau, the Air force base, the City of Homestead Tourism Committee, Visit Florida and the GMCVB. Operational support from this TDC Grant is vital in maintaining our Visitor Center, and helping us to help grow tourism in southern Miami-Dade County.

**PROJECT EXPENSE BUDGET FY 2014-2015**

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration	\$ 5,000	\$ 33,200	\$ 38,200	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication			0	
Marketing: Postage/Distribution	\$ 2,000	\$ 6,175	\$ 8,175	
Marketing: Web Design/ Support/ Maintenance		\$ 850	\$ 850	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental		\$ 550	\$ 550	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental	\$ 6,500	\$ 500	\$ 7,000	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance	\$ 2,200	\$ 12,000	\$ 14,200	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities	\$ 4,300	\$ 7,500	\$ 11,800	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 23,500	\$ 23,500	

Supplies/Materials		\$ 3,800	\$ 3,800	
Other Expenses				
Building Repair and Maintenance		\$ 4,400	\$ 4,400	
Sales Tax		\$ 2,000	\$ 2,000	
In Kind Volunteer Hours			0	\$ 11,550
			0	
			0	
Subtotal	\$ 20,000	\$ 94,475	\$ 114,475	\$ 11,550
TOTAL EXPENSES	\$ 126,025			
	\$ 71,750			

**PROJECT REVENUE BUDGET FY 2014-2015**

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships	\$ 46,000		40%
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:			0
Other			0
Rental Income			0
Corporate Support			0
Foundation Support			0
Private/ Individual Support		\$ 11,550	0
Other Private Support:			0
Auxiliary Activities			0
Other Private Support:			0
Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
			0
Gov't Grants: State			0
Visit Florida	\$ 1,000		1%
			0
			0
Gov't Grants: Local			0
CBO	\$ 10,000		9%

			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 37,475		33%
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	\$ 94,475	\$ 11,550	17%
Grant Amount	\$ 20,000		
Cash Revenues + Grant Amount	\$ 114,475		
Total Revenues	\$ 126,025	Total In-Kind %	10%

FY 2015-2016 Tourist Development Council  
 Application Summary Worksheet  
 Panel Meeting -- October 1, 2015 2:30pm  
 First Funding Period

FY2014-2015 Deferred Applicants

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
III. B-1	Coral Gables Congregational Church (United Church of Christ), Inc.	9,000	9,000	2015 Summer Concert Series & Young Musicians' Summer Master Classes	06/04/15 to 08/14/15	15,000	Continuing / 2nd	10,000	10,000	0.9	6,000		9,000
III. B-2	GableStage, Inc.	15,000	15,000	2014-2015 Season	07/01/15 to 08/30/15	15,000	Ongoing / 1st	9,000	15,000	N/A	0		15,000
<b>Subtotals:</b>		<b>24,000</b>	<b>24,000</b>			<b>30,000</b>					<b>6,000</b>		<b>24,000</b>

**Blumberg; Ramudo** Prescott Abstained from BOTH applicants

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. A-1	Actors' Playhouse Productions, Inc.	16,000	16,000	2015-2016 Season	10/01/15 to 09/30/16	25,000	Continuing / 3rd	20,000	20,000	0.8	9,000	R	20,000
VI. A-2	Alyans Atizay Ayisyen, Inc.	Defer to 2Q	Defer to 2Q	Borderless Caribbean	10/01/15 to 01/31/16	15,000	Continuing / 4th	8,000	10,000	0.7	0	R	Defer to 2Q
VI. A-3	Cuban American Phototheque Foundation, Inc.	Defer to 2Q	Defer to 2Q	Miami Photo Salon	11/27/15 to 12/30/15	5,000	Continuing / 2nd	5,000	5,000	0.9	0	R	Defer to 2Q
VI. A-4	Italian Film Festival, Inc.	5,000	5,000	2015 Cinema Italy (formerly Italian Film Festival)	10/01/15 to 10/16/15	15,000	Continuing / 5th	5,250	7,500	0.6	10,000	R	5,000
VI. A-5	Miami Book Fair International at Miami Dade College	25,000	22,500	Miami Book Fair International 2015	11/15/15 to 11/22/15	25,000	Continuing / 2nd	25,000	25,000	0.9	2,500	R	25,000
VI. A-6	Miami Center for Architecture & Design, Inc.	Defer to 2Q	Defer to 2Q	Downtown Miami Welcome Center at the Miami Center for Architecture & Design	10/01/15 to 09/30/16	25,000	Continuing / 2nd	15,000	15,000	0.9	0	R	Defer to 2Q
VI. A-7	Miami Short Film Festival, Inc.	7,000	7,000	The 14th Edition of the Miami short Film Festival	10/01/15 to 12/31/15	15,000	Continuing / 4th	8,000	10,000	0.7	8,000	R	7,000
VI. A-8	Museum of Contemporary Art, Inc.	16,000	16,000	Carlos Salas Re/coding: Latin America and the Global Imagination	12/02/15 to 02/02/16	25,000	Continuing / 3rd	18,000	20,000	0.8	9,000	R	16,000
VI. A-9	National Tropical Botanical Garden	12,000	12,000	100th Anniversary of The Kampong - Flavours of Indonesia	11/01/15 to 11/30/15	25,000	Continuing / 3rd	13,500	15,000	0.8	13,000	R	12,000
VI. A-10	Peter London Global Dance Company, Inc.	9,000	9,000	Dancing under the Mistletoe	10/01/15 to 07/20/16	15,000	Continuing / 2nd	10,000	10,000	0.9	6,000	R	9,000
VI. A-11	Reading Queer	3,500	3,500	Reading Queer Literary Festival	11/08/15 to 11/23/15	8,625	Continuing / 2nd	3,500	3,500	0.9	5,125	R	3,500
VI. A-12	Seraphic Fire, Inc.	13,500	13,500	Seraphic Fire's 14th Miami-Dade Fall Season	10/14/15 to 12/20/15	13,500	Continuing / 2nd	15,000	15,000	0.9	0	R	13,500
VI. A-13	The Dave and Mary Alper Jewish Community Center, Inc.	10,500	10,500	2015-16 Quarter 1 Alper JCC Cultural Arts Season	10/01/15 to 12/31/15	15,000	Continuing / 4th	12,000	15,000	0.7	4,500	R	10,500
VI. A-14	The Miami Children's Museum, Inc.	20,000	18,000	The Wizard of Oz Educational Exhibition at Miami Children's Museum	10/03/15 to 01/10/16	25,000	Continuing / 2nd	20,000	20,000	0.9	7,000	R	20,000
VI. A-15	Unity Coalition   Coalicion Unida, Inc	6,750	6,750	Celebrate ORGULLO Hispanic LGBT PRIDE Festival (Sept 4 - Oct 3, 2015)	10/03/15 to 10/03/15	15,000	Continuing / 2nd	7,500	7,500	0.9	8,250	R	9,000
VI. A-16	University of Miami, Frost School of Music	14,000	14,000	Festival Miami 2015	10/16/15 to 11/07/15	25,000	Continuing / 4th	16,000	20,000	0.7	11,000	R	14,000
<b>Subtotals:</b>		<b>158,250</b>	<b>153,750</b>			<b>292,125</b>					<b>93,375</b>		<b>164,500</b>

**Blumberg; Patel**

Ramudo; Blumberg / Barriero voted No

Perry; Hardemon / Blumberg voted No

\*D = Direct R = Reimbursement

Special Events/Promotions  
Nonprofit Organizations (First-Time)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. B-1	Artists in Residence in Everglades	Defer to 2Q	Defer to 2Q	Wild Billboards	10/01/15 to 03/01/16	5,000	First Time / 1st	N/A	N/A	N/A	0	R	Defer to 2Q
VI. B-2	CI Foundation, Inc.	15,000	15,000	South Beach Seafood Festival	10/21/15 to 10/24/15	25,000	First Time / 1st	N/A	N/A	N/A	10,000	R	15,000
VI. B-3	Community Performing Arts Association, Inc.	3,500	3,500	La Griteria and Holiday Celebration	12/05/15 to 12/05/15	15,000	First Time / 1st	N/A	N/A	N/A	11,500	R	3,500
VI. B-4	Cor Jesu Corp	5,000	5,000	Hispanic Heritage Concert at the Milander Center	10/01/15 to 10/18/15	5,000	First Time / 1st	N/A	N/A	N/A	0	R	5,000
VI. B-5	Institute of Contemporary Art Miami, Inc	10,000	10,000	Alex Bag	12/01/15 to 01/31/16	15,000	First Time / 1st	N/A	N/A	N/A	5,000	R	10,000
VI. B-6	Miami Dade College, Cultural Affairs Department	17,500	17,500	MDC Live Arts 2015: Holoscences	12/02/15 to 12/05/15	25,000	First Time / 1st	N/A	N/A	N/A	7,500	R	17,500
VI. B-7	Northeast Second Avenue Partnership	5,000	5,000	Art Beat Miami, the pulse and flavor of Little Haiti	12/02/15 to 12/06/15	5,000	First Time / 1st	N/A	N/A	N/A	0	R	5,000
VI. B-8	Opa-locka Community Development Corporation, Inc.	10,000	10,000	Art of Transformation	11/06/15 to 12/11/15	15,000	First Time / 1st	N/A	N/A	N/A	5,000	R	10,000
<b>Subtotals:</b>		<b>66,000</b>	<b>66,000</b>			<b>110,000</b>					<b>39,000</b>		<b>66,000</b>

Patel; Blumberg

Government/Municipal  
Nonprofit Organizations (Continuing - Formula Reduction)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. C-1	Bayfront Park Management Trust Corporation	8,000	8,000	Downtown Miami's 2015 New Year's Eve Celebration	12/28/15 to 01/01/16	15,000	Continuing / 3rd	15,000	10,000	0.8	7,000	R	8,000
VI. C-2	City of Sunny Isles Beach	15,000	12,000	Sunny Isles Beach Jazz Fest 2015	11/20/15 to 11/22/15	15,000	Continuing / 3rd	15,000	15,000	0.8	3,000	R	15,000
<b>Subtotals:</b>		<b>23,000</b>	<b>20,000</b>			<b>30,000</b>					<b>10,000</b>		<b>23,000</b>

Blumberg; Patel

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. D-1	American Art Initiative	5,000	5,000	Caribe Arts Fest	10/23/15 to 10/25/15	15,000	First Time / 1st	N/A	N/A	N/A	10,000	R	5,000
VI. D-2	AspirationsPR, LLC	Defer to 2Q	Defer to 2Q	2015 Global Fine Art Awards Ceremony and Gala	11/30/15 to 11/30/15	15,000	First Time / 1st	N/A	N/A	N/A	0	R	Defer to 2Q
VI. D-3	Prizm Art Fair, LLC	5,000	5,000	Prizm Art Fair	12/01/15 to 12/06/15	20,000	First Time / 1st	N/A	N/A	N/A	15,000	R	7,500
<b>Subtotals:</b>		<b>10,000</b>	<b>10,000</b>			<b>50,000</b>					<b>25,000</b>		<b>12,500</b>

Blumberg; Perry

Patel; Hardemon

Sports  
For-profit Organizations (Continuing - Formula Reduction)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. E-1	Miami Beach Bowl	10,000	10,000	Miami Beach Bowl	12/17/15 to 12/21/15	10,000	Continuing / 2nd	15,000	15,000	0.9	0	R	10,000
<b>Subtotals:</b>		<b>10,000</b>	<b>10,000</b>			<b>10,000</b>					<b>0</b>		<b>10,000</b>

Patel; Perry

Commissioner Steinberg Abstained / Blumberg voted No

Sports  
For-profit Organizations (First-Time)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. F-1	Live Ultimate Run, LLC	Defer to 2Q	Defer to 2Q	Serena Williams Live Ultimate Run South Beach	12/11/15 to 12/12/15	15,000	First Time / 1st	N/A	N/A	N/A	0	R	Defer to 2Q
<b>Subtotals:</b>		<b>0</b>	<b>0</b>			<b>15,000</b>					<b>0</b>		<b>0</b>

Hardemon; Patel

Television  
For-profit Organizations (First-Time)

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. G-1	Tcapital Films, LLC	5,000	5,000	Tammy In Miami	10/12/15 to 12/25/15	25,000	First Time / 1st	N/A	N/A	N/A	20,000	R	5,000
<b>Subtotals:</b>		<b>5,000</b>	<b>5,000</b>			<b>25,000</b>					<b>20,000</b>		<b>5,000</b>

Patel; Ramudo

Targeted / Set-Aside

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff Recommendation	Event Name	Event Date	Grant Request	Project Cycle/ Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. H-1	Florida International University, Board of Trustees for the benefit of the Institute for Public Management and Community Service	14,400	14,400	XXII Inter-American Conference of Mayors and Local Authorities	06/13/16 to 06/16/16	14,400	Targeted / Set-aside	14,400	N/A	N/A	0	D	14,400
VI. H-2	MDGLCC Foundation, Inc.	20,000	20,000	LGBT Visitor Center	10/01/15 to 09/30/16	20,000	Targeted / Set-aside	20,000	N/A	N/A	0	D	20,000
VI. H-3	Miami Beach Chamber of Commerce	20,000	20,000	Visit Miami Beach	10/01/15 to 9/30/2016	20,000	Targeted / Set-aside	20,000	N/A	N/A	0	D	20,000
VI. H-4	Miami Beach Latin Chamber of Commerce, Inc.	20,000	20,000	Tourist Hospitality Center	10/01/15 to 09/30/16	20,000	Targeted / Set-aside	20,000	N/A	N/A	0	D	20,000
VI. H-5	Miami-Dade County Days, Inc.	15,000	15,000	Miami Dade County Days in Tallahassee - Paella Fest	02/09/16 to 02/10/16	15,000	Targeted / Set-aside	15,000	N/A	N/A	0	D	15,000
VI. H-6	The Key Biscayne Chamber of Commerce, Inc.	15,000	15,000	The Key Biscayne Chamber of Commerce and Visitor Center	01/01/15 to 12/31/15	15,000	Targeted / Set-aside	15,000	N/A	N/A	0	D	15,000
VI. H-7	Tropical Everglades Visitor Association, Inc.	20,000	20,000	Tropical Everglades Visitor Center	10/01/15 to 09/30/16	20,000	Targeted / Set-aside	20,000	N/A	N/A	0	D	20,000
<b>Subtotals:</b>		<b>124,400</b>	<b>124,400</b>			<b>124,400</b>					<b>0</b>		<b>124,400</b>

Blumberg, Patel

Commissioner Steinberg Abstained from MDGLCC Foundation, Inc., Miami Beach Chamber of Commerce and Miami Beach Latin Chamber of Commerce, Inc.

Beginning Balance for FY 2015-2016:	1,200,000
Carry-over/Recaptured Funds:	45,970
Total Available for FY 2014-2015:	1,245,970
Beginning Balance for 1st Funding Quarter:	288,750
Total in the Reserve Fund:	100,000
Remaining Balance for the Program:	832,820
Total number of Applications:	41
Grant request grand total:	656,525
Request to recommendation grand total:	187,375
Subcommittee Recommendation Grand Total:	420,650
Final Panel Recommendation Grand Total:	429,400

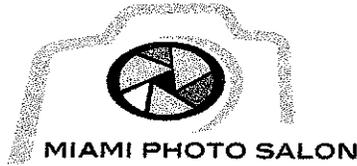


Exhibit  
10/1/15 TDC  
#VI-3

## 2015 Miami Photo Salon Festival

### Programs and Locations

Starting November 20<sup>th</sup>, 2015 | Last closing January 29<sup>th</sup>, 2016

**Through the Women's Eyes**  
*A Celebration of Women Photographers in South Florida*  
**New Professions Technical Institute's Art Gallery**  
4000 W. Flagler St.  
Miami, FL 33134  
Nov 20- Jan 29<sup>th</sup>, 2016

the PHOTOTHEQUE Pavilion  
*Artworks in the Permanent Collection of the CAPF*  
**Miami Hispanic Cultural Arts Center**  
111 Southwest 5th Avenue  
Miami, FL 33130  
Nov 27-Dec 30, 2015

**Made in Miami**  
*Contemporary photography group show*  
**Del Castillo Art Studio**  
2122 W 62<sup>nd</sup> ST  
Hialeah, FL 33016  
Nov 28-Dec 30, 2015

**Miami Photo Salon- not covered by the TDC**  
**Spectrum Art Show**  
3011 NE 1<sup>st</sup> Avenue  
Miami FL, 33137  
Dec 2-6, 2015



2015 Miami Photo Salon Festival

presents

*Through the Women's Eyes*

Art Gallery of the New Professions Technical Institute  
4000 W Flagler St Miami, FL 33134

Through the Women's Eyes is a photography exhibition organized by the 2015 Miami Photo Salon Festival with the purpose of celebrating the works of women photographers who live and work in South Florida. The exhibition will take place at the important Art Gallery of the New Professions Technical Institute, a space traditional known for the quality of the exhibits it presents.

**Opening Reception:** November 20th, 2015

**On View:** November 20th, 2015 - January 29th, 2016

*Artists in the Exhibit*

Elvisay Mendez - USA

Gladys Perez - USA

Marta T. Neira - USA

Nereida Garcia Ferraz - USA

Flor A. Mayoral - USA

Liliam Dominguez - USA

Margarita Fresco – Spain- Invited

Lissette Solorzano – Canada/Cuba- Invited, confirmed

Mariza Versiani Formaggini - Brazil

Daylene Rodriguez Moreno – Cuba- Invited

Isabel Maria Sierra – USA

**Opening Hours:** Monday - Friday from 9:00 am to 9:00 pm

Gallery is closed from December 18th, 2015 to January 3rd, 2016

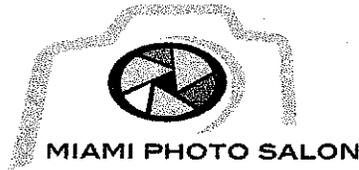
Report Created by

William Riera

Exhibition Coordinator

ph 786-223-9872

e-mail [wriera279@gmail.com](mailto:wriera279@gmail.com)



2015 Miami Photo Salon Festival

presents

*the PHOTOHEQUE PAVILION*

*ArtWorks in the CAPF Permanent Collection*

Miami Hispanic Cultural Arts Center

111 Southwest 5th Avenue Miami, FL 33130

**the PHOTOHEQUE PAVILION, *ArtWorks in the CAPF Permanent Collection***, is an exhibit willing to share with the public of Miami and visitors from around the globe the most experienced artists in our Permanent Collection. The mission of the CAPF is to collect, preserve, and interpret international Fine Art Photography with a focus on the art created by Miami-Dade County residents. At the Cuban American Phototheque Foundation we pride ourselves in the daily contribution to individual and community well being. We believe that by sharing common values and encourage education we can increase the opportunities of each individual who lives or works in Miami-Dade County and nearby.

**Opening Reception:** November 27th, 2015

**On View:** November 27th, 2015 - December 30th, 2016

*Artists in the Exhibit*

Niurka Barroso- Canada-Invited

Ivan Canas – USA

Luis Castaneda – USA

Willy Castellanos - USA

Luc Chessex – Switzerland-Invited

Ernesto Fernandez - Cuba

Sergio Fernandez – USA

Evel Gonzalez- Spain-Invited-confirmed

Roberto Koltun - USA

Isabel Maria Sierra – USA

Opening Hours: Monday - Friday from 11:00 am to 7:00 pm

Report Created by

Isabel Sierra

CAPF Art Director

ph 786-514-6852

e-mail cubam\_phototheque@yahoo.com



2015 Miami Photo Salon Festival

presents

***Made in Miami,  
Contemporary Photography***

Del Castillo Art Studio  
2122 W 62nd St Hialeah, FL 33016

***Made in Miami, Contemporary Photography*** is one of various photography exhibits organized by the second edition of the **Miami Photo Salon Festival**, which is an International Photography Festival organized by the Cuban American Phototheque Foundation. For many years now, contemporary photographers have produced an impressive body of work that goes beyond the simple observation of a photograph. Instead, their works produce a reaction from the viewer; the meaning of the picture holds greater weight than its subject matter. Therefore, it is the goal of this photography exhibition to serve as a celebration of respect and appreciation of the contemporary photography works made in and about Miami. It will also serve as an exchange of ideas among the participating photographers and the general public.

**Opening Reception:** November 28th, 2015

**On View:** November 28th, 2015 - December 30th, 2015

***Artists in the Exhibit***

Nadal Antelmo- Cuba/ USA

Jonathan Brooks- b. USA

Pepe Forte-USA

Orestes González- NY, USA- Invited, confirmed

Amanda Linares- USA

Christiaan López-Miro- b. Miami, USA

Marina Peniza- USA

Emilio Hector Rodriguez- USA

William Riera – USA

Miriam Rusin- USA

**Opening Hours:** By Appointment

Report Created by

William Riera

Exhibition Coordinator

ph 786-223-9872

e-mail [wriera279@gmail.com](mailto:wriera279@gmail.com)



## Extended Stay America - Miami - Airport - Blue Lagoon

**Address:** 6605 Northwest 7th Street, Miami, FL 33126, United States of America

**Phone:** +13052600085

**GPS Coordinates:** N 025° 46.680, W 80° 18.205

CHECK-IN	CHECK-OUT	ROOMS	NIGHTS	PRICE
<b>19</b> NOVEMBER Thursday ☉ from 3:00 PM	<b>23</b> NOVEMBER Monday ☉ until 11:00 AM	<b>1 /</b>	<b>4</b>	<b>\$474.55</b> 1 room \$419.96 13 % TAX \$54.59



### Queen studio with 1 Queen Bed - Disability Access/Non-Smoking

**Guest name:** Isabel Sierra / for max. 2 people.

**Meal plan:** There is no meal option with this room.

Telephone • Air conditioning • Iron • Kitchenette • Radio • Refrigerator • Desk • Ironing facilities • Sitting area • Toilet • Microwave • Dishwasher • Bathroom • Heating • Cable channels • Bathtub or shower • Carpeted • Flat-screen TV • Wake-up service • Alarm clock • Kitchenware • Stovetop • Toaster • Barbecue • Coffee machine

**Bed Size(s):** Queen (60-70 inches wide)

**Prepayment :** No deposit will be charged.

**Cancellation cost:**

until November 19, 2015 5:59 PM [Miami] : US\$ 0  
from November 19, 2015 6:00 PM [Miami] : US\$ 104.99

### Important Information

Please note that a cleaning service is provided for guests staying for 7 or more nights. Additional cleaning services are available at an extra cost.

Please contact the property directly for additional information regarding housekeeping services.

Please note that guests must pay upon check-in for the entire stay if the length of the stay is less than 7 days. Guests who stay 7 days or longer will be required to pay for each week in advance.

A valid credit card is required at check-in. If no credit card is available, 100 USD cash deposit is required. This deposit is fully refundable upon check-out and subject to a damage inspection of the accommodation.

Guests are required to show a photo ID and credit card upon check-in. Please note that all Special Requests are subject to availability and additional charges may apply.

### Hotel policies

#### Guest parking

- Free public parking is available on site (reservation is not needed).

#### Internet

- WiFi is available in the hotel rooms and is free of charge.
- WiFi is available in public areas and is free of charge.

### You have guaranteed your booking by credit card. Your booking has not yet been paid.

No booking fees. Booking.com services are always free, so you save money. Payment will normally be taken by the hotel during your stay. Please note that the hotel may pre-authorize your credit card prior to your arrival.

**This hotel accepts the following forms of payment:** American Express, Visa, Euro/Mastercard, Diners Club, JCB, Discover

### You can always view, change or cancel your booking online at: [your.booking.com](http://your.booking.com)

For any questions related to the property, you can contact Extended Stay America - Miami - Airport - Blue Lagoon directly at: +13052600085

**Or contact us by phone - we're available 24 hours a day:**

Support in English: 1 (888) 850 3958

Support in Spanish: 1 (866) 938 1297

When abroad or from United States of America: +44 20 3320 2609

This print version of your confirmation contains the most important information about your booking. It can be used to check in when you arrive at Extended Stay America - Miami - Airport - Blue Lagoon. For further details, please refer to your confirmation email sent to [cuban\\_phototheque@yahoo.com](mailto:cuban_phototheque@yahoo.com).



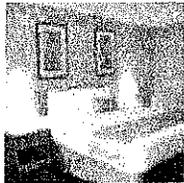
## Regency Hotel Miami

**Address:** 1000 Northwest LeJeune Road, Miami, FL 33126, United States of America

**Phone:** +13054411600

**GPS Coordinates:** N 025° 47.001, W 80° 15.799

CHECK-IN	CHECK-OUT	ROOMS	NIGHTS	PRICE
<b>26</b> NOVEMBER Thursday ⌚ 3:00 PM - 8:00 PM	<b>30</b> NOVEMBER Monday ⌚ 8:00 AM - 11:00 AM	<b>1</b> /	<b>4</b>	<b>\$545.56</b> 1 room \$482.80 13 % TAX \$62.76



### Standard King Room

**Guest name:** Isabel Sierra / for max. 2 people.

**Meal plan:** There is no meal option with this room.

Tea/Coffee maker • Shower • Bathtub • Safe • Telephone • Air conditioning • Wake up service/Alarm clock • Balcony • Desk • Ironing facilities • Free toiletries • Toilet • Bathroom • Satellite channels • Cable channels • Flat-screen TV • View

**Bed Size(s):** King (71-82 inches wide)

**Prepayment :** No deposit will be charged.

**Cancellation cost:**  
until November 24, 2015 11:59 PM [Miami] : US\$ 0  
from November 25, 2015 12:00 AM [Miami] : US\$ 120.70

### Important Information

Guests are required to show a photo ID and credit card upon check-in. Please note that all Special Requests are subject to availability and additional charges may apply.

### Hotel policies

#### Guest parking

- Private parking is available on site (reservation is not needed) and costs USD 8 per day.

#### Internet

- WiFi is available in public areas and is free of charge.

### You have guaranteed your booking by credit card. Your booking has not yet been paid.

No booking fees. Booking.com services are always free, so you save money. Payment will normally be taken by the hotel during your stay. Please note that the hotel may pre-authorize your credit card prior to your arrival.

**This hotel accepts the following forms of payment:** American Express, Visa, Euro/Mastercard, Diners Club

### You can always view, change or cancel your booking online at: [your.booking.com](http://your.booking.com)

For any questions related to the property, you can contact Regency Hotel Miami directly at: +13054411600

#### Or contact us by phone - we're available 24 hours a day:

Support in English: 1 (888) 850 3958

Support in Spanish: 1 (866) 938 1297

When abroad or from United States of America: +44 20 3320 2609

This print version of your confirmation contains the most important information about your booking. It can be used to check in when you arrive at Regency Hotel Miami. For further details, please refer to your confirmation email sent to cubam\_phototheque@yahoo.com.