



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

Board of County Commissioners

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

December 14, 2015
As Advertised

Harvey Ruvlin, Clerk
Board of County Commissioners

Christopher Agrippa, Director
Clerk of the Board Division

Tawana Parker, Commission Reporter
(305) 375-5146



CLERK'S SUMMARY AND OFFICIAL MINUTES

TOURIST DEVELOPMENT COUNCIL

DECEMBER 14, 2015

The Tourist Development Council (TDC) convened in the 6th floor Conference Room at the Stephen P. Clark Government Center, 111 Northwest First Street, Miami, Florida, at 11:00 a.m. on December 14, 2015. The members present were Chairman Bruno A. Barreiro, Mr. Stuart Blumberg, Mr. Hemant Patel, Mr. William Perry III, Ms. Danielle Torres, Commissioner Micky Steinberg and Commissioner Keon Hardemon; (Ms. Olga Ramudo and Mr. Gene Prescott were absent).

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

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

Mr. Blumberg called the meeting to order at 11:16 a.m. and Chairman Barreiro arrived immediately thereafter.

I. Additions, Deletions, Withdrawals

There were no additions, deletions, or withdrawals from today's (12/14) agenda.

II. Conflict of Interest

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

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

Mr. Spring noted the Conflict of Interest (COI) policy also applied if an immediate family member of a TDC Board member fell into those categories, and he clarified for the record, that a conflict of interest does not exist for elected officials if the respective City Commissions took action on an applicant or organization allocating funds.

III. Items for Approval

A. Minutes of the October 1, 2015 meeting

Mr. Spring advised the minutes for the October 1, 2015 meeting would be on the agenda for the next quarter.

IV. Reports and Discussion Items

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

Mr. Spring stated this was the second funding period of the fiscal year and advised this period covered events held from January – March 2016. Mr. Spring announced thirty-two (32) applications were received for the second quarter requesting a total of \$515,000.00 in funding. He stated thirty (30) applicants were non-profit and two (2) for-profit. He advised five (5) applicants were new or first time projects, twenty-five (25) were continuing projects and two (2) were on-going projects that had completed a five year cycle. Mr. Spring noted the TDC subcommittee met and a total of \$327,150 has been recommended leaving a little more than \$101,000 in the reserves.

V. Citizens' Presentations

Mr. Spring explained the procedures regarding today's (12/14) citizen's presentations, and he requested the representatives of those organizations make a brief statement on new information. He noted that representatives who had not registered would have the opportunity to make a short presentation following the order listed in the agenda.

VI. Grant Applications and Recommendations – Second Funding Period

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

VI.	A-4.	Chopin Foundation of the United States, Inc. 2015-2016 Seasons of Winners	Final Recommendation \$9,000
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Ms. Barbara Muze appeared before the Council and announced two American pianists were in the finals at the Chopin competition. She expressed appreciation for the TDC's support, which allowed them to continue with this event.

VI.	A-6.	Florida International University Board of Trustees for the benefit of Jewish Museum of Florida Discovery and Recovery: Preserving Iraqi Jewish Heritage	Final Recommendation \$9,000
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Ms. Jo Ann Arnowitz representing the foregoing applicant thanked the Council for its support and announced the exhibit opened on December 3, 2015, in time for Art Basel. She advised one of the younger patrons from London found the school that was named after his great great grandfather in the

exhibit. She also noted they had over 120 people in attendance at the Art Basel exhibit brunch. Ms. Arnowitz mentioned that additional advertising was executed along McArthur Causeway, as well as in a new magazine that was receiving great publicity in the Aventura area.

**VI. A-15 National Foundation for Advancement in the Arts, Inc. Final Recommendation
Young Arts Week \$10,500**

Ms. Gail Epstein appeared before the Council and advised this was the exhibit's 35th year; and January was their Young Arts Week, which was their signature program. She announced that nightly performances were held at the New World Center; exhibitions were held at the Young Art Gallery, and noted young artists got an opportunity to work with the best in the industry for their classes and their mentorship programs. Ms. Epstein advised the alumni gave back yearly and had a very active program. She stated the exhibit received great publicity from audiences across the country and commented that although they were Miami based; they had a national and international audience.

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

Ms. Wendy Lapidus, representing the foregoing applicant, thanked the Council for its continuing support and advised some changes were made to their performers due to a scheduling conflict. She noted they were very excited to have the IKO IKO band, and this year would be their first time at the festival. She also noted they had changed to an adult program.

**VI. A-22 The Miami Bach Society, Inc. Final Recommendation
Tropical Baroque Music Festival XVII \$10,800**

Ms. Margie Lopez appeared before the Council and reported the Miami Bach Society was growing; had moved into their new offices; and had reached out to the younger generation in efforts to expand their outreach programs. She stated the Society had a music library and internship with Florida International University, as well as relationships with the University of Miami and other academies and conservatories in the area. Ms. Lopez noted many organizations wanted to be cosponsors and to assist with global advertising. She indicated they had started selling tickets through various media outlets and individuals from New York, Naples, France and Italy, would be participating. Ms. Lopez thanked the Council for its continued support.

**VI. A-7. Florida International University Board of Trustees for the benefit of the Patricia & Phillip Frost Art Museum Final Recommendation
The Art of Video Games \$13,500**

Ms. Marietta Romero, representing the applicant, advised the Museum now had two presenting partners; Alienware and Killer networks, as well as additional sponsorships; which helped to enrich their programming. She stated this was the final stop for the exhibition and much excitement was anticipated surrounding this event. Ms. Romero noted they were leveraging their social media

platforms and planned to double their advertising budget; and saturate these platforms with advertisement for the exhibition.

Mr. Blumberg advised the applicant to reach out to Origin, which was another local company that produced the hardware for these games.

VI.	A-12.	Miami City Ballet, Inc. A Midsummer Night's Dream	Final Recommendation \$18,000
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Ms. Michelle Scanlan informed the Council that ticket sales had been great; the event was nearly sold out; and the ballet was considering adding an additional performance.

VI.	A-17.	Performing Arts Center Trust, Inc. dba Adrienne Arsht Center for the Performing Arts of Miami-Dade County Flamenco Festival 2016	Final Recommendation \$12,000
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Ms. Ana Marie Morgenstern, representing the foregoing applicant, stated this year the festival would present one of the most expansive programs in its eight-year history, featuring a world premiere of a commissioned new work by Cuban Miami resident Gonzalo Rubalcaba, and Spanish vocalist Esperanza Fernandez. She also noted they were collaborating with the Miami International Film festival.

VI.	A-21.	The Deering Estate Foundation, Inc. 12th Annual Deering Seafood Festival on the Bay	Final Recommendation \$10,000
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It was moved by Mr. William Perry III that the TDC Subcommittee recommended amount be increased from \$7,000 to \$10,000. This motion was seconded by Mr. Hemant Patel and upon being put to a vote, passed by a vote of 6-1, (Mr. Stuart Blumberg voted "No"; Ms. Olga Ramudo and Mr. Gene Prescott were absent).

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

It was moved by Commissioner Micky Steinberg that the FY 2015-2016 TDC second funding period award recommendations by the TDC Subcommittee for the foregoing applicants in VI- A, Special Events/Promotions (Non-Profit) – Continuing, including those who did not make a presentation at today's (12/14) meeting, be approved as follows:

VI.	A-10.	Junior Orange Bowl Committee, Inc. Junior Orange Bowl International Tennis, International Golf, National Basketball, and Sports Ability Games	Final Recommendation \$9,600
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This motion was seconded by Mr. Hemant Patel and upon being put to a vote, passed by a vote of 6-0. (Mr. William Perry III abstained from voting; Ms. Olga Ramudo and Mr. Gene Prescott were absent).

It was moved by Mr. Stuart Blumberg that the FY 2015-2016 TDC second funding period award recommendations by the TDC Subcommittee for the applications in VI- A, Special Events/Promotions (Non-Profit) – Continuing, including those who did not make a presentation at today’s (12/14) meeting, be approved as follows:

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

Agenda Item No	Organization Name	Final Recommendation
VI. A-1.	Alyans Atizay Ayisyen, Inc. Borderless Caribbean	\$10,000
VI. A-2.	Barry University, Inc. La Traviata	\$5,000
VI. A-3.	Center for Advancement of Jewish Education, Inc. 19 th Annual Miami Jewish Film Festival	\$6,000
VI. A-4.	Chopin Foundation of the United States, Inc. 2015-2016 Season of Winners	\$9,000
VI. A-5.	Coconut Grove Arts and Historical Association, Inc. Coconut Grove Arts Festival	\$25,000
VI. A-6.	Florida International University Board of Trustees For the benefit of Jewish Museum of Florida Discovery and Recovery: Preserving Iraqi Jewish Heritage	\$9,000
VI. A-7.	Florida International University Board of Trustees For the benefit of the Patricia & Phillip Frost Art Museum The Art of Video Games	\$13,500
VI. A-8.	Florida International University Board of Trustees For the benefit school of Hospitality Management SoBch Wine 2016 Fun & Fit as a Family	\$14,000
VI. A-9.	Friends of the Bass Museum, Inc. MISO@theBass	\$5,000
VI. A-11.	Miami Center for Architecture & Design, Inc. Downtown Miami Welcome Center at the Miami Center For Architecture & Design	\$13,500
VI. A-12.	Miami City Ballet, Inc. A Midsummer Night’s Dream	\$18,000

VI.	A-13.	Miami Dade College Foundation – Miami International Film Festival – Festival Miami International Film Festival 2016	\$16,000
VI.	A-14.	Miami Light Project, Inc. Global Cuba Fest 2016	\$10,500
VI.	A-15.	National Foundation for Advancement in the Arts, Inc. Young Arts Week	\$10,500
VI.	A-16.	National LGBTQ Task Force Winter Party Festival	\$9,000
VI.	A-17.	Performing Arts Center Trust, Inc. dba Adrienne Arsht Center for the Performing Arts of Miami-Dade County Flamenco Festival 2016	\$12,000
VI.	A-18.	Rotary Foundation of South Miami, Inc. South Miami Rotary Art Festival	\$5,000
VI.	A-19.	Teatro en Miami Corp. XII Festival Latinoamericano Del mOnologo	\$6,000
VI.	A-20.	The Dance Now! Ensemble, Inc. Dance NOW! Presents the work of Jose Limon as part of the Limon 70 th Anniversary Celebration	\$5,000
VI.	A-22.	The Miami Bach Society, Inc. Tropical Baroque Music Festival XVII	\$10,800

This motion was seconded by Mr. Hemant Patel and upon being put to a vote, passed by a vote of 7-0 (Ms. Olga Ramudo and Mr. Gene Prescott were absent).

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

VI.	B-1.	Artists in Residence in Everglades Wild Billboards	Final Recommendation \$12,500
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Ms. Deborah Mitchell, representing the foregoing applicant, stated their event was launched at the Perez Art Museum, and they were happy with the support they received from the community for Sundays in the Park in the Everglades.

It was moved by Ms. Danielle Torres that the TDC Subcommittee recommended amount be increased from \$10,000 to \$12,500. This motion was seconded by Mr. Stuart Blumberg and upon being put to a vote, passed by a vote of 7-0 (Ms. Olga Ramudo and Mr. Gene Prescott were absent).

VI.	B-2.	Florida International University Board of Trustees for the benefit School of Music	Final Recommendation \$5,000
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Miami International GuitART Festival

Mr. Mezut Ozgen appeared before the Council and advised Florida International University (FIU) had increased the number of blocked hotel rooms and had also added more international artists to the program.

Mr. Blumberg asked for clarification regarding the four items listed on today's agenda (12/14) under the heading of "Florida International University Board of Trustees for the benefit of".

Mr. Spring advised some cases were harbored by FIU but they were all distinct divisions or entities that were under the FIU umbrella, and were eligible to apply to the TDC.

In response to Mr. Blumberg's request that staff provide information on the amount of funding that was received from the university for the various applicants, Mr. Spring said the university's commitment to all of these programs was extraordinary; however, he would provide the requested information by the next meeting.

It was moved by Mr. Stuart Blumberg that the FY 2015-2016 TDC second funding period award recommendations by the TDC Subcommittee for the foregoing applicants in VI-B, Special Events/Promotions (Non-Profit) – First Time, including those who did not make a presentation at today's (12/14) meeting, be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. B-2.	Florida International University Board of Trustees for the benefit School of Music Miami International GuitART Festival	\$5,000
VI. B-3.	Florida Opera Prima, Inc. IL CENERENTOLO	\$7,500
VI. B-4.	The Art Museum for Private Collections of the Americas - Treasures from the House of Alba: 500 Years Of Art and Collecting	Deferred

This motion was seconded by Mr. William Perry, III and upon being put to a vote, passed by a vote of 7-0. (Ms. Olga Ramudo and Mr. Gene Prescott were absent).

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

It was moved by Mr. Stuart Blumberg that the FY 2015-2016 TDC second funding period award recommendations by the TDC Subcommittee for the foregoing applicants in VI- C, Special Events/Promotions (Non-Profit) – Ongoing, including those who did not make a presentation at today's (12/14) meeting, be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. C-1.	Historical Association of Southern Florida, Inc. History Miami Museum's 23rd International Map Fair	\$10,000
VI. C-2.	Miami Design Preservation League, Inc. Art Deco Weekend 2016	\$25,000

This motion was seconded by Mr. William Perry, III and upon being put to a vote, passed by a vote of 7-0. (Ms. Olga Ramudo and Mr. Gene Prescott were absent).

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

It was moved by Mr. Stuart Blumberg that the FY 2015-2016 TDC second funding period award recommendation by the TDC Subcommittee for the foregoing applicants in VI-D, Government/Municipal (Non-Profit) – Continuing including those who did not make a presentation at today's (12/14) meeting be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. D-1.	City of Miami Gardens Jazz in the Gardens	\$25,000
VI. D-2.	Village of Pinecrest- Pinecrest Gardens 13th Annual Pinecrest Gardens Fine Arts Festival	\$5,250

This motion was seconded by Mr. Hemant Patel and upon being put to a vote, passed by a vote of 7-0. (Ms. Olga Ramudo and Mr. Gene Prescott were absent).

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

It was moved by Mr. Stuart Blumberg that the FY 2015-2016 TDC second funding period award recommendation by the TDC Subcommittee for the foregoing applicant in VI-E, Special Events/Promotions (For-Profit) – First Time, including those who did not make a presentation at today's (12/14) meeting, be approved as follows:

Agenda Item No	Organization Name	Final Recommendation
VI. E-1.	The Dirt Box Seed Food and Wine Festival	\$5,000

This motion was seconded by Ms. Danielle Torres and upon being put to a vote, passed by a vote of 7-0. (Ms. Olga Ramudo and Mr. Gene Prescott were absent).

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

Agenda Item No	Organization Name	Final Recommendation
VI. F-1.	AspirationsPR, LLC Global Fine Art Awards Ceremony and Event	\$5,000

Ms. Judy Holm appeared before the Council and stated some of their significant accomplishments from 2015 included completing research of over 1,000 exhibitions in over 200 museums around the world; the creation of 28 finalist videos; universal award launch video; production of a 68-page magazine; the creation of a new website; global distribution; the issuance of 4 press releases this year to 4,000 media outlets; and more than 750 media pick –ups. She advised the de La Cruz Collection had committed to host an event in March 2016; and Miami- Dade College had committed to its continued partnership in creating educational programs. Ms. Holm emphasized this was an extremely global program that would help to elevate Miami’s position as a global cultural mecca.

It was moved by Mr. Stuart Blumberg that the FY 2015-2016 TDC second funding period award recommendation by the TDC Subcommittee for the foregoing applicant in VI-F, Special Events/Promotions (For –Profit) – First Time, including those who did not make a presentation at today’s (12/14) meeting, be approved.

Agenda Item No	Organization Name	Final Recommendation
VI. F-1.	AspirationsPR, LLC Global Fine Art Awards Ceremony and Event	\$5,000

This motion was seconded by Mr. William Perry, III and upon being put to a vote, passed by a vote of 7-0. (Ms. Olga Ramudo and Mr. Gene Prescott were absent).

Hearing no further questions or comments, the meeting adjourned at 11:47 am.



Chairman Bruno A. Barreiro
Tourist Development Council



TOURIST DEVELOPMENT COUNCIL
December 14, 2015

Prepared by: Tawana Parker

EXHIBITS LIST

NO.	DATE	ITEM #	DESCRIPTION
1	12/14/2015	-	Memorandum to the TDC Members Re: Scheduled Meeting
2	12/14/2015	-	Agenda
3	12/14/2015	-	Roll Call
4	12/14/2015	-	Memorandum Re: Budget Recommendations for FY 2015-2016 Second Funding Period
5	12/14/2015	-	Application Summary Worksheet
6	12/14/2015	-	Applications for Second Funding Period
7	12/14/2015	A-6	Florida International University Board of Trustees for the benefit of Jewish Museum of Florida – Discovery and Recovery: Preserving Iraqi Jewish Heritage
8	12/14/2015	A-17	Performing Arts Center Trust, Inc. dba Adrienne Arsht Center for the Performing Arts of Miami-Dade County – Flamenco Festival 2016
9	12/14/2015	B-2	Florida International University Board of Trustees for the benefit School of Music – Miami International GuitART Festival
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Panel Meeting
Monday, December 14, 2015 11 AM
Stephen P. Clark Center
111 NW First Street
6th Floor, Front Conference Room
Miami, Florida

AGENDA

I. Additions, Deletions, Withdrawals

II. Conflict of Interest

III. Items for Approval

A. Minutes of the October 1, 2015

IV. Reports and Discussion Items

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

V. Citizens' Presentations

VI. Grant Applications and Recommendations - Second Funding Period

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

	Request	Subcommittee Recommendation
1. Alyans Atizay Ayisyen, Inc. <i>Borderless Caribbean</i>	15,000	10,000
2. Barry University, Inc. <i>La Traviata</i>	5,000	5,000
3. Center for Advancement of Jewish Education, Inc. <i>19th Annual Miami Jewish Film Festival</i>	15,000	6,000
4. Chopin Foundation of the United States, Inc. <i>2015-16 Season of Winners</i>	25,000	9,000
5. Coconut Grove Arts & Historical Association, Inc. <i>Coconut Grove Arts Festival</i>	25,000	25,000
6. Florida International University Board of Trustees for the benefit of Jewish Museum of Florida <i>Discovery and Recovery: Preserving Iraqi Jewish Heritage</i>	25,000	9,000
7. Florida International University Board of Trustees for the benefit of The Patricia & Phillip Frost Art Museum <i>The Art of Video Games</i>	15,000	13,500
8. Florida International University Board of Trustees for the benefit School of Hospitality Management SoBch Wine <i>2016 Fun & Fit as a Family</i>	25,000	14,000

	Request	Subcommittee Recommendation
9. Friends of the Bass Museum, Inc. <i>MISO@theBass</i>	5,000	5,000
10. Junior Orange Bowl Committee, Inc. <i>Junior Orange Bowl International Tennis, International Golf, National Basketball, and Sports Ability Games</i>	15,000	9,600
11. Miami Center for Architecture & Design, Inc. <i>Downtown Miami Welcome Center at the Miami Center for Architecture & Design</i>	25,000	13,500
12. Miami City Ballet, Inc. <i>A Midsummer Night's Dream</i>	25,000	18,000
13. Miami Dade College Foundation- Miami International Film <i>Festival Miami International Film Festival 2016</i>	20,000	16,000
14. Miami Light Project, Inc. <i>Global Cuba Fest 2016</i>	15,000	10,500
15. National Foundation for Advancement in the Arts, Inc. <i>YoungArts Week</i>	15,000	10,500
16. National LGBTQ Task Force <i>Winter Party Festival</i>	9,000	9,000
17. Performing Arts Center Trust, Inc. dba Adrienne Arsht Center for the Performing Arts of Miami-Dade County <i>Flamenco Festival 2016</i>	25,000	12,000
18. Rotary Foundation of South Miami, Inc. <i>South Miami Rotary Art Festival</i>	6,000	5,000
19. Teatro en Miami Corp. <i>XII Festival Latinoamericano Del mOnologo</i>	15,000	6,000
20. The Dance Now! Ensemble, Inc. Dance NOW! presents the work of José Limón as part of the <i>Limón 70th Anniversary Celebration</i>	5,000	5,000
21. The Deering Estate Foundation, Inc. <i>12th Annual Deering Seafood Festival on the Bay</i>	15,000	7,000
22. The Miami Bach Society, Inc. <i>Tropical Baroque Music Festival XVII</i>	15,000	10,800
B. Special Events/Promotions (Non-Profit) – First-Time		
1. Artists in Residence in Everglades Wild Billboards	15,000	10,000
2. Florida International University Board of Trustees for the benefit School of Music Miami International GuitART Festival	5,000	5,000
3. Florida Opera Prima, Inc. IL CENERENTOLO	15,000	7,500
4. The Art Museum for Private Collections of the Americas Treasures from the House of Alba: 500 Years of Art and Collecting	25,000	Deferred

	Request	Subcommittee Recommendation
C. Special Events/Promotions (Non-Profit) - Ongoing		
1. Historical Association of Southern Florida, Inc. HistoryMiami Museum's 23rd International Map Fair	10,000	10,000
2. Miami Design Preservation League, Inc. Art Deco Weekend 2016	25,000	25,000
D. Government/Municipal (Non-Profit) – Continuing		
1. City of Miami Gardens Jazz in the Gardens	25,000	25,000
2. Village of Pinecrest - Pinecrest Gardens 13th Annual Pinecrest Gardens Fine Arts Festival	15,000	5,250
E Special Events/Promotions (For-Profit) Continuing		
1. The Dirt Box Seed Food and Wine Festival	5,000	5,000
F. Special Events/Promotions (For-Profit) – First-Time		
1. AspirationsPR, LLC Global Fine Art Awards Ceremony and Event	15,000	5,000

Adjournment



**Panel Meeting
Monday, December 14, 2015 11 AM
Stephen P. Clark Center
111 NW First Street
6th Floor, Front Conference Room
Miami, Florida**

Citizens' Presentations

VI. Grant Applications and Recommendations - Second Funding Period

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

	Request	Subcommittee Recommendation
4. Chopin Foundation of the United States, Inc. <i>Barbara Muze</i>	25,000	9,000
6. Florida International University Board of Trustees for the benefit of Jewish Museum of Florida <i>Jo Ann Arnowitz</i>	25,000	9,000
15. National Foundation for Advancement in the Arts, Inc. <i>Gail Epstein</i>	15,000	10,500
18. Rotary Foundation of South Miami, Inc. <i>Wendy Lapidus</i>	6,000	5,000
22. The Miami Bach Society, Inc. <i>Margie Lopez</i>	15,000	10,800

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

1. AspirationsPR, LLC <i>Judy Holm</i>	15,000	5,000
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TOURIST DEVELOPMENT COUNCIL

Roll Call Sheet for December 14, 2015

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

NOTE: Five (5) members constitute a quorum

Revised on 11/12/2015



MEMORANDUM

Date: December 14, 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 Second 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.

2nd Funding Period Overview

There are thirty-two (32) applications requesting a total of \$515,000 for the second funding period. Of these 32 applications, thirty (30) are from non-profit organizations requesting a total of \$495,000; and two (2) applications are from for-profit organizations requesting \$20,000.

Five (5) of these 32 organizations represent New and/or First-time projects to the Tourist Development Council; twenty-five (25) are eligible under the Continuing projects category; and two (2) are eligible under the Ongoing projects category (i.e., nonprofit organizations that have completed a five year TDC funding cycle). The appropriate formulas have been applied in determining funding recommendations for applicant organizations that fall into the Continuing projects categories subject to the organizations' satisfying eligibility requirements and meeting program criteria.

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

Recommended Allocation for this Funding Period

A total of \$327,150 has been recommended for 31 organizations by the TDC Subcommittee for this second funding period. The remaining balance for the program as appropriated at the beginning of the year is \$489,420. The current balance in the Reserve Fund is \$101,100. Reserve funds are available to address unforeseen or needed adjustments and/or unanticipated major project requests.

<u>Funding Period/Category</u>	<u>Budgeted + Allocations</u>	<u>Set-Aside +</u>	<u>Reserve</u>	<u>Actual Recommended = /Expended # of grants</u>	<u>Remaining Balance</u>
First Funding Period	\$ 296,250	\$ 124,400	\$ 8,750	\$ 429,400 ³⁵	\$
Second Funding Period	309,150		18,000	327,150 ³¹	
Third Funding Period	207,500				207,500
Fourth Funding Period	180,820				180,820
Reserve	127,850				101,100
Set-Aside Grants	124,400				
TOTAL	\$1,245,970	\$ 124,400	\$ 26,750	\$ 756,550 ⁶⁶	\$ 489,420

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
Second Funding Period**

BUDGET UPDATE CHART

	Special Events / Promotions	Sports Events	Television	Government	Total
Total TDC Funding Available in FY 2014-2015					\$1,245,970
Total TDC First Funding Period Allocations					\$429,400
Continuing <i>(Reduction Formula)</i> Projects - Funding Formula Amounts (# of requests)	\$ 234,400 (23)	N/A	N/A	\$ 30,250 (2)	\$ 264,650 (25)
Ongoing Projects <i>(Beginning New Cycle)</i> - Recommended Amounts (# of requests)	\$ 35,000 (2)	N/A	N/A	N/A	\$ 35,000 (2)
New and/or First- time Projects - Recommended Amounts (# of requests)	\$ 27,500 (4)	N/A	N/A	N/A	\$ 27,500 (4)
Total Recommended for First Funding Period (# of requests)	\$ 296,900 (29)	N/A	N/A	\$ 30,250 (2)	\$ 327,150 (31)
Balance Remaining (3rd + 4th + Reserve Fund)					\$ 489,420

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

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

FY 2015-2016 Tourist Development Council
 Application Summary Worksheet
 Panel Meeting - December 14, 2015
 Second Funding Period

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	Alyssa Aliza Aysien, Inc.	10,000	9,000	Borderless Caribbean La Travata	12/04/15 to 03/31/16	15,000	Continuing / 4th	8,000	10,000	0.7	5,000	R	
VI. A-2	Center for Advancement of Jewish Education, Inc.	6,000	6,000	19th Annual Miami Jewish Film Festival	10/28/15 to 01/14/16	15,000	Continuing / 3rd	6,750	7,500	0.8	9,000	R	
VI. A-3	Chopin Foundation of the United States, Inc.	9,000	9,000	2015-16 Season of Winners	01/01/16 to 03/20/16	25,000	Continuing / 2nd	10,000	10,000	0.9	16,000	R	
VI. A-4	Coconut Grove Arts & Historical Association, Inc.	25,000	24,500	Coconut Grove Arts Festival	02/19/16 to 02/15/16	25,000	Continuing / 4th	25,000	25,000	0.7	0	R	
VI. A-5	Florida International University Board of Trustees for the benefit of Jewish Museum of Florida	9,000	9,000	Discovery and Recovery: Preserving Israeli Jewish Heritage	12/03/15 to 02/14/16	25,000	Continuing / 2nd	10,000	10,000	0.9	16,000	R	
VI. A-6	Florida International University Board of Trustees for the benefit of The Patricia & Phillip Frost Art Museum	13,500	13,500	The Art of Video Games	01/24/16 to 03/31/16	15,000	Continuing / 2nd	15,000	15,000	0.9	1,500	R	
VI. A-7	Florida International University Board of Trustees for the benefit School of Hospitality Management	14,000	14,000	2016 Fun & Fit as a Family	02/27/16 to 02/28/16	25,000	Continuing / 3rd	15,750	17,500	0.8	11,000	R	
VI. A-8	Friends of the Bass Museum, Inc.	5,000	5,000	MISC@theBass	01/24/16 to 01/24/16	5,000	Continuing / 2nd	7,500	7,500	0.9	0	R	
VI. A-9	Junior Orange Bowl Committee, Inc.	9,600	9,600	Junior Orange Bowl International Tennis, International Golf, National Basketball, and Sports Ability Games	12/09/15 to 01/15/16	15,000	Continuing / 3rd	10,800	12,000	0.8	5,400	R	
VI. A-10	Miami Center for Architecture & Design, Inc.	19,500	19,500	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	11,500	R	
VI. A-11	Miami City Ballet, Inc.	49,000	49,000	A Midsummer Night's Dream	03/16/16 to 03/20/16	25,000	Continuing / 2nd	20,000	20,000	0.9	7,000	R	
VI. A-12	Miami Dade College Foundation- Miami International Film Festival	16,000	16,000	Miami International Film Festival 2016	03/04/16 to 03/13/16	20,000	Continuing / 3rd	18,000	20,000	0.8	4,000	R	
VI. A-13	Miami Light Project, Inc.	10,500	10,500	Global Cuba Fest 2016	03/11/16 to 03/18/16	15,000	Continuing / 4th	12,000	15,000	0.7	4,500	R	
VI. A-14	National Foundation for Advancement in the Arts, Inc.	10,500	9,500	YoungArts Week	01/03/16 to 01/10/16	15,000	Continuing / 4th	12,000	15,000	0.7	4,500	R	
VI. A-15	National Foundation for Advancement in the Arts, Inc.	9,000	9,000	Winter Fair Festival	03/02/16 to 03/07/16	9,000	Continuing / 2nd	10,000	10,000	0.9	0	R	
VI. A-16	Performing Arts Center Trust, Inc. dba Adrienne Aesh Center for the Performing Arts of Miami-Dade County	12,000	12,000	Flamenco Festival 2016	03/02/16 to 03/19/16	25,000	Continuing / 3rd	13,500	15,000	0.8	13,000	R	
VI. A-17	Relay Foundation of South Miami, Inc.	6,000	5,000	South Miami Relay Art Festival	02/20/16 to 02/21/16	6,000	Continuing / 5th	5,000	5,000	0.6	1,000	R	
VI. A-18	Teatro en Miami Corp.	6,000	6,000	XII Festival Latinoamericano Del mOnologo	02/09/16 to 02/21/16	15,000	Continuing / 5th	7,000	10,000	0.6	9,000	R	
VI. A-19	The Dance Now! Ensemble, Inc.	5,000	5,000	Dance NOW! presents the work of Jose Limon as part of the Limon 70th Anniversary Celebration	03/18/16 to 03/28/16	5,000	Continuing / 2nd	5,000	5,000	0.9	0	R	
VI. A-20	The Dancing Estate Foundation, Inc.	7,000	7,000	12th Annual Dancing Seafood Festival on the Bay	03/20/16 to 03/20/16	15,000	Continuing / 4th	8,000	10,000	0.7	8,000	R	
VI. A-21	The Miami Beach Society, Inc.	10,800	10,800	Tropical Baroque Music Festival XVII	02/25/16 to 03/05/16	15,000	Continuing / 2nd	12,000	12,000	0.9	4,200	R	
VI. A-22	Subtotal:	228,400	218,900			380,000		120,000	120,000		130,000		0

*1 = Direct R = Reimbursement

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. B-1	Artists in Residence in Everglades	7,500	5,000	Mind Billboards	12/04/15 to 03/31/16	15,000	First Time / 1st	N/A	N/A	N/A	5,000	R	
VI. B-2	Florida International University Board of Trustees for the benefit School of Music	5,000	5,000	Miami International Guitar/T Festival	02/24/16 to 02/28/16	5,000	First Time / 1st	N/A	N/A	N/A	0	R	
VI. B-3	Florida Opera Prima, Inc.	7,500	7,500	IL CENERENTOLO	02/28/16 to 02/28/16	15,000	First Time / 1st	N/A	N/A	N/A	7,500	R	
VI. B-4	The Art Museum for Private Collections of the Americas	Defe to 30	Open to SC	Treasures from the House of Albat 500 Years of Art and Collecting	11/02/15 to 04/15/17	25,000	First Time / 1st	N/A	N/A	N/A	25,000	R	
Subtotals:		22,500	22,500			60,000					37,500		

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

Agenda Item No.	Organization Name	Subcommittee Recommendation	Staff Recommendation	Event Name	Event Date	Grant Request	Project Cycle/Year	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI. C-1	Historical Association of Southern Florida, Inc.	15,000	5,000	History/Miami Museum's 23rd International Map Fair	02/05/16 to 02/07/16	10,000	Ongoing / 1st	6,000	10,000	N/A	0	R	
VI. C-2	Miami Design Preservation League, Inc.	25,000	25,000	Art Deco Weekend 2016	01/15/16 to 01/17/16	25,000	Ongoing / 1st	15,000	25,000	N/A	0	R	
Subtotals:		35,000	35,000			35,000					0		

Government/Municipal
Non-Profit Organizations (Continuing - Formula Reductor)

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	City of Miami Gardens	25,000	7,500	Jazz in the Gardens	03/18/16 to 03/20/16	25,000	Continuing / 4th	25,000	25,000	N/A	0	R	
VI. D-2	Village of Pinecrest - Pinecrest Gardens	2,250	0	13th Annual Pinecrest Gardens Fine Arts Festival	01/09/16 to 01/10/16	15,000	Continuing / 4th	8,000	7,500	N/A	9,750	R	
Subtotals:		30,250	22,750			40,000					9,750		

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

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	The Dirt Box	5,000	5,000	Seed Food and Wine Festival	11/18/16 to 11/22/16	5,000	Continuing / 2nd	7,500	7,500	0.9	0	R	
Subtotals:		5,000	5,000			5,000					0		

*D = Direct R = Reimbursement

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	First Time / 1st	Previous TDC Award	Initial TDC Award	Formula Generated Percentage	Request to Recommendation Difference	D / R*	Final Panel Action
VI, F-1	AspirationsPR, LLC	5,000	5,000	Global Fine Art Awards Ceremony and Event	1/20/15 to 11/30/15	15,000			N/A		N/A	10,000	R	
Subtotals:		5,000	5,000			15,000						10,000	R	0

*D = Direct R = Reimbursement

Beginning Balance for FY 2015-2016: 1,200,000
 Carry-over/Recaptured Funds: 45,970
 Total Available for FY 2015-2016: 1,245,970

Beginning Balance for 2nd Funding Quarter: 337,000
 Total in the Reserve Fund: 91,250

Remaining Balance for the Program: 479,570

Total number of Applications: 32
 Grant request grand total: 515,000
 Request to recommendation grand total: 187,850
 Subcommittee Recommendation Grand Total: 327,150

Final Panel Recommendation Grand Total: 0

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-1

ORGANIZATION: Alyans Atizay Ayisyen, Inc.

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: Borderless Caribbean

SUBCOMMITTEE

RECOMMENDATION: \$ 10,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 12-04-2015 through 03-31-2016

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

PROJECT SYNOPSIS:

Funds are requested to support "The Borderless Caribbean" exhibition Presenting artistic programming of the Caribbean and its Diaspora, for the Miami communities and tourist audiences. Involving lectures, workshops, and tours, free and open to all audiences. Renowned artists from Miami and the Caribbean will be presented. Opens during Art Basel Miami, December 4, 2015, to April 15, 2016. It takes place at Little Haiti Cultural Center, utilizing hotels in Miami-Dade County as part of the events.

HOTEL CONFIRMATION: Motel Bianco and Miami Marriott Biscayne Bay have blocked 16 rooms for this program. Anticipated to book 100 rooms.

This is calculated based on:

- Outside artists who participate in the show, who usually bring family also and who spend days during their participating experience on lectures, workshops or tours.

-Outside scholars who participate in the show activities and programs, curators and specialists.

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	8	3500
Out of County	2	900
Out of State	3	900
Foreign	2	700

TOTAL	15	6000
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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.

-We will be utilizing print through Blush Magazine special edition on the exhibition, and Diario Las Americas special section on art. Also will advertise on Art Circuits guide. One digital ad in E-Flux for global promotion of the arts.

-Cross promotion with partner organizations. Including; marketing by Little Haiti Cultural Center, Blush Magazine, Green Family Foundation, CreativeTime NY, Ayiti- Miami Mountains Foundation, Triennial Miami of contemporary art. All which will promote through their ads, social media, and printed materials. Other organizations included in the narrative of the project as partners or collaboration and not mentioned in the marketing sections are not necessarily involved in specific marketing actions.

- Distribution of promo cards around different artistic and touristic venues in Miami-Dade.

-The press release for printed media, community newspapers, art and culture blogs, radio interviews. -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-Cross promote with schools, community organizations, art organizations in Miami-Dade

-Permanent information through the HCAA web page and Facebook giving details about content, activities and ways of reaching the exhibition and its events. Oriented to all audiences

Promotion will hold 3 stages:

-November 2015 - Specific information about the show, its activities, participating artists and related events previous to the exhibition and its programs.

-December 2015: Exhibition opening invitation and ongoing events

-January- March 2016: Promotion of the show, its program of activities and special events and ways of participation for the general audiences. (This period (January – March 2016 is the Borderless Exhibition programming most important part of the project in terms of activities and programs)

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

OTHER GOVERNMENT FUNDING:

PROJECT NARRATIVE:

“The Borderless Caribbean exhibition.” showcases artistic programming of the Caribbean and its Miami Diaspora artists. An opportunity to enjoy, learn and exchange Caribbean culture in Miami, The exhibition includes a program of lectures, workshops, and tours, free and open to all audiences. Considered one of the most consistent efforts to present contemporary art emerging out of the Caribbean like no other place in America. It's a multicultural tourist experience. (Combining art, history and traditions)

Among the changes, the event has expanded its program of guided tours, free lectures and open workshops. It combines part of its activities within the context of Big Night in Little Haiti. It has also expanded the concept of the Caribbean to include artistic expressions from more countries.

It will take place at the Little Haiti Cultural Center from December 4, 2015, through April 15, 2016. Some activities will occur at the Haitian Cultural Arts Alliance (Interceding Space - the intimate gallery exhibition series and the three Re-Think: Dialogues – Panel series)

A total of 16 events will take place. Including the 2015-2016 Borderless Caribbean exhibition; One Wall at a Time /Interceding Space - the intimate gallery exhibition series (one show and one video art series projection). Three Re-Think: Dialogues – Panel series (to learn and discover art for all audiences). The 19th Parallel - Community and Education Programs (seven guided tours); Three art dialogues for students of Miami schools, children and youth from the local and tourist community.

The Little Haiti neighborhood has become a touristic spot due to its ethnic character and the growing cultural movement within its community. With an attendance of more than 30,000 visitors to our exhibitions and programs in the past six years. 6,000 participants in our guided tours, more than 1,500 attendants to our lectures and dialogues, the Borderless Caribbean project is focused on addressing our multi-ethnic communities of South Florida. With diverse programming, sales of arts & crafts of the Caribbean, ethnic food available in the area, focused marketing strategies and free access, we have the ingredients for bringing cultural tourism to our program.

We have Blush magazine, Miami TV and Art Circuits as media sponsors. We are working to have a hotel, sponsor.

At the moment, we have blocked 16 hotel rooms.

Other organizations involved in the project's production are; Little Haiti Cultural Center, Green Family Foundation, Triennial Miami of contemporary art, Miami-Dade Cultural Affairs. Also, the City of Miami, CreativeTime NY, Ayiti- Miami Mountains Foundation.

Our work chronogram is:

October 2015

Research & Content preparation, fund raising and design of the components

-November 2015

Production and installation of the exhibition. Go to the printer. 2nd round of PR & Marketing

-December 2015

The opening of the show. Dec 4, 2015

January - April 2016

Exhibition, special events, guided tours and education programs.

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration			0	\$ 3,000
Personnel: Artistic		\$ 1,500	\$ 1,500	
Personnel: Technical/Production	\$ 3,700	\$ 5,000	\$ 8,700	
Outside Artistic Fees/Services	\$ 3,000	\$ 10,000	\$ 13,000	
Outside Other Fees/Services	\$ 900	\$ 10,000	\$ 10,900	
Marketing ADV/ PV/ Printing/ Publication	\$ 2,000	\$ 4,000	\$ 6,000	
Marketing: Postage/Distribution	\$ 1,000		\$ 1,000	
Marketing: Web Design/ Support/ Maintenance		\$ 500	\$ 500	
Travel: In County	\$ 400	\$ 500	\$ 900	
Travel: Out of County		\$ 1,500	\$ 1,500	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 1,000		\$ 1,000	\$ 790
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 2,200	\$ 800	\$ 3,000	\$ 4,000
Mortgage/ Loan Payments			0	
Insurance		\$ 1,410	\$ 1,410	
Insurance / for Performance, Exhibition, Event, etc.	\$ 800	\$ 800	\$	

			1,600	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 3,500	\$ 3,500	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 39,510	\$ 54,510	\$ 7,790
TOTAL EXPENSES	\$ 62,300			
	\$ 4,410			

PROJECT REVENUE BUDGET FY 2015-2016

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:	\$		2%
Other	1,010		
Rental Income			0
Corporate Support	\$	\$ 7,790	5%
	2,500		
Foundation Support	\$		66%
	36,000		
Private/ Individual Support			0
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0

			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			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	\$ 39,510	\$ 7,790	28%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 54,510		
Total Revenues	\$ 62,300	Total In- Kind %	14%

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-2

ORGANIZATION: Barry University, Inc.

GRANT REQUEST: \$ 5,000.00

PROJECT TITLE: La Traviata

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

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 03-19-2016 through 03-20-2016

EVENT LOCATION: Barry University - Shepard and Ruth K. Broad Performing Arts Center, ,

PROJECT SYNOPSIS:

Grant funds are requested to support Barry University's production of Verdi's "La Traviata," one of the world's most popular operas. Professional artists will perform in "La Traviata" alongside faculty and students from Barry University's Music Program. The production, which is part of Barry's 75th anniversary celebration, is offered to the public at no charge and will take place in Barry University's Broad Center for the Performing Arts on March 19 & 20, 2016 in Miami Shores.

HOTEL CONFIRMATION: Barry University has relationships with a number of hotels in the area including the Double Tree Grand, Hilton Cabana, The Betsy Hotel, and Shula's Hotel and Golf Club. We have preferred rates with the Newport Beachside Hotel and Resort and are currently negotiating rates with the Sea View Hotel. In addition, we have current discounts at the Daddy O Hotel Miami and the Best Western Windsor Inn of 5% and 10% respectively.

There are no hotel nights currently booked as the University is still finalizing reservation blocks. While this is the University's first production of La Traviata, we are projecting approximately 100 out-of-county attendees and 100 out-of-state/country attendees based on past attendance at similar-sized productions. We anticipate that 25% of out of county attendees and 75% of out of state/country attendees will book at least one night in a hotel. Based on this, we are conservatively anticipating up to 100 hotel room nights booked for this performance.

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	63	800
Out of County	1	100

Out of State	1	75
Foreign	1	25
TOTAL	66	1000

MARKETING DETAILS: The Department of Marketing and Communications at Barry University works to ensure that all University programming is properly marketed to internal and external audiences. The Department of Fine Arts works in collaboration with Marketing and Communications to provide extensive marketing efforts for internally and externally-produced performances. Marketing platforms include social media, press releases, BUCWIS (Barry's internal website), websites, email campaigns, as well as online, radio, and/or print advertisements. Information regarding the annual calendar of Fine Arts performances can be found on Barry University's website.

La Traviata is occurring as part of Barry University's 75th Anniversary programming which has been and will continue to be widely marketed to the community. Ad placements for the 75th Anniversary include NBC-6 College Week, the Miami Herald, the South Florida Business Journal, WLRN, and ClearChannel Digital Billboards. The performance will continue to be highlighted in the University's 75th anniversary's calendar of events (<http://www.barry.edu/75/schedule-events.html>).

Barry University has an active online and social media presence. Barry University's homepage is updated frequently to reflect current University events, news stories, student information, etc. La Traviata will be featured on the homepage as the event nears. The production will also be marketed on the University's social media platforms which include FaceBook (63,383 followers) and Twitter (2,897 followers).

In addition, the Department of Fine Arts is active in the local theatre community and promotes its availability through ongoing collaboration. The performance will be featured on both Organiste and Florida Concerts, and ticket reservations will be announced on the online event calendars for Miami-Dade County Public Schools, The Parent Academy, Culture Shock, Florida Classical Media, VetTix, Cultural Connection, World Wide Seats, and Golden Ticket. The performance will also be circulated on the mailing lists of the Department of Fine Arts' collaborative partners including Miami Summer Music Festival, Saint Martha's Concert Series, Miami International Piano Festival, Opera Atelier, and the Doral Arts Coalition.

Should Barry University be fortunate to receive a grant award of \$5,000 from Miami Dade County's Tourist Development Council, the foundation would be recognized in all radio and television promotions and its logo included on all printed advertisements related to the event. In addition, the Tourist Development Council would be recognized from the stage at both the March 19th and 20th performances of La Traviata.

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

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

In celebration of Barry University's (BU) 75th anniversary, the Fine Arts Department will be delighting the community with a production of Verdi's *La Traviata*, one of the world's most beloved and popular operas. *La Traviata* ("The Fallen Woman"), a three-act play set to an Italian libretto by Francesco Maria Pave, is based on the semi-autobiographical story "The Lady of the Camellias" by Alexandre Dumas. Professional artists Matthew Maness & Anthony Zoeller will perform alongside faculty and students. This fully-staged operatic production, offered to the public at no cost, will take place in BU's Broad Center for the Performing Arts, March 19 & 20.

Due to the strategic timing of the event coupled with internationally-known artists and significant promotional efforts across a broad range of constituencies, it is anticipated that this presentation of *La Traviata* will attract attention from both the surrounding community and the tourist population in Miami-Dade County. These events enrich Miami Shores, the surrounding community and increase BU's visibility as a highly respected institution. Occurring during the height of the tourist season, it will be of special interest to Miami's many European and Latin American tourists who want to experience opera during a time of the year when Florida Grand Opera is not in season.

Ticket reservations are not required to attend the event, but are preferred. Advance reservations & walk-in's are welcomed.

BU is projecting 1,000 audience members during the 2 performances with approximately 200 coming from outside of Miami-Dade County. BU has relationships with a number of local hotels and is in the process of finalizing a reserved block with preferred rates. A conservative projection of 100 hotel room nights is anticipated during the performances. Reservation blocks will be made in the area, i.e., the Double Tree Grand, Hilton Cabana, The Betsy Hotel, and Shula's Hotel and Golf Club.

La Traviata has been included in BU's 75th Anniversary marketing with ad placements in NBC-6 College Week, the Miami Herald, the South Florida Business Journal, WLRN, and ClearChannel Digital Billboards specific to the 75th Anniversary and the programming associated with it, plus social media, press releases, BUCWIS (Barry's internal website), websites, & email campaign. Information regarding the annual calendar of Fine Arts performances can be found on Barry University's website, and the production will also be promoted via free calendar placements with local papers and performing arts sites. The production will also be marketed on the BU's social media platforms ; FaceBook (63,383 followers) and Twitter (2,897 followers).

The casting of the production is complete, rehearsals have begun a set & lighting designer has been hired, & set designs have commenced.

Funding from the Miami-Dade County Tourist Development Council will be directed toward outside artistic fees which will enhance the quality and the impact of the performance.

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration			0	
Personnel: Artistic		\$ 3,837	\$ 3,837	
Personnel: Technical/Production		\$ 2,558	\$ 2,558	
Outside Artistic Fees/Services	\$ 5,000	\$ 12,400	\$ 17,400	
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	\$ 4,400
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				
Costumes		\$ 2,000	\$ 2,000	
			0	
			0	
			0	
			0	
Subtotal	\$ 5,000	\$ 20,795	\$ 25,795	\$ 4,400
TOTAL EXPENSES	\$ 30,195			
	0			

PROJECT REVENUE BUDGET FY 2015-2016

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	\$ 5,000		19%
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			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Barry University	\$ 15,795	\$ 4,400	61%
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 20,795	\$ 4,400	19%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 25,795		
Total Revenues	\$ 30,195	Total In- Kind %	17%

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-3

ORGANIZATION: Center for Advancement of Jewish Education, Inc.

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: 19th Annual Miami Jewish Film Festival

SUBCOMMITTEE RECOMMENDATION: \$ 6,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 01-14-2016 through 01-28-2016

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

PROJECT SYNOPSIS:

Grant funds are requested to support the 19th Annual Miami Jewish Film Festival (MJFF), which brings filmmakers, educators, and industry professionals to Miami to interact with audiences through screenings of award-winning films, panel discussions, and other events. The 2016 Festival will occur over 13 days, with 70+ screenings held across Miami-Dade County at 10 different venues. MJFF redefines the term festival with its year-round programs beyond its annual 13-day celebration of film.

HOTEL CONFIRMATION: MJFF's primary hotel sponsor is Hampton Inn & Suites (Brickell). The Festival's other satellite hotels are the Betsy Hotel South Beach and Croydon Hotel. At this time, no rooms or room nights have been booked, as it is early in the Festival season, but we anticipate approximately 20 rooms to be booked, based on last year's numbers. Tourists attending the Miami Jewish Film Festival couple their attendance with other events held in the South Florida area during their stay in the Greater Miami.

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	25	12,000
Out of County	10	4400
Out of State	10	3000
Foreign	5	700
TOTAL	50	20100

MARKETING DETAILS: MJFF promotes the Festival in Miami as a destination event to the international film industry, and to major

visitor sectors by using cinema as a basis to stimulate all the senses. This is achieved through direct mail and

the optimal use of MJFF's pages on social media sites, including Facebook (3,200+ followers), Twitter (3,800+ followers), and Instagram (820+ followers); email newsletters (20,000+ subscribers); and a strong network of media partnerships, such as Miami New Times, Miami Herald, El Nuevo Herald, WPLG Local 10, NBC6, and Eurochannel (an international OnDemand channel with over 19 million subscribers internationally).

MJFF recognizes the importance of education through the Arts and will present a compelling lineup of films which will have an underlying educational component, as well as have industry guests, visiting filmmakers and artists in attendance to further all opportunities of connecting with Miami's vibrant community. The Festival will continue to focus on issues relevant to Miami Dade's ethnically diverse residents which underscores the universality of the minority and/or immigrant experiences.

The marketing and press strategy for 2016 will build on and further expand last year's strategy. The basic strategy includes: the use of advertising (print, broadcast, cable, outdoor, and web-based vehicles); outreach (street teams, poster display, hand-outs and specialty items); media coverage partnerships, press and public relations. Advertising will be targeted to general audiences, film and program-specific interest groups and industry-based groups. Advertising will take place locally and potentially nationally. A broader-reaching community-based outreach marketing program will be implemented to ensure that the wider Miami community is well-apprised of the Festival's screenings and educational programs. Advertising will begin in Fall 2015 and attain greatest reach immediately before and during the actual Festival.

For 2016, the Festival will expand its target marketing to Film Festival vacationers, "snow birds" and GMCVB targeted cities while increasing its international, national and local general marketing. It is developing an

unprecedented number of agreements with more than 12 media outlets including: The Miami Herald, Miami New Times, El Neuvo Herald, The Sun-Sentinel, The Jewish Journal, Social Miami, Around Town Magazine, Miami Art Zine, and Community Newspapers, amongst others. It will also expand its presence by targeting publications in Hispanic, Russian, French, and Israeli media. As such, the Festival is well poised to increase its media exposure, and to generate more articles, reviews and coverage than ever before.

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

PREVIOUS TDC FUNDING: \$6,750 (14-15); \$7,500 (13-14) - {End of cycle - \$5,000 (12-13)}; \$5,000 (11-12); \$5,000 (10-11); \$5,400 (09-10); \$6,000 (08-09)

OTHER GOVERNMENT FUNDING:

PROJECT NARRATIVE:

The 2016 Miami Jewish Film Festival marks its milestone 19th year, recognizing it as one of the oldest and largest Jewish film festivals in the world. MJFF will continue to reach new growth by bringing the best of world film to the community and increasing its number of film premieres in 2016. This year, the Festival will present its annual edition on January 14-28, 2016, with 30-40 additional events held throughout the year. In total, MJFF will offer over 70 screenings to its audience, providing ample opportunity for tourists and residents to engage in the unique experience of film. MJFF has become a cultural destination event for the community, using film to entertain and foster discussion.

MJFF will increase its venues to 10 for the Festival, including Coral Gables Art Cinema, Bill Cosford Cinema, Aventura Arts & Cultural Center, O Cinema Miami Shores, Regal Cinemas South Beach, Miami Beach Cinematheque, the New World Symphony Soundscape, amongst others, for screenings and related events during the Festival and throughout the year. Filmmakers/talent will be invited to the Festival to introduce each film and participate in extended conversations afterwards. At this time specific guests are still to be determined, as such confirmations are made in December. Tickets for the Festival cost \$13.00 for general admission, with reduced prices for members. Most year-round events are free and open to the public. These programs will reach approximately 20,100 participants.

MJFF will expand its marketing to GMCVB targeted cities while increasing its national and local general

marketing. The Festival has partnered with more than a dozen media outlets including: The Miami Herald, Miami New Times, El Nuevo Herald, The Sun-Sentinel, amongst others. MJFF also offers several free series, such as its Community Cinema Series, in partnership with ITVS and WPBT2, as well as its Israeli Film Series with Miami Beach JCC, and its inaugural Real to Reel series launching this fall. The Festival also now participates in Pride Month in June by offering a special free screening, making the Festival a fully inclusive community organization.

MJFF's hotel sponsor is Hampton Inn & Suites (Brickell). At this time, no rooms have been booked, as it is

early in the season, but we anticipate approximately 20 rooms to be booked. Tourists attending the Festival

couple their attendance with other events held in South Florida during their stay in the Greater Miami.

TDC funds will assist in ensuring that the Festival markets the community properly and encourages visitors to

plan a Festival vacation in Miami. The MJFF staff works throughout the year to create a quality Festival,

through soliciting films developing relationships with distributors, filmmakers, and festival organizers viewing, judging, and programming of film submissions partnering with media to publicize the MJFF lineup planning the associated ceremonies and year-round fundraising efforts to support the entire endeavor.

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 95,000	\$ 95,000	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 13,000	\$ 13,000	
Outside Artistic Fees/Services			0	\$ 1,000
Outside Other Fees/Services		\$ 5,000	\$ 5,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 8,000	\$ 22,000	\$ 30,000	\$ 5,000
Marketing: Postage/Distribution		\$ 7,000	\$ 7,000	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 3,000	\$ 3,000	
Travel: Out of County		\$ 5,000	\$ 5,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 3,000	\$ 27,000	\$ 30,000	\$ 4,000
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 4,000	\$ 24,000	\$ 28,000	\$ 2,000
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		\$ 2,500	\$ 2,500	
Other Expenses				
Meetings and other miscellaneous Project Based expenses, including food & beverages for industry meetings, film events, petty cash, etc.		\$ 5,000	\$ 5,000	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 208,500	\$ 223,500	\$ 12,000
TOTAL EXPENSES	\$ 235,500			
	\$ 95,000			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 65,000		29%
Memberships	\$ 84,000		38%
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	\$ 5,000	\$ 11,000	2%
Foundation Support	\$ 3,000		1%
Private/ Individual Support		\$ 1,000	0
Other Private Support:			0
Auxiliary Activities			0
Other Private Support:			0
Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
State of Florida Cultural Affairs	\$ 17,000		8%
			0
			0
Gov't Grants: Local			0
City of Coral Gables	\$ 2,500		1%

Miami Beach Cultural Arts	\$ 17,000		8%
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
			0
			0
			0
Department of Cultural Affairs Grants			
Community Grant	\$ 15,000		7%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 208,500	\$ 12,000	7%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 223,500		
Total Revenues	\$ 235,500	Total In-Kind %	5%

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-4

ORGANIZATION: Chopin Foundation of the United States, Inc. **GRANT REQUEST:** \$ 10,000.00
PROJECT TITLE: 2015-16 Season of Winners **SUBCOMMITTEE**
RECOMMENDATION: \$ 9,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 01-10-2016 through 03-20-2016

EVENT LOCATION: Granada Presbyterian Church, La Gorce Country Club, Key Biscayne Community Center

PROJECT SYNOPSIS:

Grant funds are requested to support the 2015-16 "Season of Winners." The year following the Nat'l Chopin Competition (held every 5 years), the prize winners are invited back to perform at the annual Chopin For All Free Concert Series. The Series is presented monthly at the Granada Presbyterian Church in Coral Gables. The "Season of Winners" also includes 2 Chopin Salon Concerts at the La Gorce Country Club on Miami Beach (January & March) and the annual Chopin at Key Biscayne Concert in March.

HOTEL CONFIRMATION: There are no official hotels participating this year since the artists will be housed by host families. There is really no comparison to last year when we had a contract with the Omni Colonade for jurors, VIPs and Competition attendees. The Competition is held every 5 years.

We estimate there will be at least 12 room nights booked from out-of-town attendees (family, fans and friends of the artists) who will travel to Miami for the concerts.

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	1	1197
Out of County	0	650
Out of State	4	100
Foreign	1	5
TOTAL	6	1952

MARKETING DETAILS: The artists presented this season will play a big role in attracting tourists. For example, the new 3rd prize winner of the prestigious 2015 Int'l Chopin Piano Competition, Kate Liu performs in Feb. As the top American winner, Liu is likely to draw an audience from beyond Miami-Dade's borders.

Brochures, Postcards and Flyers are mailed throughout the season. They are also distributed to Miami-Dade and Broward county hotels, visitor centers, public libraries, bookstores, galleries, schools, music teachers associations and other public places (10,000+ brochures per season).

E-mail announcements are sent once a week during the season to a growing list of subscribers (3500 active contacts).

The Polonaise magazine is printed and mailed twice a year to music schools and teachers, young pianists, music organizations, and sponsors throughout the U.S. as well as to Foundation members, international Chopin Societies and Ministers of Culture in 43 countries, including Australia, Hong Kong, Japan, Russia, Turkey, Israel, Poland, France, Canada, Peru, Chile and Argentina. (3,500 per printing)

Website: The Chopin Foundation's home page (www.chopin.org) is linked to a number of major music schools and cooperating music organizations around the country, and to Chopin Societies around the world. International portals that promote Chopin's music such as the www.ifcs.pl, www.InfoChopin.pl and www.nifc.pl, (the site of the Frederic Chopin National Institute in Warsaw), list our events and include links to our website.

Press Releases announcing our programs are sent to local, national and international media lists. The following outlets regularly respond to our releases with coverage : American Public Media, WLRN (local), NPR's Performance Today in Washington, DC, and WQXR in New York, Miami Herald, El Nuevo Herald, Diario Las Americas, Sun-Sentinel, Sun Post, South Florida Concert Review, New Times, INYBN (Key Biscayne), the Polish Daily News of New York, the Polish Daily News of Chicago, and White Eagle in Boston.

Paid Ads: For a season promoting mainly free concerts, only a few purchased ads will be placed in outlets like Around Town Magazine and INYBN. Radio coverage will be at the discretion of American Public Media. E-blasts are sent through local outlets such as Organiste.net and Classical Connections.

Cultural Events Guides: Our season schedule is included in many electronic and printed local guides, such as www.miami.com, the GMCVB (where we are a member), the M-D Department of Cultural Affairs' Culture Shock calendar listings, and the City of Coral Gables. Our events frequently appear in the Weekend Calendar sections of the Miami Herald and El Nuevo Herald.

We cross-promote our concerts with local presenters and music organizations, including St. Martha's Yamaha Series, Miami Friends of Chamber Music, Festival Miami, Coral Gables Congregational Church, the Miami International Piano Festival, the Adrienne Arsht Center, and others.

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

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

Called the "Season of Winners" this year will feature 5 top prize winners and distinguished members of the jury from the prestigious National & International Chopin Piano Competitions (held every five years in Miami and Warsaw). These are among the top classical piano competitions in the world. The high caliber and reputation of the musicians will be a factor in attracting local audiences and visitors.

The Chopin for All Free Concerts will be held at the Granada Presbyterian Church in Coral Gables:

January 17 - Joshua Wright, prize winner of the 2015 National Competition

February 28 - American pianist, Kate Liu who won the 3rd prize at the 2015 International Competition in Warsaw

March 20 – Hanna Chu, a finalist of the 2015 Competition and winner of the NY Int'l Piano Competition

Since 1996, these popular and unique to S. Florida FREE concerts have been presented on Sunday afternoons to accommodate families with children, students and older residents as well as visitors.

The Chopin Salon Concerts serve to build the loyalty of our existing members and are a great way to recruit new members. These events are open to the public and free to Chopin members. Non-members pay \$45 which includes the concert, wine reception and valet parking.

January 10, 2016 – Krzysztof Jablonski, a distinguished member of the 2015 Competition Jury

March 13, 2016 – Kevin Kenner, a top winner of the National and International Chopin Competitions in 1990, a member of the 2015 National Competition Jury, and a newly appointed member of the piano Faculty at UM

The Foundation partners with the Key Biscayne Community Center to co-present an annual free concert. The Chopin in Key Biscayne concert is planned for March 6, 2016. Over 250 people attended the event in 2015 which exceeded the capacity of the room. In 2016 the event will be moved to a larger hall. The concert typically attracts a cross section of the community from seniors to small children as well as many visitors.

The Chopin Foundation publicizes its Season through press releases, season brochures and postcards mailed locally and regionally, a weekly e-newsletter, e-mail exchanges with other local arts organizations, and paid advertising. We also reach out to schools of music and music teachers associations locally, regionally and nationally. With the loss of our radio sponsor, Classical South Florida, we have partnered directly with American Public Media who will air recordings from our Competition winners on their Classical 24 rotation (carried by 250 stations nationally) and on Performance Today (300 stations).

In the world of classical music, Chopin's music is notorious for attracting the largest and most passionate audiences. By presenting renowned winners of national and international competitions, this season's events are expected to attract many people from outside of the area. Support from the TDC will help the organization's marketing efforts and help cover the costs associated with producing these events.

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 79,610	\$ 79,610	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 7,000	\$ 10,000	\$ 17,000	\$ 5,000
Outside Other Fees/Services		\$ 18,000	\$ 18,000	\$ 4,000
Marketing ADV/ PV/ Printing/ Publication	\$ 3,000	\$ 12,500	\$ 15,500	\$ 2,000
Marketing: Postage/Distribution		\$ 5,775	\$ 5,775	
Marketing: Web Design/ Support/ Maintenance		\$ 3,000	\$ 3,000	
Travel: In County		\$ 1,870	\$ 1,870	
Travel: Out of County		\$ 8,250	\$ 8,250	
Equipment Rental		\$ 500	\$ 500	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 1,000	\$ 1,000	\$ 6,000
Equipment Purchase		\$ 950	\$ 950	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental		\$ 4,000	\$ 4,000	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 3,700	\$ 3,700	
Mortgage/ Loan Payments			0	
Insurance		\$ 4,620	\$ 4,620	
Insurance / for Performance, Exhibition, Event, etc.		\$ 1,000	\$ 1,000	
Utilities		\$ 800	\$ 800	
Fundraising/ Development (Non-Personnel)		\$ 3,575	\$ 3,575	
Merchandise/ Concessions/ Gift Shops		\$ 1,000	\$ 1,000	

Supplies/Materials		\$ 5,000	\$ 5,000	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 10,000	\$ 165,150	\$ 175,150	\$ 17,000
TOTAL EXPENSES	\$ 192,150			
	\$ 90,480			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 4,500		3%
Memberships	\$ 11,150		6%
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income			0
Corporate Support	\$ 25,000	\$ 11,000	14%
Foundation Support	\$ 58,000		33%
Private/ Individual Support	\$ 19,000	\$ 6,000	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			

City of Coral Gables	\$ 3,500		2%
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends	\$ 19,000		11%
Cash on Hand			0
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Cultural Advancement Grants Program	\$ 25,000		14%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 165,150	\$ 17,000	6%
Grant Amount	\$ 10,000		
Cash Revenues + Grant Amount	\$ 175,150		
Total Revenues	\$ 192,150	Total In-Kind %	10%

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-5

ORGANIZATION: Coconut Grove Arts & Historical Association, Inc. **GRANT REQUEST:** \$ 25,000.00
PROJECT TITLE: Coconut Grove Arts Festival **SUBCOMMITTEE**
PROJECT TYPE/CATEGORY: Special Events/Promotions **RECOMMENDATION:** \$ 25,000.00

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 02-13-2016 through 02-15-2016

EVENT LOCATION: Streets of Coconut Grove, Florida McFarlane Road, S Bayshore Drive, Pan American Drive, Coconut Grove Arts & Historical Association, inc,

PROJECT SYNOPSIS:
Grant funds are requested to support the 53rd Annual Coconut Grove Arts Festival, which continues to be a Miami tradition by maintaining its position as one of the largest and most prestigious events of its kind in the country. The Festival is one of the most visible and celebrated events in Miami-Dade County. Held annually during Presidents' Day Weekend in the streets of Coconut Grove on South Bayshore Drive, the Festival will be celebrating 53 years of excellence February 13, 14, 15, 2016.

HOTEL CONFIRMATION:

While the Festival does not reserve room blocks at local hotels, the following hotels serve as both sponsors and host hotels for the event offering discounts to our participating artists and attractive hotel packages for the event.

Sonesta Bayfront Hotel and Suites

Ritz-Carlton Coconut Grove, Miami

Mutiny Coconut Grove

The Mayfair Hotel & Spa

Courtyard by Marriott Coconut Grove

Residence Inn Coconut Grove

Hampton Inn Coconut Grove

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	30	45000
Out of County	85	44300

Out of State	260	16000
Foreign	5	4700
TOTAL	380	110000

MARKETING DETAILS: The Coconut Grove Arts Festival staff and Board of Directors strive to create a marketing plan that is dynamic and exciting. To that end, the Festival employs both an advertising agency and a local public relations firm year round to work hand-in-hand with the event.

The public relations program and strategy, in addition to showcasing the three-day event, also focuses on highlighting the Festival's ongoing presence in the the cultural arts community in South Florida. Our public relations and media plan have resulted in increased coverage in publications throughout the U.S. and Latin America.

Significant local coverage is attained through our relationships with local media outlets such as the Miami Herald, el Nuevo Herald, Comcast Cablevision, NBC6 and Telemundo 51. More than six hours of spot television news coverage keeps us top of mind throughout the weekend. Additionally, the Festival works with Clear Channel radio group to broaden our reach on both Spanish and English radio stations. Additionally, the Festival has a sponsorship in place with the Miami Herald, el Nuevo Herald, and miami.com.

To round out our marketing efforts, the Festival produces television spots, print ads in various publications such as the Miami Herald, Miami Today, Miami New Times and el Nuevo Herald; collateral material such as advertising palm cards, schedule cards, Festival programs and a special section insert in the Miami New Times are produced (90,000 copies); banners, billboards and dioramas at the Miami International Airport in both the general boarding areas and the baggage claim. The Festival also maintains a website that gets tens of thousands of unique visitors during the months leading up to the Festival, with information about not only the Festival weekend, but also the year round events that the Festival hosts - www.cgaf.com. The utilization of digital and social media including a Facebook page with more than 15,000 LIKES and a focus on providing the Festival experience to people around the globe with a few clicks of a mouse has ensured that the 53-year-old event will keep up with the changing times.

Additionally the Festival has increased the Social Media efforts to include Facebook, Instagram, Twitter, and YouTube. So much so, that the Festival does on-going contesting and engagement on all social media platforms.

The efforts for the 53rd annual event, while still in their infancy, will again be comprised of a broad mix of media. The commitment to producing first class advertising is closely monitored by a Marketing Committee comprised of Board Members and outside advisors. The Festival Staff and Marketing Committee are energized to create the best plan yet in celebration of 53 years of bringing art to our community.

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

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The Coconut Grove Arts Festival continues in its position as one of the largest and most prestigious events of its kind in the world. While celebrating its roots and revitalizing the local arts, the Festival draws patrons from our local community, and all over the US, Canada, Latin America and Europe. The Festival is one of Miami-Dade's most visible and celebrated events drawing attention to the astonishingly beautiful community that hosts it. Held annually during Presidents' Day Weekend, the Festival will be celebrating its 53rd anniversary February 13, 14, 15, 2016 and will proudly display the works of more than 380 fine artists in the streets of Coconut Grove to more than 100,000 patrons. Artists are selected through a blind jurying system where art experts view the submissions of more than 1,000 artists to select the 380 that will be selected to participate.

The Festival is an affordable form of entertainment for families! Children 12 & under receive free admission; adult tickets are \$15.

The Festival, conceived as a publicity stunt by Charlie Cinnamon to promote "Irma la Douce" at the Coconut Grove Playhouse in 1963, continues five decades later to strive to expose the S Florida community to the extensive treasures art has to offer. An artist applying is vying for a spot in a show that has been dubbed the "Festival of the Decade" by Sunshine Artist Magazine because of consistent top rankings.

In an effort to ensure the Festival has something for everyone, we not only celebrate the Visual Arts, but also bring both Performing and Culinary Arts to our patrons. Local artists entertain the crowds by crooning familiar tunes and exposed patrons to innovative forms of artistic expression via dance and music. The Culinary Pavilion, now in its 11th year, has developed quite a fan base among Festival-goers. This programming allows us to attract a broader audience furthering our commitment to expose our community and tourists to the arts.

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

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 240,000	\$ 240,000	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 115,000	\$ 115,000	
Outside Artistic Fees/Services		\$ 1,500	\$ 1,500	
Outside Other Fees/Services		\$ 360,000	\$ 360,000	\$ 10,000
Marketing ADV/ PV/ Printing/ Publication		\$ 200,000	\$ 200,000	\$ 20,000
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 20,000	\$ 20,000	
Travel: In County		\$ 14,000	\$ 14,000	\$ 20,000
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 25,000	\$ 115,000	\$ 140,000	\$ 6,500
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental		\$ 170,000	\$ 170,000	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance		\$ 34,000	\$ 34,000	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities		\$ 82,000	\$ 82,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 65,000	\$ 65,000	
Other Expenses				

Artist Awards		\$ 40,000	\$ 40,000	
Other Festival Expenses		\$ 84,500	\$ 84,500	
Permits, Fees, Taxes & Licenses		\$ 89,000	\$ 89,000	
Sponsorship & Volunteer Expense		\$ 40,000	\$ 40,000	
Gallery Expense		\$ 10,000	\$ 10,000	
Subtotal	\$ 25,000	\$ 1,680,000	\$ 1,705,000	\$ 56,500
TOTAL EXPENSES	\$ 1,761,500			
	\$ 526,000			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 584,000		34%
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	\$ 430,000	\$ 56,500	25%
Foundation Support			0
Private/ Individual Support	\$ 5,000		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
Coconut Grove BID	\$ 10,000		1%
			0
			0
Gov't Grants: The Children's Trust	\$ 10,000		1%

(Direct Funding)			
Merchandise/ Concessions/ Gift Shop Revenues	\$ 35,000		2%
Investment Income			0
(Endowment)			
Interest and Dividends	\$ 550		0
Cash on Hand			0
Other Revenues			
Artist Booth Fees	\$ 314,950		18%
Vendor Food Concessions	\$ 137,500		8%
Jury Fees	\$ 50,000		3%
Artist Portfolio / Gallery	\$ 3,000		0
Department of Cultural Affairs Grants			
Festivals & Special Events (FEST)	\$ 100,000		6%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 1,680,000	\$ 56,500	1%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 1,705,000		
Total Revenues	\$ 1,761,500	Total In-Kind %	3%

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-6

ORGANIZATION: Florida International University Board of Trustees for the benefit of Jewish Museum of Florida **GRANT REQUEST:** \$ 25,000.00

PROJECT TITLE: Discovery and Recovery: Preserving Iraqi Jewish Heritage

SUBCOMMITTEE RECOMMENDATION:
\$ 9,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 12-03-2015 through 02-14-2016

EVENT LOCATION: Jewish Museum of Florida- FIU, ,

PROJECT SYNOPSIS:

Grant funds are requested to support this limited run exhibit at the Jewish Museum of Florida-FIU from 12/3/15 to 2/14/16, on loan from the National Archives and displayed in only 6 select institutions in the country. The exhibit details the dramatic recovery of historic materials relating to the Jewish community in Iraq from a flooded basement in Saddam Hussein's intelligence headquarters and the National Archives' recovery work in preserving and making these artifacts and materials available.

HOTEL CONFIRMATION: Participating hotels include: The St. Augustine and Catalina Hotel and Beach Club. We estimate booking 35 room nights, plus additional rooms that will be booked by those who make their own reservations to participate in our exhibits and programs. We have 15 room nights booked so far at the St. Augustine.

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	48	20,050
Out of County	24	10,035
Out of State	10	18,000
Foreign	3	12,400
TOTAL	85	60485

MARKETING DETAILS: Strategies include:

- Regular and continuous e-mail blasts to members, patrons and press (10,000+ contacts in list)
- Growing social media presence with active Facebook, Twitter, YouTube and other new media technology to attract younger demographics
- Advertising on TV, radio, print and online generating an average of 8 million media impressions/month
- Regular PR coverage in print, online and social media outlets generating an average of 6 million media impressions/month
- Digital advertising such as SocialMiami.com, Miami New Times, AroundTown Magazine, Miami.com and MomsMiami & Miami Herald
- 20 Street Pole Banners in Miami Beach and Miami (reach of over 450,000 vehicles/week)
- Print “2 for 1” offers in local, state, national, and international media that generates over 3 million impressions/month
- * Bi-lingual ads in tourist publications
- Local, statewide, national and international travel guide listings and magazine & newspaper feature articles
- Rack and special group brochures to travel/tour industry, hotels, condos, senior centers, organizations
- Listings/ads in cultural guides, calendars, visitor/travel guides, maps and numerous online sites & calendars
- Host international journalists and TV stations, including HBO, to generate stories
- Our documentary films on PBS
- Regular features on L’Chaim TV, MB Culture TV
- Included in many beautiful new table-top books about Greater Miami and/or South Beach
- Cooperation with GMCVB and all South Florida Chambers of Commerce +NY Times & Travel & Leisure ads
- Discount admission/reciprocal programs with Art Basel Miami Beach, AAA, AAM, Culture Shock Miami, Golden Ticket, GMCVB, VISA, AMEX, Channel 2, WXEL, WLRN, CAJM, Entertainment Guide, Florida’s Historic Passport, Museums Magazine, Time Travelers Network of Historic Institutions, Moment Magazine, Hadassah Magazine, Go Miami Card, and many others
- Featured on our +300 page website (www.jewishmuseum.com; links to hundreds of sites) with more

than 30,000 unique visitors monthly.

In addition to our strong media and marketing contacts, we are also planning targeted marketing for special audiences, such as programs about Middle Eastern Jewry, culture, music, books, diaspora, and films; Classical music aficionados; students/professors of history, art history, museum studies; conservationists, young professionals, and museum professionals. Collaborate programming with Miami Jewish Film Festival, FIU School of Music, Florida Grand Opera, AJC, Israeli Consulate and more.

FIU Media Relations marketing and press efforts: FIU Magazine-online November, FIU Website-home page banner, FIU Phone Hold Message, News Post on FIU News, FIU Alumni Relations, FIU Campus Signage-Digital Screens, Miami Herald, Sun-Sentinel, Television Coverage, National and International Media: The New York Times; Huffington Post, Radio-WLRN, Social Media, Travel Blogs, Arts Publications, Florida Trend Magazine, and more.

PREVIOUS TDC FUNDING: \$10,000 (13-14);{End of cycle - \$5,000 (12-13)}; \$5,000 (11-12); \$7,500 (10-11); \$6,300 (09-10); \$7,000 (08-09)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The Jewish Museum of Florida-FIU is requesting marketing support for the following exhibit and complementary programs:

Discovery and Recovery: Preserving Iraqi Jewish Heritage

December 3, 2015 – February 14, 2016

This exhibit details the dramatic recovery of historic materials of the Iraqi Jewish community from a flooded basement in Saddam Hussein's intelligence headquarters, and the National Archives' recovery work in support of U.S. Government efforts to preserve and make these materials available. These include more than 2,700 Jewish books and tens of thousands of documents in Hebrew, Arabic, Judeo-Arabic and English, dating from 1524 to the 1970s. The Jews of Iraq have a rich past, extending back 2,500 years to Babylonia; today, only a few Jews remain in the country. This exhibit provides the opportunity to preserve and display the rich cultural heritage of this now-extinct community.

The exhibit also includes amazing video footage of the recovery and preservation efforts. JMOF-FIU is very proud to have been selected by the National Archives to host this exhibit, and to have passed all their facility requirements, including an on-site inspection by a NARA team.

Our media partner is SocialMiami.com. We book hotel space for exhibit staff and program presenters, anticipating 35 room nights for these, plus rooms booked by participants in our activities. Hotel partners: St. Augustine, The Catalina and Cambean Hospitality.

TDC funds will assist us to intensify our typical aggressive marketing campaign, to reach our general audience, and to bring in more tourists from all over with specified marketing, including social media to bring in new demographics, expanding "outside the box" to those who do not fit our customary audience. These funds will help us expand our usual efforts to include marketing such as street pole banners, digital billboards and more.

To date we have the following programs scheduled:

- Basel Brunch with Exhibit Guest Curator 12/6/15
- Exhibit Opening with National Archives staff keynote 12/7/15
- Miami Jewish Film Festival - Farewell Baghdad 12/16/15
- Family Day 12/25/15
- Film - Iraq & Roll 1/6/16
- Sephardic Voices Cultural Program 1/10/16
- FIU Amernet Concert - Musica Sefarad 1/12/16

- Teachers Workshop Cultural Heritage 1/17/16
- Israeli Consulate & AJC program Danny Ayalon 1/19/16
- Film - Baghdad Twist 2/3/16
- Conservation Workshop 1/7/16 & 1/8/16

Marketing is continuous throughout the year, and we have already started promoting this exhibit. The exhibit will be on display 6 days/week, from 10 am – 5 pm, and after hours for programs during its 10 week run.

The National Archives is making special efforts, coming the weekend of Thanksgiving to begin installation in order to ensure that the exhibit will be open on time for the first day of Art Basel, so the influx of 75,000 visitors from all over the world will have the opportunity to view this once-in-a-lifetime exhibit.

Anticipated Audience: 60,485

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 10,000	\$ 10,000	\$ 0
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 28,200	\$ 28,200	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services		\$ 6,000	\$ 6,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 62,565	\$ 87,565	\$ 5,000
Marketing: Postage/Distribution		\$ 2,500	\$ 2,500	
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.			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		\$ 5,000	\$ 5,000	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
		\$	\$	

Supplies/Materials		14,800	14,800	
Other Expenses				
Educational programming including bus transportation for students		\$ 4,000	\$ 4,000	\$ 1,000
Security		\$ 18,000	\$ 18,000	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 151,065	\$ 176,065	\$ 6,000
TOTAL EXPENSES	\$ 182,065			
	\$ 15,000			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 4,000		2%
Memberships	\$ 14,000		8%
Tuitions/Enrollment Fees	\$ 0		0
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:	\$ 0		0
Special Exhibition Fees			
Contracted Services:	\$ 0		0
Other			
Rental Income			0
Corporate Support	\$ 20,000	\$ 6,000	11%
Foundation Support	\$ 20,000		11%
Private/ Individual Support	\$ 4,500		3%
Other Private Support:	\$ 0		0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
State of Florida General Operating Support	\$ 35,000		20%
			0
			0
Gov't Grants: Local			

City of Miami Beach General Fund	\$ 10,000		6%
City of Miami Beach CAC	\$ 7,500		4%
Miami Dade County MCI	\$ 25,000		14%
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 6,065		3%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Related Programs	\$ 5,000		3%
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 151,065	\$ 6,000	14%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 176,065		
Total Revenues	\$ 182,065	Total In-Kind %	3%

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-7

ORGANIZATION: Florida International University Board of Trustees for the benefit of The Patricia & Phillip Frost Art Museum

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: Predators and Prey: A Roman Mosaic from Lod, Israel

SUBCOMMITTEE RECOMMENDATION:
\$ 13,500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 01-01-2016 through 03-31-2016

EVENT LOCATION: Patricia & Phillip Frost Art Museum FIU, 0, 0

PROJECT SYNOPSIS:

Grant funds are requested to support

HOTEL CONFIRMATION: We have a corporate partnership with the Intercontinental Doral. We do not know how many room nights will be booked there in connection to this exhibition.

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	0	42865
Out of County	0	11220
Out of State	0	1515
Foreign	0	500
TOTAL	0	56100

MARKETING DETAILS: Integrated Marketing Campaign Targeting Tourists: For promotion of this exhibition to the national and international tourism markets, the Museum will design an integrated marketing campaign. This strategic, collective build-up will implement communications across all platforms. A timeline of marketing initiatives that is consistent and seamless will deliver a multi-dimensional message to attract visitors to Greater Miami.

Because this is the final leg of the U.S. tour for this Smithsonian traveling exhibition, the Miami stop at the Frost Art Museum will be the last opportunity for visitors from throughout the U.S. and international markets to experience The Art of Video Games. By the time the tour concludes in Miami, the exhibition will have visited nine cities (including Seattle, Phoenix, Syracuse, Toledo and Memphis).

Miami is by far the most international destination on this tour, and our marketing efforts will take this international mix into account: focusing efforts on the destination's key international feeder-markets. Visitors to Miami from Argentina, Brazil, Mexico, Colombia, Germany, France, Canada and the U.K. will be keen on experiencing The Art of Video Games experiences.

The subject matter of this cultural event is very accessible to a wide variety of audiences, beyond the regular criteria of the typical museum visitor. The exhibition's attraction is universal and connects with different age groups and a broader spectrum of demographics.

We will create digital advertising on travel websites read by national and international visitors planning their trips to Miami.

- Digital advertising on cultural and visual arts sites that are read by national and international audiences who are keen on cultural experiences when they travel.
- Digital advertising on websites that are read by video game enthusiast who live throughout the U.S. and in Miami's international tourism markets.

Social Media / Self-Publishing:

- The social media team at the Museum will take its cue from the impressive social media successes employed by the Smithsonian and by the other venues nationwide who have achieved record-breaking results on Facebook, Twitter and especially Instagram, as a result of implementing creative content for a social media campaign that engages visitors.

Direct Marketing:

- More than 15,000 consumers (many of them living abroad, throughout the U.S., Latin America and Europe) subscribe to the museum's e-newsletter. This is our primary communications tool for direct marketing.

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

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

"The Art of Video Games," on exhibition at the Patricia & Phillip Frost Art Museum, Florida International University, from January 23 to April 17 is the first major exhibition to explore the 40-year evolution of video games as an artistic medium, with a focus on striking graphics, creative storytelling and player interactivity. The exhibition, organized by the Smithsonian American Art Museum in Washington, DC, features some of the most influential artists and designers across five eras of game development, from early pioneers to contemporary designers. The exhibition has been a very popular draw while it has toured the United States.

Video games use player participation to tell stories and engage audiences. Like film, animation and performance, video games are a compelling and influential form of narrative art. The Art of Video Games The Art of Video Games focuses on the interplay of graphics, technology and storytelling through some of the best games for 20 gaming systems ranging from the Atari VCS to the PlayStation 3. The galleries include video interviews with developers and artists, historic game consoles and large prints of in-game screen shots. The museum is free and no tickets will be required. We will undertake an integrated marketing campaign using all media platforms to promote the exhibition, which will attract tourists to Miami-Dade County as this will be the final top on the exhibition's tour. We anticipate over 50,000 visitors to the exhibition. We do not have media sponsors but we do have a corporate sponsor in the InterContinental Hotel, Doral. TDC funding will allow us to implement our wide-ranging educational offerings as well as our marketing strategy for the exhibition. Our educational programming will continue to enliven the exhibition and teach different constituencies about the importance of the video game in the past three decades. Our public relations firm's outreach goes beyond South Florida's local media. They also target national media in Miami's top domestic tourism feeder-markets, especially the northeastern markets; international media based in Miami, reaching Miami's top markets; media previews via broadcast media interviews; global digital news platforms read by Miami's national and international visitors; and multilingual outreach. The museum always includes Spanish-language media materials targeting the Hispanic journalists throughout the United States, and the international media based in Miami (such as the wire service EFE from Spain, which reaches 60 countries worldwide and with whom we share a close working relationship with, leading to stories published about our exhibitions that appear throughout South America and Europe). The Museum's universe of social media followers includes significant numbers located outside of Miami, including those who are interested in cultural tourism and who live in the Northeastern U.S. and throughout Latin America.

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 39,500	\$ 39,500	\$ 0
Personnel: Artistic			0	\$ 0
Personnel: Technical/Production			0	\$ 0
Outside Artistic Fees/Services		\$ 36,000	\$ 36,000	\$ 0
Outside Other Fees/Services	\$ 15,000	\$ 10,000	\$ 25,000	\$ 0
Marketing ADV/ PV/ Printing/ Publication			0	\$ 0
Marketing: Postage/Distribution			0	\$ 0
Marketing: Web Design/ Support/ Maintenance			0	\$ 0
Travel: In County			0	\$ 0
Travel: Out of County			0	\$ 0
Equipment Rental			0	\$ 0
Equipment Rental / for Performance, Exhibition, Event, etc.			0	\$ 0
Equipment Purchase			0	\$ 0
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	\$ 0
Space Rental		\$ 0	0	\$ 0
Space Rental / for Performance, Exhibition, Event, etc.			0	\$ 0
Mortgage/ Loan Payments		\$ 0	0	\$ 0
Insurance			0	\$ 0
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities			0	\$ 0
Fundraising/ Development (Non-Personnel)			0	\$ 0
Merchandise/ Concessions/ Gift Shops			0	\$ 0

Supplies/Materials			0	\$ 0
Other Expenses				
Telecom/Freight/Caterer/Ovhd/Adv3%			0	\$ 0
Exhibition Preparation & Installation		\$ 16,800	\$ 16,800	\$ 0
Freight		\$ 6,000	\$ 6,000	\$ 0
		\$ 0	0	\$ 0
		\$ 0	0	\$ 0
Subtotal	\$ 15,000	\$ 108,300	\$ 123,300	0
TOTAL EXPENSES	\$ 123,300			
	\$ 39,500			

PROJECT REVENUE BUDGET FY 2015-2016

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	\$ 31,000	\$ 0	25%
Foundation Support	\$ 0		0
Private/ Individual Support	\$ 0	\$ 0	0
Other Private Support:			
Auxiliary Activities	\$ 0		0
Other Private Support:			
Special Event Proceeds	\$ 0		0
Gov't Grants: Federal			
	\$ 0		0
	\$ 0		0
	\$ 0		0
Gov't Grants: State			
			0
	\$ 0		0
	\$ 0		0
Gov't Grants: Local			
	\$ 0		0

	\$ 0		0
	\$ 0		0
Gov't Grants: The Children's Trust (Direct Funding)	\$ 0		0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 0		0
Investment Income (Endowment)	\$ 0		0
Interest and Dividends	\$ 0		0
Cash on Hand	\$ 0		0
Other Revenues			
FIU E&G	\$ 77,300	\$ 0	63%
	\$ 0		0
	\$ 0		0
	\$ 0		0
Department of Cultural Affairs Grants			
Major Cultural Institution (MCI)	\$ 0		0
Tourist Development Council Grant Program (TDC)	\$ 0		0
	\$ 0		0
Cash on Hand	\$ 0		0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 108,300	0	12%
Grant Amount	\$ 15,000	0	0
Cash Revenues + Grant Amount	\$ 123,300	0	0
Total Revenues	\$ 123,300	Total In- Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-8

ORGANIZATION: Florida International University Board of Trustees for the benefit School of Hospitality Management SoBch Wine

GRANT REQUEST: \$ 25,000.00

PROJECT TITLE: 2016 Fun & Fit as a Family

SUBCOMMITTEE RECOMMENDATION:
\$ 14,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 3RD

STATUS: Government - State

DATE(S) OF EVENT: 02-27-2016 through 02-28-2016

EVENT LOCATION: Jungle Island, ,

PROJECT SYNOPSIS:

Grant funds are requested to support the 9th annual Fun & Fit as a Family as part of FIU's South Beach Wine & Food Festival, taking place February 26-27, 2016 at Jungle Island. Teaming visiting international culinary arts celebrities with health professionals, nutritionists and fitness experts, Fun & Fit as a Family will bring advocacy and national attention to the epidemic of childhood obesity that is plaguing school children all over the country.

HOTEL CONFIRMATION: We have contracts with all of the following hotels:

The Dorchester - 96 room nights

Royal Palm - 65 room nights

The National Hotel - 120 room nights

Loews Miami Beach - 941 room nights

Last year we used 2,597 room nights and at this time we contracted 1,222 room nights for the 2016 Festival.

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	30	14200
Out of County		4425

Out of State	25	3300
Foreign		75
TOTAL	55	22000

MARKETING DETAILS: Fun & Fit as a Family capitalizes on the successful marketing campaign amassed by the Food Network & Cooking Channel South Beach Wine & Food Festival. Potential patrons across the country are targeted through advertising in a variety and substantial number of national magazines, newspapers, on the radio, and television. Through partnerships and advertising in The New York Times, FOOD & WINE Magazine, Travel & Leisure Magazine, Wine Spectator, Delta In-Flight Magazine, and on Food Network and Cooking Channel TV, our presence is felt in virtually every major city across the country. In 2015, over 3.9 billion media impressions resulted from a PR and marketing campaign that focused on broadcast, print and web. Our diverse marketing plan focused on advertisements in major local, regional and national print publications, terrestrial radio giveaways, broadcast and cable television commercial spots, e-mail blasts, web banners, e-newsletters, and festival direct mail pieces. Here's a breakdown of our 2015 impressions: 900 million marketing impressions (official guide, billboards, ads, e-blasts), 62 million audience impressions (TV segments), 3.1 billion print and online publication impressions. The marketing for the 2016 festival is again expected to reach over 3.9 billion media impressions internationally. Our fully functional and interactive website, www.sobefest.com, provides up-to-date information regarding the festival; additionally, we have an electronic information broadcast called "juicy tidbits" that provides the latest information about the festival for online subscribers. In keeping up with the age of social media, we have continued to expand our Festival Facebook page. We now have more than 40,000 fans - in February 5,500 fans shared Festival stories and our page generated over 18 million social media impressions alone. Festival founder, Lee Schrage tweets daily about the Festival to his 20,000+ followers. The Festival's 2015 outdoor promotions reached new heights with unique outdoor marketing placements that included digital billboards on I-395, Super Shuttle back wraps, wrapped Metro-movers, bus shelter ads, and street pole banners throughout Miami Beach.

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

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

FIU will continue its 2-day "mini-Festival" known as Fun & Fit as a Family as part of the 2016 Food Network & Cooking Channel South Beach Wine & Food Festival. Programming, fundraising, marketing and infrastructure planning for this project began in April and are ongoing. We contract annually with outside event planner, Sight on Site Group to bring Fun & Fit as a Family to life. Fun & Fit as a Family is a fun, interactive, festival with one goal: to educate children and parents about healthy lifestyle options in a fun atmosphere. We do this with an interactive approach that fosters true understanding of the healthy lifestyle options available to families, and we aim to show that through daily exercise and healthy food choices families can improve the quality of their lives and have fun while doing it.

Taking place at Jungle Island, February 27-28, 2016, Fun & Fit as a Family will bring together some of the planet's greatest celebrity chefs and personalities to partner up with health professionals, nutritionists and fitness experts to bring advocacy and attention to epidemic of childhood obesity. Tickets are \$20 for adults and children the like; admission is free for children 2 and under. We expect crowds of over 12,000 attendees across the two days. Fun & Fit as a Family presents an opportunity for transformational change by parlaying the celebrity status of participating personalities like Robert Irvine and Guy Fieri to inspire Miami-Dade's kids to want to improve their weight, dietary behavior and physical activity because their heroes make it "cool". This year we welcome Badia Spices as our Title Sponsor. Working in conjunction, we have 20+ events planned over the two days that include cooking demonstrations and seminars aimed at parents and children, obstacle courses, relay races, good food gardens, exhibitors, and food tastings.

The SOBEWFF Festival is the largest and most-publicized events of its kind in the US, recording over 3.9 billion media impressions for its 2016 Festival. As an official event of the 2016 Festival, with a dedicated, multifaceted marketing plan just to the Fun & Fit as a Family we anticipate to generate over 200 million media impressions for this project alone. We market Fun & Fit through various mediums such as television commercials, social media, e-blasts, and print advertising. Some of our media sponsors include: Food Network, Munchkin Fun, New York Times, Miami Herald, and Miami New Times.

Our official host hotel is the Loews South Beach, but we contract rooms with various hotels throughout South Beach. To date we have 1,222 hotel rooms blocked for the 2016 festival; we are expecting to block at least 1,500 more room nights. TDC funding will enable us to continue to fund the infrastructure of this event and make it an event of national standards. Our hope is that our tourist attendees will spread positive word-of-mouth once back home and return to the Fun & Fit as a Family year after year.

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 41,250	\$ 41,250	
Personnel: Artistic		\$ 2,700	\$ 2,700	
Personnel: Technical/Production		\$ 39,153	\$ 39,153	
Outside Artistic Fees/Services	\$ 7,000	\$ 14,550	\$ 21,550	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication		\$ 32,100	\$ 32,100	\$ 50,000
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 900	\$ 900	
Travel: In County		\$ 6,500	\$ 6,500	
Travel: Out of County			0	\$ 10,000
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 6,000	\$ 73,192	\$ 79,192	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 12,000	\$ 44,750	\$ 56,750	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 850	\$ 850	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	

Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 36,165	\$ 36,165	
Other Expenses				
Administrative Overhead		\$ 15,000	\$ 15,000	
Event Expenses		\$ 39,000	\$ 39,000	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 346,110	\$ 371,110	\$ 60,000
TOTAL EXPENSES	\$ 431,110			
	\$ 41,250			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 42,000		11%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances			0
Contracted Services: Special Exhibition Fees			0
Contracted Services: Other			0
Rental Income			0
Corporate Support	\$ 294,110	\$ 60,000	79%
Foundation Support	\$ 10,000		3%
Private/ Individual Support			0
Other Private Support: Auxiliary Activities			0
Other Private Support: Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
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	\$ 346,110	\$ 60,000	7%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 371,110		
Total Revenues	\$ 431,110	Total In-Kind %	16%

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-9

ORGANIZATION: Friends of the Bass Museum, Inc.

GRANT REQUEST: \$ 5,000.00

PROJECT TITLE: MISO@theBass

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

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 01-24-2016 through 01-24-2016

EVENT LOCATION: Bass Museum of Art, Collins Park,

PROJECT SYNOPSIS:

Grant funds are requested to support the Bass Museum of Art's 4th annual MISO@theBass outdoor orchestra concert on January 24, 2016. The annual event, featuring the renowned Miami Symphony Orchestra, will take place in Collins Park, the de facto "front lawn" of the Bass. Offered directly after the museum's monthly IDEA@theBass Family Day, MISO@theBass will offer residents and tourists alike the opportunity to experience world-class classical music entirely free of charge.

HOTEL CONFIRMATION: MISO@theBass will not involve the dedicated booking of hotel room blocks. However, the Bass has longstanding partnerships with the Sagamore Hotel, Vintro Hotel, and the Standard, all located within walking distance of the museum on Collins Avenue. The Sagamore and the Standard have been tourism partners for many years, along with Vintro Hotel since 2014. We expect these strong partnerships, along with concentrated efforts to engage local concierge services, to lead to large amounts of hotel guests attending the concert.

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	80	700
Out of County	0	300
Out of State	0	200
Foreign	0	100
TOTAL	80	1300

MARKETING DETAILS: In an effort to attract tourists to South Florida, the Bass Museum will concentrate marketing efforts on social media outreach, outreach to Miami Beach hotel and concierge associations, street visibility through a Miami Beach banner campaign, and full-color advertisements in tourist magazines distributed in area hotels, restaurants, and public tourist areas (Where Magazine, Miami Herald Weekend, Miami New Times). In addition to the Bass Museum's established marketing efforts, radio spots will run on partner stations including WLRN.

As this is a free event, visibility (as opposed to discounts or incentives) will be the most critical factor in driving attendance. As such, the most crucial aspect of this strategy is the banner campaign, which will involve the purchase of approximately 26 street banners to be hung in the general vicinity of Collins Park. This will increase visibility and drive foot traffic from hotels in the area of the museum. The banner campaign, combined with efforts to reach tourists via concierge and tourist magazines, should drive attendance to the concert.

Additionally, the Bass maintains an active presence on social media, via Facebook (10,793 likes), Twitter (7,844 followers), and Instagram (4,640 followers). An active social media campaign will take place to encourage sharing of MISO@theBass-related posts, in order to increase visibility to an audience beyond our social media followers.

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

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The Bass Museum of Art's MISO@theBass concert will take place on January 24, 2016, with an orchestral performance by MISO (Miami Symphony Orchestra) on the Bass' "front lawn" - Collins Park. For the fourth year in a row, MISO, led by renowned conductors Eduardo Marturet and Marcoantonio Real-d'Arbelles, will play an al fresco concert of musical family favorites. Imagine listening to "Ocean Drive in Vienna" played by a full symphony orchestra under the palm trees! Last year, over 1000 friends and families gathered in Collins Park, which was transformed into a park-wide picnic blanket where attendees enjoyed music and shared picnic goodies and conversation.

Taking place at 4pm directly after the museum's monthly, free IDEA@theBass Family Day, the outdoor concert gives museum members, residents and visitors the chance to see and hear MISO's 80 professional musicians selected from around the world, which represent the exceptional talent and diversity that mirrors South Florida's international and multicultural richness. This concert will be free of charge for all attendees. Again this year, picnic BASSkets - provided by Lyon Freres - will be available for purchase. The Bass will also hold a contest, offering awards to the most creatively decorated picnic sites and BASSkets.

Through TDC funding, the Bass anticipates that the steady growth in attendance at MISO@theBass will continue, with 1300 visitors projected to attend. In order to attract these crowds, marketing efforts will focus on increased visibility, and will consist of:

- Outreach to area hotel concierge (with rack cards)
- Ad placements and calendar listings in the Miami Herald, Miami New Times, Where Magazine
- Banner advertisements surrounding Collins Park
- Radio ads and PSAs on WLRN.

Without the support of TDC funding, the Bass will be unable to support an enhanced marketing campaign. TDC funds are critical for the museum to continue to increase the program's growth into a tourism booster for Miami Beach and the Collins Park neighborhood.

As one of the only major outdoor orchestra concerts in Miami-Dade County, MISO@theBass takes advantage of the best of Miami Beach: two top arts organizations partnering to provide a first-class social and cultural event, engaging the community through a shared artistic experience. As the city continues its accelerated emergence as a world-class artistic hub, such events enhance the city's cultural life, promising a future in which they become the norm rather than the exception. Through MISO@theBass, the Bass will continue its efforts toward providing excellent cultural experiences that drive tourists to experience the best that Miami has to offer.

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration			0	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 20,000	\$ 20,000	
Outside Other Fees/Services		\$ 3,000	\$ 3,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 5,000		\$ 5,000	
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.		\$ 7,000	\$ 7,000	\$ 5,000
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	

Supplies/Materials			0	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 5,000	\$ 30,000	\$ 35,000	\$ 5,000
TOTAL EXPENSES	\$ 40,000			
	0			

PROJECT REVENUE BUDGET FY 2015-2016

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	\$ 15,000	\$ 5,000	43%
Foundation Support	\$ 5,000		14%
Private/ Individual Support	\$ 10,000		29%
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)			
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income			0
(Endowment)			
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	\$ 30,000	\$ 5,000	14%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 35,000		
Total Revenues	\$ 40,000	Total In-Kind %	14%

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-10

ORGANIZATION: Junior Orange Bowl Committee, Inc.

GRANT REQUEST: \$
15,000.00

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

SUBCOMMITTEE RECOMMENDATION:
\$ 9,600.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 12-03-2015 through 01-15-2016

EVENT LOCATION: Crandon Park Tennis Center, Tropical Park, Biltmore Tennis Center

PROJECT SYNOPSIS:

Grant funds are requested to support the events of the annual Junior Orange Bowl Festival that attract out of town participants. These events include the Tennis Championship, the Golf Championship, the Sports Ability Games, and the Basketball Classic. Each of these events host youth participants living outside Miami-Dade County, accruing well over 1,000 room nights locally. The project will take place from October 23-December 27, 2015 in multiple venues throughout Miami-Dade County.

HOTEL CONFIRMATION: Below is a list of hotels that will be used by participants and attendees of the Junior Orange Bowl events (Tennis, Golf, Basketball, Sports Ability Games) that will incur room nights. After each hotel name is the number representing the total amount of room nights blocked at each location. The figures for the hotel room nights exceed last year as Tennis will be expecting more participants and Basketball has added a second date for its tournament for which it will be booking hotel rooms.

The Biltmore Hotel - 600

Holiday Inn University - 350

Homewood Suites Hilton - 350

Courtyard Marriot Coral Gables - 400

Hyatt House - 200

Hampton Inn Coconut Grove - 100

Miami Hampton Inn - 175

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	900	3900
Out of County	675	1810
Out of State	675	1800
Foreign	750	1900
TOTAL	3000	9410

MARKETING DETAILS: The events of the Junior Orange Bowl Festival are marketed and promoted through many avenues. Our primary and most widely used tool is our website (www.jrorangebowl.org), which was recently redesigned and relaunched in September 2013. According to Google analytics reports, the Junior Orange Bowl website accrues over 500,000 hits during the time of the TDC Project (October-December). Each event of the Junior Orange Bowl Festival has an individual event page with event date, registration and sponsor information.

The Junior Orange Bowl also has a focused social media campaign across multiple platforms that aims to engage current, past, and future participants and members. The Junior Orange Bowl has nearly 10,000 followers across its social media programs, which help keep participants, coaches, teams, sponsors, and fans directly engaged with the Junior Orange Bowl. This direct engagement strengthens the Junior Orange Bowl brand within its target market. The ultimate goal of the campaign is to increase the number of youth participants in the annual festival of events. An increase in participants will result in an increase in annual visitors to Miami-Dade County.

The Junior Orange Bowl strives to stay up to date on the latest marketing trends and is moving towards a marketing strategy that focuses more on digital and social media. One such strategy is to move towards social media advertising in addition to the traditional mediums. Social media advertising, such as Facebook Ads and Boosted Posts, are more cost effective and can reach a much larger audience than traditional print or radio advertising. Another advantage is social media advertising allows the Junior Orange Bowl to specify which demographic each campaign should target. This allows each post and/or ad to be specifically designed to the portion of the Junior Orange Bowl market demographic that needs to be targeted. Social media marketing also allows the Junior Orange Bowl to more effectively stay in touch with the National and International participants that make up the organization's target market.

Junior Orange Bowl events are also promoted through traditional marketing mediums. Digital billboards are purchased through Clear Channel in surrounding the City of Coral Gables to promote the Junior Orange Bowl and its partners, The Junior Orange Bowl will attempt to purchase 4 billboards that will run for a total of two weeks. The Junior Orange Bowl also promotes the Project through WLRN Radio Ads, :15 and :30 spots, that highlight and promote upcoming project events. Press releases are sent out to create pre event buzz so that more participants enroll in Junior Orange Bowl events and that the events draw more fans and attendees. Ads are also purchased in local newspapers and magazines such as The Miami Herald, Florida Tennis Magazine, Miami's Community Newspapers, Gables Magazine, Miami New Times and City Gazettes, among others.

PREVIOUS TDC FUNDING: \$10,800 (14-15); \$12,000 (13-14); {\$6,000 (12-13) - End Cycle}; \$7,000 (11-12); \$8,000 (10-11); \$9,000 (09-10); \$10,000 (08-09)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The Jr Orange Bowl TDC Project consists of the Int'l Tennis, Int'l Golf, National Basketball, and Sports Ability Games events, all of which attract out of town participants to Miami-Dade County. The events will collectively attract over 3000 youth participants and over 10,000 attendees. All these events will utilize over 1500 room nights to house participants, coaches, officials, family, and friends. The events are marketed through a comprehensive plan, which includes website and social media platforms including Facebook Ads, print and digital press and ads, and billboards. The marketing plan is International to extend to all of the events participants. Each event charges an entry fee to participate with all participants receiving a gift bag with t-shirts and other items so to make the event experience memorable for all visitors. In many cases, we arrange transportation for participants, provide meals, and promote the use of our fine restaurants and attractions during their stay in Miami-Dade County.

The Jr Orange Bowl Partners with media including The Miami Herald, ESPN Deportes, WLRN, Clear Channel, and many more outlets.

INT'L TENNIS CHAMPIONSHIP (12/13/15-12/22/15)

Locations: University of Miami Tennis Center, Salvadore Park, The Biltmore Tennis Center, Crandon Park Tennis Center. Now in its 54th year, this youth tournament consistently draws the top boys and girls (11-14 years) from around the world to compete. This year we expect over 1550 participants from over 76 countries. Entries are open to all 11-14 year old tennis players, but all players must be registered with USTA to participate. Multiple Miami-Dade County hotels partner with the Junior Orange Bowl to offer special rates and room blocks for visiting participants, parents, coaches, and fans. Entry fees for this event are \$125 per participant. There is no ticket charge to attend.

INT'L GOLF CHAMPIONSHIP (12/26-14/30/14)

Location: Biltmore Golf Course

200 of the world's best junior amateur golfers ages 18 and under from 40 countries and throughout the USA tee-off in the 52nd annual golf tournament which is considered the "masters of junior golf". The Biltmore Hotel arranges special room rates for participants as well as other area hotels. Entry fees for this event are \$425 per participant. There is no ticket charge to attend this event.

NATIONAL BASKETBALL CLASSIC (10/23 and 12/27-12/30/15)

16 High School teams compete in Doral for the Junior Orange Bowl title each December. The basketball teams are not charged to enter the tournament but are responsible for their hotel and food accommodations. Teams will travel from Pennsylvania, Orlando, Wash D.C., Oklahoma, and one team from Slovenia to compete in Miami-Dade County for the 2015 Basketball Classic.

Funds from the TDC Grant allow the Junior Orange Bowl to further invest in marketing of the project events, which will draw more participants to Miami-Dade County, which increases tourism and hotel rooms and encourages spending in MDC.

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration			0	
Personnel: Artistic		\$ 18,000	\$ 18,000	\$ 1,000
Personnel: Technical/Production		\$ 33,000	\$ 33,000	\$ 2,500
Outside Artistic Fees/Services			0	
Outside Other Fees/Services		\$ 6,500	\$ 6,500	
Marketing ADV/ PV/ Printing/ Publication		\$ 42,000	\$ 42,000	\$ 8,000
Marketing: Postage/Distribution		\$ 700	\$ 700	
Marketing: Web Design/ Support/ Maintenance		\$ 5,000	\$ 5,000	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental		\$ 8,000	\$ 8,000	
Equipment Rental / for Performance, Exhibition, Event, etc.			0	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 5,000	\$ 23,500	\$ 28,500	\$ 10,500
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 8,500	\$ 8,500	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 34,500	\$ 34,500	

Supplies/Materials		\$ 5,500	\$ 5,500	
Other Expenses				
Officials & Referees	\$ 10,000	\$ 33,000	\$ 43,000	
Awards & Trophies		\$ 16,000	\$ 16,000	\$ 2,500
Food for Participants		\$ 18,000	\$ 18,000	\$ 4,000
Hotel Accommodations		\$ 13,000	\$ 13,000	
Scholarship		\$ 5,000	\$ 5,000	
Subtotal	\$ 15,000	\$ 270,200	\$ 285,200	\$ 28,500
TOTAL EXPENSES	\$ 313,700			
	\$ 8,000			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 2,200		1%
Memberships			0
Tuitions/Enrollment Fees	\$ 173,000		61%
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income			0
Corporate Support	\$ 37,500	\$ 28,500	13%
Foundation Support	\$ 14,000		5%
Private/ Individual Support	\$ 12,000		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	\$ 24,000		8%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Program Ad Sales	\$ 3,000		1%
			0
			0
			0
Department of Cultural Affairs Grants			
Festivals/Special Events	\$ 4,500		2%
TDC	\$ 15,000		5%
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 285,200	\$ 28,500	0
Grant Amount			
Cash Revenues + Grant Amount	\$ 285,200		
Total Revenues	\$ 313,700	Total In-Kind %	10%

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-11

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: \$
13,500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

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

EVENT LOCATION: Downtown Miami Welcome Center Miami Center for Architecture & Design, ,

PROJECT SYNOPSIS:

Grant funds are requested to support the operations of the Downtown Miami Welcome Center. The Welcome Center is open Monday - Friday, 10AM - 5PM, and on alternate Saturdays. The Center will be open every Saturday in the beginning of 2016. In addition to normal Welcome Center activities our Welcome Center supports our exhibitions, lectures and events. We also are developing new marketing outreach programming, which includes updates to our website, that this grant will help us support.

HOTEL CONFIRMATION: n/a

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	10	1000
Out of County	0	250
Out of State	10	150
Foreign	0	100
TOTAL	20	1500

MARKETING DETAILS: The Downtown Miami Welcome Center at the Miami Center for Architecture & Design (MCAD) 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:

- Large 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.
- 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:

N/A

PROJECT NARRATIVE:

The Downtown Miami Welcome Center, operating in partnership with the Miami Downtown Development Authority (DDA), is a welcome spot for residents and tourists alike looking for 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.

We are now listed on Trip Advisor and YELP and expect that to increase our reach to the visitor market. We have been steadily increasing interest from residents, many of whom now live downtown. We have recently begun an outreach program to the concierge association and hotel association. Additionally, we are about to begin a campaign with Miami's tour operators to let them know about us.

We are always looking at ways to enhance our center and believe that this funding will help us do things like upgrade our website and communications materials.

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration	\$ 1,750	\$ 64,750	\$ 66,500	\$ 15,000
Personnel: Artistic	\$ 0	\$ 0	0	\$ 0
Personnel: Technical/Production	\$ 4,500	\$ 25,500	\$ 30,000	\$ 0
Outside Artistic Fees/Services	\$ 0	\$ 0	0	\$ 0
Outside Other Fees/Services	\$ 0	\$ 3,500	\$ 3,500	\$ 0
Marketing ADV/ PV/ Printing/ Publication	\$ 6,000	\$ 6,000	\$ 12,000	\$ 0
Marketing: Postage/Distribution	\$ 250	\$ 250	\$ 500	\$ 0
Marketing: Web Design/ Support/ Maintenance	\$ 2,875	\$ 2,875	\$ 5,750	\$ 2,500
Travel: In County	\$ 0	\$ 500	\$ 500	\$ 0
Travel: Out of County	\$ 0	\$ 2,500	\$ 2,500	\$ 0
Equipment Rental	\$ 0	\$ 0	0	\$ 0
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 24,500	\$ 24,500	\$ 0
Equipment Purchase	\$ 0	\$ 0	0	\$ 0
Equipment Purchase / for Performance, Exhibition, Event, etc.	\$ 1,750	\$ 1,750	\$ 3,500	\$ 0
Space Rental	\$ 0	\$ 24,000	\$ 24,000	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 6,375	\$ 57,225	\$ 63,600	\$ 0
Mortgage/ Loan Payments	\$ 0	\$ 0	0	\$ 0
Insurance	\$ 0	\$ 750	\$ 750	\$ 0
Insurance / for Performance, Exhibition, Event, etc.	\$ 0	\$ 12,000	\$ 12,000	\$ 0
Utilities	\$ 0	\$ 10,000	\$ 10,000	\$ 0
Fundraising/ Development				

	\$ 0	\$ 2,000	\$ 2,000	\$ 0
(Non-Personnel)				
Merchandise/ Concessions/ Gift Shops	\$ 1,250	\$ 1,250	\$ 2,500	\$ 0
Supplies/Materials	\$ 250	\$ 750	\$ 1,000	\$ 0
Other Expenses				
Accounting	\$ 0	\$ 2,000	\$ 2,000	\$ 4,500
Janitorial/Repairs/Maintenance	\$ 0	\$ 16,000	\$ 16,000	\$ 0
Office Supplies/Subscriptions/Bank & Merchant Fees	\$ 0	\$ 6,500	\$ 6,500	\$ 0
			0	
			0	
Subtotal	\$ 25,000	\$ 264,600	\$ 289,600	\$ 22,000
TOTAL EXPENSES	\$ 311,600			
	\$ 116,250			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 2,500		1%
Memberships	\$ 2,000		1%
Tuitions/Enrollment Fees	\$ 3,500		1%
Contracted Services:			
Outside Programs/ Performances	\$ 0		0
Contracted Services:			
Special Exhibition Fees	\$ 0		0
Contracted Services:			
Other	\$ 0		0
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:			
Auxiliary Activities	\$ 35,500		12%
Other Private Support:			
Special Event Proceeds	\$ 3,500		1%
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 - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-12

ORGANIZATION: Miami City Ballet, Inc.

GRANT REQUEST: \$ 25,000.00

PROJECT TITLE: A Midsummer Night's Dream

SUBCOMMITTEE

RECOMMENDATION: \$ 18,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 03-18-2016 through 03-20-2016

EVENT LOCATION: Adrienne Arsht Center for the Performing Arts of Miami-Dade County,
Adrienne Arsht Center for the Performing Arts,

PROJECT SYNOPSIS:

Grant funds are requested to support the artistic salaries, marketing, and space rental costs associated with three performances of the reimagining of George Balanchine's first wholly original full-length ballet crafted in America -- A Midsummer Night's Dream -- at the Adrienne Arsht Center, October 17-19, 2014. These performances will attract international and national tourists, as well as visitors from other counties in Florida.

HOTEL CONFIRMATION: Miami City Ballet will again partner with the Riviera Hotel South Beach and the Tradewinds Apartment Hotel on Miami Beach, to provide accommodations for visiting choreographers, répétiteurs, and other artists – as of October 13, 2015, 62 room nights have been booked. MCB also typically partners with one of these hotels to secure a hotel sponsor. If this sponsorship does not include hotel room blocks, it will include, at a minimum, promotional offers for hotel guests to receive discounted tickets to the company premiere. Current confirmed sponsorships include The Setai, The Edition, and The Thompson Hotel.

The figures included in the Hotel Room Nights Chart below are rooms booked at the Riviera and Tradewinds Hotels, and estimates based on survey responses from the 2014/15 Season, which show where patrons resided during their visits to Miami-Dade County.

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	104	4939
Out of County	6	951

Out of State	4	334
Foreign		76
TOTAL	114	6300

MARKETING DETAILS: A Midsummer Night's Dream, as envisioned by Ms. Lopez, and coupled with a multidisciplinary collaboration of visual art, drama, and dance, aims to attract new audiences. One of the most beloved of Shakespeare's plays, A Midsummer Night's Dream has inspired the creativity of artists across a broad spectrum of media. Our unique collaboration with three internationally acclaimed artists -- visual artist Michele Oka Doner, dramaturg Tarell Alvin McCraney and performing arts projection designer Wendall Harrington -- has the potential to attract a broader audience than is typical for classical ballet, tapping into a new pool of art enthusiasts. With visual elements inspired by the landscape of Miami and environs, the Company's underwater reimagining of Shakespeare's forest speaks to our unique identity as a city and is sure to attract audiences from across the nation.

Marketing will focus on increasing visibility and ticket sales in regional, national and international markets through print and electronic advertisements, e-mail campaigns, social media and public relations. Paid advertising, event calendar listings and editorial will run in major local and national publications, including City & Shore, Miami Magazine, New York Times Magazine, Achei USA, El Nuevo Herald, Miami Herald, New York Times, Sun-Sentinel, Miami Art Guide, Herald.com, and Miami New Times.

MCB's online advertising and social media campaign is designed to engage our loyal audience base, in addition to new audiences who might never have seen a ballet. MCB has been extremely successful in building a social networking presence on Facebook (172,907 followers), Twitter (21,846 followers), Instagram (15,327 followers), YouTube (3,878 subscribers) and Pinterest (977 followers).

MCB is actively developing major editorial stories at the national level for our 30th Anniversary Season, with Midsummer serving as the artistic linchpin of the celebration. MCB's annual Gala will center around Midsummer and the production will receive widespread coverage in New York, Chicago and Miami-based press, generating interest in the Spring 2016 production for arts-going audiences inclined to spend tourism dollars in Miami. Editorial coverage, previews and performance reviews include: The New York Times, Vanity Fair, Dance Magazine, The Miami Herald, and El Nuevo Herald.

With the assistance of a digital agency, we are building refined programmatic campaigns based on testing and audience segmentation with Display Advertising (Google Ad Network, Google Display Network, Mobile ad networks), Video (YouTube) and Social (Facebook Advertising), including the use of remarketing data from MCB sites, behavioral and lookalike audience targeting. Programmatic videos will be used to increase viewership and drive ticket sales. Campaigns will deliver pre-roll YouTube ads to relevant prospects who have previously viewed MCB videos on YouTube, subscribed to the MCB channel, or visited key pages of our website.

PREVIOUS TDC FUNDING: \$20,000 (14-15); {\$9,000 (13-14) End of Cycle}; \$15,000 (12-13); \$15,000 (10-11); \$13,500 (09-10); \$15,000 (08-09)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The centerpiece of Miami City Ballet's (MCB) landmark 30th Anniversary Season is our new production of George Balanchine's full-evening rendering of Shakespeare's beloved play, *A Midsummer Night's Dream*, recreated with unprecedented permission from The Balanchine Trust. Debuting at the Arsht Center March 18-20, 2016, this reimagined work will retain Balanchine's original choreography set to Felix Mendelssohn's score, but the ballet will be set in a completely different space and time – Miami's ocean floor. Collaborators include internationally-acclaimed artists, attracting new audiences and visitors to Miami through their global reputations and work in diverse artistic fields: Michele Oka Doner to create original sets and costumes, Tarell A. McCraney for dramatic direction and Wendall Harrington for performance backdrop projections. Community outreach and engagement events include free tickets, open rehearsals, and panel discussions. The universal language of dance and the artistry displayed on stage by our dancers serve as the perfect vehicles to engage audiences from around the world, and with Miami serving as a gateway to the Americas, our project will contribute significantly to the tourism ecology of Miami-Dade County.

Marketing will focus on increasing visibility and ticket sales in regional, national and international markets through print and electronic advertisements, e-mail campaigns, social media and public relations. Our multi-tiered strategy will mirror the success of last season's world premiere of *Heatscape*, which featured a 2.5-minute film of MCB dancers performing excerpts in Miami's Wynwood Walls district that quickly went viral, generating 4.5 million impressions. MCB has negotiated value-add deals for media sponsors and secured feature stories in major publications outside of Miami-Dade. Cross-promotional activities with tourism, travel, and hotel industries will increase awareness among key market segments that have high tourism potential for Miami. Hotel partners include Tradewinds Miami Beach and The Riviera South Beach, with 62 hotel room nights blocked at the time of submission.

TDC funds will offset dancer salaries for the performances, rental of the Arsht Center, and allow MCB to reach broader market segments through enhanced marketing efforts. Mounting this large-scale production of *A Midsummer Night's Dream* further reflects MCB's commitment to bringing dynamic new work to tourists and local audiences alike, enhancing cultural knowledge and appreciation for the art form.

Timeline:

- * June 2015: MCB launches ticket sales campaign.
- * June 1-19, 2015: Three rehearsal weeks for the Company with répétiteur, Sandra Jennings.
- * March 8-12, 2016: Répétiteur, Sandra Jennings returns to MCB for final studio rehearsals.
- * March 15-20, 2016: Technical and opening week with stage rehearsals and opening weekend at the Adrienne Arsht Center for the Performing Arts in Miami, Florida with répétiteur, Sandra Jennings.

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration			0	
Personnel: Artistic	\$ 6,250	\$ 151,640	\$ 157,890	
Personnel: Technical/Production		\$ 25,133	\$ 25,133	
Outside Artistic Fees/Services		\$ 155,601	\$ 155,601	
Outside Other Fees/Services		\$ 92,578	\$ 92,578	
Marketing ADV/ PV/ Printing/ Publication	\$ 13,750	\$ 60,564	\$ 74,314	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 650	\$ 650	
Travel: In County		\$ 2,488	\$ 2,488	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 31,900	\$ 31,900	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 5,000	\$ 75,302	\$ 80,302	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 5,595	\$ 5,595	
Utilities			0	
Fundraising/ Development		\$ 4,067	\$ 4,067	

(Non-Personnel)				
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 10,803	\$ 10,803	
Other Expenses				
Gift for Repetiteur and Choreographers		\$ 60	\$ 60	
Allocated Overhead (Facility, Administrative Expense)		\$ 103,975	\$ 103,975	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 720,356	\$ 745,356	0
TOTAL EXPENSES	\$ 745,356			
	0			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 348,911		47%
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	\$ 30,000		4%
Foundation Support	\$ 90,541		12%
Private/ Individual Support	\$ 186,889		25%
Other Private Support:			0
Auxiliary Activities			0
Other Private Support:			0
Special Event Proceeds			0
Gov't Grants: Federal			
National Endowment for the Arts	\$ 16,667		2%
			0
			0
Gov't Grants: State			
FL State Division of Cultural Affairs	\$ 3,000		0
			0
			0

Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Major Cultural Institutions	\$ 44,348		6%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 720,356	0	3%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 745,356		
Total Revenues	\$ 745,356	Total In- Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-13

ORGANIZATION: Miami Dade College Foundation- Miami International Film Festival

GRANT REQUEST: \$
20,000.00

PROJECT TITLE: Miami International Film Festival 2016

SUBCOMMITTEE
RECOMMENDATION: \$
16,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 03-04-2016 through 03-13-2016

EVENT LOCATION: Olympia Theater at Gusman Center, Regal Cinemas, Cinepolis Coconut Grove

PROJECT SYNOPSIS:

Grant funds are requested to support the Festival's marketing, programming and events to visitors and residents. Funds will be used for local transportation of invited guests, and advertising and marketing, with emphasis on media who reach tourists and seasonal visitors. Advertising and marketing will include print advertising, outdoor advertising, online and direct e-mails, and social media as well as public relations and Film Guide distribution through hotel concierge desks and retailers.

HOTEL CONFIRMATION: The Standard Spa, Miami Beach 440 room nights (confirmed)

The Nautilus 50 room nights (not yet confirmed)

JW Marriott 8 room nights (not yet confirmed)

Mandarin Oriental Miami 7 room nights (not yet confirmed)

Room nights at the Standard and the Nautilus are confirmed by contract.

Room nights at the remaining hotels are tentatively booked pending confirmation of the 2016 program. Once confirmed these room nights will be included in the contract agreement.

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	35	25000
Out of County	20	15000
Out of State	145	10000
Foreign	150	10000
TOTAL	350	60000

MARKETING DETAILS: The marketing and press strategies for 2016 include:

1. Advertising using print, broadcast and on-line media. Advertising will be placed with major media in Miami's key tourism markets nationally (New York Times, Viendomovies, Yahoo) and internationally (HBO Latin America, Telemundo) major regional media (Alma, Atlantic Broadband, Comcast, NBC6, Miami Herald, Miami New Times) and industry-specific media (Screen International, LatAmCinema, IndieWire, IMDb). 2. Coverage through agreements with media. This coverage will be regional (Alma, NBC6, Telemundo, Univision, Miami New Times, Miami Herald, Comcast, Selecta, Wire) and national/international (Viendomovies, HBO Latin America, LatAmCinema, Screen International, CineInforme, IndieWire). 3. Coverage from accredited media who come in for the Festival (E! Entertainment, Star Media, MGM Latino, MTV, Variety, IndieWire, Hollywood Reporter, Village Voice). 4. Media covering specific films by topic, country or talent. 5. Marketing and Outreach, including: Bus Shelter advertising and Bus wraps; Ticket Guides and postcards distributed via hotel concierge desks, retail outlets, street teams and the Festival Distribution teams. The Festival uses a list of community partners that includes condominium associations, Consulates, and special interest groups (GLTB, Environmental, Health, Country associations, film groups, student groups); Electronic postcards and flyers (general, program-specific, country-specific, genre-specific, special deals). the Festival has access to more than 250,000 e-mails; Festival Subscribers (25,000+), Facebook (25,000+ friends), Twitter (18,000+ followers) and other social media; Drawings, contests and giveaways using media partners, social media, sponsors, Miami Film Society and community partners.

Advertising began in late summer 2015 and will attain greatest reach immediately before and during the actual Festival.

The Festival has a media list of 1,700+ outlets. More than 250 media will be accredited for 2016.

The Festival expects to generate at least 2,000,000,000 media impressions for the 2016 Festival.

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

OTHER GOVERNMENT FUNDING:

PROJECT NARRATIVE:

Miami International Film Festival 2016 (3/4-3/13/16) celebrates 33 years of bringing the best international films to Miami. Its objectives are: to bring a selection of the best of world film and their filmmakers to South Florida. This is done in competition and non-competition categories: competition categories include Knight Grand Jury Features and Documentaries, Park Grove Shorts, Ressler First Time Screenwriting Award, Lexus Ibero-American Opera Prima Award, Lexus Audience Award, and Encuentros; non-competition categories include: Cinema 360, Lee Brian Schragar's Culinary Cinema, Pan Asia Cinema, Red Carpet Premieres, REEL Music, Florida Focus and Cinema 360°. The Festival will feature approximately 100 films from 35 countries; to continue developing the Festival as a Cultural Destination Event using film to entertain and to foster discussion. The Festival realized a 1% increase in visitors in 2015 and successfully reached more than 300,000,000 households worldwide through advertising and coverage. Media sponsors include: Comcast, NBC6, Miami New Times, Telemundo, IMDb, Univision and Viendomovies. "Rush Line" status occurred at many screenings and all Master Classes and Seminars. For 2016, the Festival will continue to develop its film industry and media partnerships in order to encourage Film Festival vacationers, "snow birds" and other vacationers, as well as Miami residents, to make the Festival part of their plans by offering them the best in international cinema, complete with filmmakers; To continue to grow the Festival's industry component so that Miami is a platform for the business of film, thus assisting in the economic development of the community. During the 2015 Festival over 125 accredited industry representatives attended industry-related events and screenings.

The 2016 Festival will use at least five screening venues in the community over the course of its ten days. At least 10 other venues will house visitors and invited guests, major events and seminars, meetings and social occasions. More than 30 additional venues will be used for hospitality, meals and smaller events with filmmakers, celebrities and industry professionals. The Festival has selected The Standard Spa as its host hotel and the Nautilus as its VIP hotel.

The Festival's well-respected non-screening programming will continue to be developed in a fiscally responsible manner. These include Master Classes which offer access to some of the industry's leading experts on a range of topics, including "Symposium on Chinese Cinema", "DIY Distribution" and "A Conversation with Cheryl Boone Isaacs".

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 336,750	\$ 336,750	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 36,750	\$ 36,750	\$ 11,000
Outside Artistic Fees/Services		\$ 227,000	\$ 227,000	
Outside Other Fees/Services		\$ 333,000	\$ 333,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 20,000	\$ 40,000	\$ 60,000	\$ 308,125
Marketing: Postage/Distribution		\$ 23,000	\$ 23,000	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 103,000	\$ 103,000	\$ 19,000
Travel: Out of County		\$ 45,000	\$ 45,000	\$ 2,000
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 48,000	\$ 48,000	\$ 23,000
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 160,000	\$ 160,000	\$ 12,000
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 2,000	\$ 2,000	\$ 1,100
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 25,000	\$ 25,000	
Other Expenses				

screening fees		\$ 18,000	\$ 18,000	
events		\$ 118,250	\$ 118,250	\$ 12,000
box office fees		\$ 38,000	\$ 38,000	
shipping		\$ 17,000	\$ 17,000	
			0	
Subtotal	\$ 20,000	\$ 1,570,750	\$ 1,590,750	\$ 388,225
TOTAL EXPENSES	\$ 1,978,975			
	\$ 336,750			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 325,000		20%
Memberships	\$ 169,000		11%
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	\$ 284,000	\$ 289,000	18%
Foundation Support	\$ 105,000		7%
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			
Florida Cultural Grant	\$ 15,000		1%
			0
			0
Gov't Grants: Local			
Miami Beach VCA	\$ 51,000		3%
Miami DDA	\$ 40,000		3%
City of Coral Gables	\$ 4,000		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			0
Other Revenues			
submission fees	\$ 30,000		2%
industry fees	\$ 2,750		0
MDC Student Life	\$ 250,000		16%
Parent Organization support	\$ 200,000	\$ 99,225	13%
Department of Cultural Affairs Grants			
FEST	\$ 95,000		6%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 1,570,750	\$ 388,225	1%
Grant Amount	\$ 20,000		
Cash Revenues + Grant Amount	\$ 1,590,750		
Total Revenues	\$ 1,978,975	Total In-Kind %	24%

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-14

ORGANIZATION: Miami Light Project, Inc.

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: Global Cuba Fest 2016

SUBCOMMITTEE

RECOMMENDATION: \$ 10,500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 03-11-2016 through 03-19-2016

EVENT LOCATION: The Light Box at Goldman Warehouse, ,

PROJECT SYNOPSIS:

Grant funds are requested to support Miami Light Project's 9th Global Cuba Fest at The Light Box at Goldman Warehouse in Miami's Wynwood Arts District on March 11-12 and 18-19, 2016. Global Cuba Fest is an annual celebration of the best musicians from the Cuban diaspora. In 2016, we will present Dayme Arocena (Afro-Cuban Jazz revelation), DJ BJoyce (Cuba's leading female DJ), and DJ Leydis (US-Cuban Hip Hop artist).

HOTEL CONFIRMATION: The Vagabond Hotel is serving as host hotel for the Global Cuba Fest on March 16, 17, 18 and 19, 2016. Miami Light Project has a total of 20 hotel room nights (5 rooms for 4 nights) blocked at The Vagabond Hotel. The rooms will be utilized at The Vagabond Hotel to house artists and cultural tourists traveling to Miami to attend Global Cuba Fest. It is anticipated that a total of 32 room nights (8 rooms at 4 nights) will be booked for our proposed project.

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	5	660
Out of County	0	140
Out of State	1	50
Foreign	6	50
TOTAL	12	900

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

WEB, SOCIAL MEDIA: We have an active presence on the social networking sites Facebook, Twitter and Instagram where we are able to interact with our patrons as well as the artists that we will present for the Global Cuba Fest. By leveraging electronic media, including email, websites, interactive blogs, and social networking sites, MLP reaches a much wider audience than if it relied solely on a traditional and more costly marketing mix. As our audience surveys have indicated, more of our customers are learning about our programs via the web, so we have increased our online marketing on sites including, but not limited to Facebook Ads, Fabrika Link, The Miami New Times and The Miami Herald. MLP has a robust email list (5,000+ subscribers), all of whom receive monthly newsletter and information about the 2016 Global Cuba Fest.

CROSS PROMOTION: We link to partner websites, and reach their constituencies through e-mails, flyers, cross promotions and joint advertising.

PRINT: We print 2,500 postcards and 20 posters to promote the GCF, and hire a street team to distribute the material at select local business and events. We have 9 Light Pole Banners advertising the Global Cuba Fest in and around The Light Box in Wynwood Arts District.

RADIO: Based on results from our audience survey, we are aware that between 30-35% of our audience learn about our programs through WLRN, WDNA and La Red Hispana radio stations. As such, we buy 20 radio ads (30-second spot) on each station for the Global Cuba Fest.

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

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

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

Miami Light Project will present the 9th Annual Global Cuba Fest, which celebrates the Cuban music exploring jazz, bolero, trova & Afro-Cuban rhythms. In 2016, Global Cuba Fest features a diverse array of talented contemporary Cuban artists including Dayme Arocena (Afro-Cuban Jazz revelation), BJoyce (Cuba's leading female DJ), and Leydis (Hip Hop artist). This year, the Global Cuba Fest will be unique; we are hosting a lineup with only female musicians including a knockout jazz singer and electro new comers. Through Global Cuba Fest we seek to bring high caliber Cuban artists, who are bridging the gap between Cuban and American music, and to give the opportunity for Miami-Dade County residents and tourists to experience a vibrant explosion of music.

There will be four live performances at the Light Box at Goldman Warehouse - featuring DJs BJoyce and Leydis on March 11-12, and Dayme Arocena on March 18-19, 2016. Performance ticket prices will be \$50 VIP, \$25 general, \$20 members and \$15 students & senior citizens.

MLP anticipates that 900+ people will attend the live performances and residency activities at The Light Box, and that 20% will be tourists. Residency activities include workshops and matinee for youth from neighborhood schools.

GCF programming engages everyone interested in experiencing the latest projects from Cuban cutting-edge artists. We present artists who have consistently attracted large international audiences across age, ethnicity and musical interests. By presenting an Afro-Cuban Jazz revelation and leading female Cuban DJs in Miami-Dade County, we are confident that these musicians will attract regional, national and international tourists.

Our marketing plan focuses on radio outlets and is augmented with print press and online marketing coverage including English-Spanish speaking media. Local and national arts writers receive press kits, calendar listings and PSAs one month prior to performances. We have 9 Light Pole Banners advertising the event around our space in the Wynwood neighborhood. We engage with our audience via social media tools and via monthly newsletters to subscribers. One of our key marketing strategies is to develop cross promotion and joint advertising with our co-presenter FUNDarte.

The media committed to covering GCF 2016 include WLRN, WDNA, and online marketing – Miami Herald, Artburstmiami.com and Fabrika link. Anticipated media to cover the GCF include La Red Hispana, El Nuevo Herald, El Diario Las Americas, Huffington Post, Sun Sentinel and Mega TV.

The Vagabond Hotel is serving as our host hotel for GCF 2016. MLP has a total of 20 hotel room nights (5 rooms at 4 nights) blocked at the Vagabond Hotel.

TDC funding will help MLP to bring acclaimed Cuban artists to Miami-Dade County, to develop a more aggressive advertising campaign, and to present and explore Cuban rhythms at The Light Box. MLP will present GCF 2016 in collaboration with FUNDarte, in which will help us attract the Hispanic audience.

PROJECT EXPENSE BUDGET FY 2015-2016

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

Utilities	\$ 0	\$ 1,500	\$ 1,500	\$ 0
Fundraising/ Development (Non-Personnel)	\$ 0	\$ 0	0	\$ 0
Merchandise/ Concessions/ Gift Shops	\$ 0	\$ 0	0	\$ 0
Supplies/Materials	\$ 0	\$ 1,000	\$ 1,000	\$ 0
Other Expenses				
Hotel Room Nights	\$ 0	\$ 3,500	\$ 3,500	\$ 500
Hospitality	\$ 0	\$ 600	\$ 600	\$ 0
Security/Janitorial	\$ 0	\$ 1,000	\$ 1,000	\$ 0
Legal Documentation	\$ 0	\$ 2,500	\$ 2,500	\$ 0
			0	
Subtotal	\$ 15,000	\$ 38,500	\$ 53,500	\$ 1,500
TOTAL EXPENSES	\$ 55,000			
	\$ 6,000			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 8,500		16%
Memberships	\$ 0		0
Tuitions/Enrollment Fees	\$ 0		0
Contracted Services:			
Outside Programs/ Performances	\$ 0		0
Contracted Services:			
Special Exhibition Fees	\$ 0		0
Contracted Services:			
Other	\$ 0		0
Rental Income	\$ 0		0
Corporate Support	\$ 0	\$ 1,000	0
Foundation Support	\$ 18,000		34%
Private/ Individual Support	\$ 2,000	\$ 500	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			
Florida Division of Cultural Affairs	\$ 4,000		7%
			0
			0

Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)	\$ 0		0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 0		0
Investment Income (Endowment)	\$ 0		0
Interest and Dividends	\$ 0		0
Cash on Hand	\$ 0		0
Other Revenues			0
			0
			0
			0
Department of Cultural Affairs Grants			
ADV	\$ 6,000		11%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 38,500	\$ 1,500	28%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 53,500		
Total Revenues	\$ 55,000	Total In- Kind %	3%

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-15

ORGANIZATION: National Foundation for Advancement in the Arts, Inc. **GRANT REQUEST:** \$ 15,000.00

PROJECT TITLE: YoungArts Week

SUBCOMMITTEE RECOMMENDATION: \$ 10,500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

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

EVENT LOCATION: New World Center, YoungArts campus, Hilton Miami Downtown

PROJECT SYNOPSIS:

Grant funds are requested to support

HOTEL CONFIRMATION: Hilton Miami Downtown, 2,111 room nights are blocked and contracted, for student artists and master teachers

Other hotels --for VIPs and Honorees -- could include the J.W. Marriott Marquis and The Edition, for a total of approximately 30 room nights.

This is expected to be equivalent to last year's event, which used 2,141 room nights.

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	25	2620
Out of County	15	200
Out of State	105	540
Foreign	5	90
TOTAL	150	3450

MARKETING DETAILS: A comprehensive marketing strategy is used to promote M-Dade County as the place to be in January to appreciate the efforts of the most-talented young artists in the visual, design, literary and performing arts from across the US. Their talents are showcased at top venues during nightly performances throughout the week, highlighting Miami's vibrancy as a cultural destination.

YA Week is widely promoted to art and education constituents nationally: to schools; YoungArts members and donors; and through aggressive marketing incorporating print, electronic and Social Media, such as Facebook, YouTube, Instagram, Twitter. Nationwide press releases, 100 pole banners across M-Dade and Miami Beach, 7,400+ pieces of printed collateral, 15 dedicated emails and blog posts to 50,000+ constituents also are used. Miami Herald, Miami Modern Luxury, PR Newswire and SocialMiami.com are media sponsors; purchased ads include New Times, Cultured mag, Ocean Drive, Miami Rail, My Art Guides, Infraculture, The New Tropic.

The marketing is pushed both before and during YA Week to build awareness, excitement and audiences. With the explosion of social media, YoungArts has increased its Facebook, Twitter, Instagram, Tumblr and YouTube promotions with great success, and just added Periscope as well. Many of these viewers are outside of Miami, due to YoungArts' national focus. YoungArts Week 2015 set a record with 82,258 NEW YouTube views from Jan. 1-14, 2015, when the evening performances were uploaded for all to view, and grew its Twitter, Instagram and Facebook numbers as well. [The YoungArts Facebook page has 36,000+ fans.] We anticipate that digital, social media and print will generate nearly 50,000,000 [50 million] impressions in 2016. Other strategies include digital media promotion through the YoungArts website, live-streaming of the performances on the YoungArts website, and more.

YoungArts also collaborates with other cultural, civic and nonprofit organizations to spread the word about YoungArts Week through blog postings and email lists. These include Miami City Ballet, Books & Books, Miami DDA, PAMM, New World Center.

Marketing Timeline:

- Spring 2015 – Posters – “Apply for YoungArts” distributed throughout all 50 states
- March 2015 – “Apply for YoungArts” reminders distributed through email, social media (ongoing through deadline Oct.16, 2015)
- July 2015 – Gala Save the Date
- Sept. 2015 – Herald advertising begins, includes “Season of the Arts” in September and South Fla. Arts Guide in October
- Sept. 2015 – “YoungArts Season” postcards distributed
- Oct/Nov 2015 – National press releases, emails to members, donors, sponsors; promotions through social media; Save the Date (print, email, social media)
- Nov/Dec 2015 – National winners announced nationally; national advertising continues (print,electronic)
- Dec 2015/Jan 9, 2016 – Pole banners installed, print and electronic advertising continues, emails and blog posts from YoungArts and cultural partners

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

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

YoungArts Week is Jan. 3-10, 2016. Approx. 170 of the country's most talented 15-18-year-old aspiring artists will be invited to Miami to demonstrate their talents and be mentored by renowned master teachers in their artistic disciplines. They will perform and exhibit for 5 nights at New World Center and YoungArts Campus. These inspirational performances are open to the public for \$15 at New World and for free at YoungArts, providing a treat for both residents and visitors. Typically 90% of the students come from outside M-Dade; many are accompanied by family who generate additional room nights and enjoy local restaurants and attractions.

This prestigious event – which boasts a 34-year track record -- also attracts a broad spectrum of national alumni, art professionals, and renowned master teachers. They will include Robert Wilson [stage director], Sarah Lamb [Royal Ballet in London], Ann Reinking [Tony- winning actress], Tony Yazbeck [Tony-winning actor], Rosie Perez [Academy-nominated actress]. In all, 100 Master Teachers work hands-on with the students at 10 sites. In an exciting development, a new “Spoken Word” category has been added to the Writing Discipline. YA Week culminates in the annual Gala, our major fundraiser whose performers are some of YoungArts’ most talented alumni. YA Week is a major cultural tourist event with attendance projected at 4,400. Another 50,000 impressions are projected via livestream on the YoungArts website.

The evening performance schedule:

1/4 — Classical, Jazz/Pop & Singer/Song Writers, New World Center

1/5 - Theater & Jazz Instrumental, NWC

1/6 - Dance & Cinematic Arts Screening, NWC

1/7 - Classical Music, NWC

1/8 - Visual Arts, Photog. & Design Exhibitions; Writer's Readings; Jazz Combo perform., YA campus

1/9 – Backyard Ball Alumni Performance & Gala, YA campus

YA Week is widely promoted to arts and education constituents nationally: to schools; YoungArts members and donors; and through an aggressive marketing strategy incorporating print, electronic and Social Media, such as Facebook, YouTube, Instagram, Twitter. Nationwide press releases, 100 pole banners across M-Dade and Miami Beach, 7,400+ pieces of printed collateral, 15 dedicated emails and blog posts to 50,000+ constituents also are used. Miami Herald, Miami Modern Luxury, PR Newswire and SocialMiami.com are media sponsors; purchased ads include New Times, Cultured mag, Ocean Drive, Miami Rail, My Art Guides, Infraculture, The New Tropic.

2,100+ room nights are booked at downtown Hilton. The Intercontinental could provide additional rooms for VIPS. Cultural partners include Miami City Ballet, Books & Books, PAMM, DDA, Edouard Duval Carrie’s Gallery.

Funding will be used to support the high-quality, professional-level production values that YA Week is known for. These shows promote M-Dade as an innovative, supportive cultural destination and offer visitors the unique opportunity to witness the emergence of the future's most-talented artists.

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 45,658	\$ 45,658	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 185,785	\$ 185,785	
Outside Other Fees/Services	\$ 15,000	\$ 57,000	\$ 72,000	
Marketing ADV/ PV/ Printing/ Publication		\$ 84,100	\$ 84,100	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County		\$ 335,700	\$ 335,700	
Travel: Out of County		\$ 150,000	\$ 150,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 46,000	\$ 46,000	
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		\$ 12,115	\$ 12,115	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities			0	
Fundraising/ Development			0	
(Non-Personnel)				
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 22,600	\$ 22,600	
Other Expenses				
Awards		\$ 605,000	\$ 605,000	

Food & Beverage		\$ 217,142	\$ 217,142	
Publications		\$ 16,000	\$ 16,000	
Resident Advisors		\$ 45,000	\$ 45,000	
Security		\$ 9,130	\$ 9,130	
Subtotal	\$ 15,000	\$ 1,831,230	\$ 1,846,230	0
TOTAL EXPENSES	\$ 1,846,230			
	\$ 57,773			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 11,710		1%
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	\$ 100,000		5%
Foundation Support			0
Private/ Individual Support	\$ 1,606,473		87%
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			
Florida Division of Cultural Affairs	\$ 21,000		1%
			0
			0
Gov't Grants: Local			
City of Miami Beach	\$ 15,841		1%
			0
			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			0
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Miami-Dade Festivals Grant	\$ 76,206		4%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 1,831,230	0	1%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 1,846,230		
Total Revenues	\$ 1,846,230	Total In-Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-16

ORGANIZATION: National LGBTQ Task Force

GRANT REQUEST: \$ 9,000.00

PROJECT TITLE: Winter Party Festival

SUBCOMMITTEE

RECOMMENDATION: \$ 9,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 03-02-2016 through 03-07-2016

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

PROJECT SYNOPSIS:

Grant funds are requested to support the 2016 Winter Party Festival in Miami and Miami Beach, FL from March 2-7, 2016. The festival will include approximately 20 paid and free events in 15-20 venues throughout Miami Beach and Miami over a six-day period. 14,000 LGBTQ people, supporters, and allies are expected to attend this year's event with a majority attending from out-of-state and internationally.

HOTEL CONFIRMATION: A total of 540 hotel room nights have been blocked at the host hotel, the Shelborne Wyndham Grand South Beach. This represents a buy-out of that property, the first time the Task Force has done this for Winter Party Festival We will also book 70 room nights at other hotels for production staff, volunteers and talent. We have retained the services of Delmay and Partners to assist with our bookings of production rooms, and they will also assist us in arranging overflow hotels if the need arises.

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	20	3780
Out of County	40	1400
Out of State	30	5740
Foreign	10	3080
TOTAL	100	14000

MARKETING DETAILS: Metrics are analyzed from the previous year to develop a comprehensive marketing strategy for Winter Party Festival that draws on the successes and challenges of the prior year. Aside from an advertising media plan, we have both a communications schedule for e-blasts and announcements, which go out to our list of more than 14,000 opt-in subscribers from all over the world, as well as a social media strategy to target LGBTQ guests from all over the world, especially England, Canada and Spain. The media plan for this year is currently projected to have a total of more than 25 million print and digital impressions. This includes agreements already made with various local, regional, national and international print and digital advertising, social media and television commercials. Print and digital publications include: Boi Magazine (Chicago), Dallas Voice, David Atlanta, Edge Media Network (National), Frontiers (Los Angeles), Fugues (Montreal, Canada), Gay Ad Network (National), Lesbian Ad Network (National), Gloss Magazine (San Francisco), Metro Weekly & Washington Blade (DC), MyGayToronto, noiZe Magazine (National), Next Magazine (New York), Philadelphia Gay News and local media such as Wire Magazine, She Magazine, Florida Agenda and HOTSpots Magazine. The media plan also consists of print ads in the guides for promotional partners that are all over the world. This includes: Black & Blue (Montreal), Circuit Festival (Barcelona), Dallas Purple Party, NYC Pride, Saint at Large (New York), the Task Force's own Creating Change Conference (Chicago), White Party Week (Miami Beach) and XLSIOR (Mykonos). Atlantic Broadband will continue on as a media sponsor, donating \$20,000 worth of advertising in South Florida. The Winter Party Festival commercial will also air in New York through Time Warner Cable. We'll also continue to invest in Facebook as our boosted posts do extremely well garnering 3,216,058 impressions in 2015. We will also continue to partner with international promoters with the largest marketing reach. Our partnership with WE Party from Madrid continues to prove to be highly successful in drawing greater attendance, and we have secured an agreement to continue this partnership in 2016. We produce a number of promotional videos for the Festival each year. Our Beach Party DJ Announcement video has already amassed 10,000 views in less than a week and we are currently working on our promotional video for the weekend which typically gets 50,000 views or more each year. In 2015, we launched an influencer program to much success that we plan to continue. We'll select 1 person in key cities of New York, Miami and Los Angeles to create original content about the Festival and post to their very large social media followings. Finally, we'll continue to push the Festival through media via 5-6 press releases that goes out to an international list of LGBTQ and mainstream publications.

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

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

Winter Party Festival (WPF) is a six-day celebration in Miami, FL for members of the LGBTQ community and friends. The festival is a large-scale event showcasing the very best of Miami's beaches, hotels, clubs, retail stores, and other aspects of the local culture.

The 2016 WPF will take place March 2-7, 2015 in Miami Beach, and will include between 20-25 events that will attract an estimated 12,000 people. The majority of these events are dance events held in nightclubs, with our two largest events being outdoor dance parties on South Beach at Lummus Park and at the pool of our host hotel. Additional events include cocktail receptions, an art exhibit, a film screening and retail events. Most of the events will be ticketed and included in multi-event passes. Tickets and passes will range in cost from \$25 to \$675. We have contracted with the Shelborne Wyndham Grand for a hotel buy-out, representing 510 room nights, and are working with Delmay and Partners to secure approximately 70 additional room nights for staff, volunteers and production crew and to contract with overflow hotels if it becomes necessary.

TDC funding will allow us to execute an aggressive marketing campaign showcasing Miami to travelers from across the U.S. and other countries. The marketing plan draws on local, regional, national and international partners. The Task Force will leverage its extensive relationship with LGBT news networks for earned media, conduct targeted outreach through its social media platforms, and send at least twenty dedicated e-mail blasts to its 15,000 member distribution list.

The media plan includes multiple fixed ad placements in the months leading up to WPF, cross-promotional marketing and co-billing at events hosted in other states and countries throughout the year, on-line advertorials on non-LGBT and LGBT blogs and sites, as well as coordinated media outreach to press committed to covering the event. Media partners confirmed, to date, include: Ambiente, Atlantic Broadband, Edge Media Network, David Atlanta, Florida Agenda, Guy Magazine, HotSPOTS Magazine, MiamiGayBlog, MyGayToronto, Next Magazine, noiZe.buzz, She Magazine and Wire Magazine.

The Task Force will dedicate significant staff and resources to produce WPF, including three full-time staff members. The project is expected to generate \$1.3 million in gross revenue and \$520,000 in net revenue.

Our Miami team has recruited a local steering committee of thirty-five volunteers from local businesses and other entities, to help execute Winter Party Festival. For the next three months, the committee will recruit thousands of volunteers, plan programming, solicits sponsorships, and ensure WPF's success. Many members of this committee have been working on WPF for several years and put in countless hours to ensure its success.

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 84,100	\$ 84,100	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 71,050	\$ 71,050	
Outside Other Fees/Services		\$ 41,600	\$ 41,600	
Marketing ADV/ PV/ Printing/ Publication	\$ 9,000	\$ 88,400	\$ 97,400	\$ 32,600
Marketing: Postage/Distribution		\$ 1,750	\$ 1,750	
Marketing: Web Design/ Support/ Maintenance		\$ 11,750	\$ 11,750	
Travel: In County			0	
Travel: Out of County		\$ 67,750	\$ 67,750	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 182,559	\$ 182,559	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 52,100	\$ 52,100	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 12,000	\$ 12,000	
Utilities		\$ 450	\$ 450	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 20,850	\$ 20,850	\$ 15,000
Other Expenses				
Beach, Pool, Club Events Design Fees & Clean UP		\$ 104,465	\$ 104,465	\$

Catering		\$ 69,550	\$ 69,550	10,000 \$ 11,500
Miami Office Overhead		\$ 25,000	\$ 25,000	
Grants		\$ 4,000	\$ 4,000	
Surplus		\$ 401,251	\$ 401,251	
Subtotal	\$ 9,000	\$ 1,238,625	\$ 1,247,625	\$ 69,100
TOTAL EXPENSES	\$ 1,316,725			
	\$ 84,550			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 819,000		66%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:			0
Other			
Rental Income			0
Corporate Support	\$ 148,000		12%
Foundation Support			0
Private/ Individual Support	\$ 34,000		3%
Other Private Support:			0
Auxiliary Activities			
Other Private Support:	\$ 10,000		1%
Special Event Proceeds			
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			
Visitors and Convention Authority	\$ 24,000		2%
			0
			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			0
Other Revenues			
Drinks and Program Ads	\$ 85,625		7%
Cabana, Tent & Marketplace Sales	\$ 66,000		5%
Shuttle, Permit Fee & Bar Guarantee	\$ 52,000		4%
Beach Design, Catering, Supplies & Advertising		\$ 69,100	0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 1,238,625	\$ 69,100	1%
Grant Amount	\$ 9,000		
Cash Revenues + Grant Amount	\$ 1,247,625		
Total Revenues	\$ 1,316,725	Total In-Kind %	6%

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-17

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

GRANT REQUEST: \$
25,000.00

PROJECT TITLE: Flamenco Festival 2016

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

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 3RD

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 03-02-2016 through 03-13-2016

EVENT LOCATION: Knight Concert Hall, Ziff Ballet Opera House,

PROJECT SYNOPSIS:

Grant funds are requested to support Flamenco Festival Miami 2016, a 6 show, two-weekend celebration that also commemorates the Center's 10th Anniversary. Flamenco Festival Miami 2016 will be held at Knight Concert Hall and the Ziff Ballet Opera House on March 2-13, 2016. TDC funds will be used to cover artistic fees. The Festival is one of the most expansive programs in its 8-year history, featuring also a world premiere of a commissioned new work by Gonzalo Rubalcaba and Esperanza Fernandez.

HOTEL CONFIRMATION: The Center has a working relationship with DoubleTree by Hilton, where the talent for Flamenco Festival was booked last year. During Flamenco Festival 2015, the Center booked 25 rooms for a total of 150 room nights. The talent for Flamenco Festival 2015 used 25 rooms for 6 night to allow enough time for the performance and rehearsals needed. The Center will be again using the DoubleTree by Hilton to book rooms for the 81 international artists that will be performing during Flamenco Festival 2016.

In addition, the Center has participation with a second hotel through a corporate sponsorship agreement with EPIC Miami - A Kimpton Hotel. The Arsht Center is able to offer its patrons a corporate discount of 20 percent on their stay. So far, hotel room nights have not been reported for Flamenco Festival 2016, but it is likely that as the date nears, our patrons will take advantage of the promotional rates.

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County	0	7344

Residents		
Out of County	0	600
Out of State	0	300
Foreign	81	50
TOTAL	81	8294

MARKETING DETAILS: Flamenco Festival Miami 2016 is one of the largest flamenco events outside of Spain. The Arsht Center markets the festival aggressively with a multi-pronged strategy that combines traditional and digital marketing with successful social media outreach. The deployment of the multi-faceted campaign is designed to attract as many tourists as possible. During last year's promotional campaign, the Center received media coverage from local, national and international sources. The Center also received bilingual media attention at the event since it created a red carpet experience that featured noteworthy artists in the Hispanic market who were audience members. This year, this successful promotional strategy will again be deployed to continue the momentum of the festival with locals and tourists.

The Center's digital campaign will consist of sending e-blasts promoting Flamenco Festival, highlighting the festival on the Center's website and purchasing pre-video ads. The total reach of e-blasts is 175,000 unique e-mail addresses. In addition, the Center heavily uses social media, reaching out to its large following on Facebook, Twitter and Instagram. This year, the Center is also making use of targeted promoted posts on social media, which allow a broad reach of exposure for potential audience members. Using promoted posts increases engagement via social media, leveraging 60,844+ Likes for the Center's Facebook account, 22,411 followers on Twitter, and 7,555 followers on Instagram. Posts on social media engage the public in an interactive way, reach beyond Miami and diffuse information that reaches new audiences, seeking to re-direct online traffic to the Center's website, where tickets for Flamenco Festival 2016 can be purchased.

The direct mail campaign includes the Center's season brochure, which dedicated a large page to the festival and was mailed to 165,000 homes in September 2015. Sales for the show went public on September 12, 2015, with a public event that drew over 1,800 people interested in cultural events to the Center. In addition, the Center will also design and send out promotional flyers detailing the six shows that are part of Flamenco Festival 2016. Promotional attention is amped up this year for the festival because its seven shows include

the world premiere of a commissioned new work by Gonzalo Rubalcaba and Esperanza Fernandez.

The Center will purchase print ads in both English and Spanish-speaking media outlets, including the Miami Herald, El Nuevo Herald and Diario Las Americas. Radio spots will run in WLRN and WFEZ in English and WAMR and WCMQ in Spanish. Television spots will run on WSVN-Channel 7 in English and WLTV Univision 23 and WSCV Telemundo 51 in Spanish. The Center's Group Sales department will work with the Greater Miami Convention and Visitors Bureau and the South Florida Concierge Association to inform tour operators, hotel and hospitality professionals about the shows.

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

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

Flamenco Festival Miami 2016 is one of the largest flamenco events taking place outside of Spain, celebrating this cultural expression originally from Andalusia, Spain. This year, the festival will present one of the most expansive programs in its 8-year history. With 7 shows, the festival spans two weeks, March 2-13, 2016, and takes place in Knight Concert Hall and the Ziff Ballet Opera House. Ticket prices range from \$35-\$100, with subscriptions available. The Festival is one of the most popular series at the Center, connecting different cultures. This year's festival celebrates the 10th anniversary season as features a world premiere and tribute to Cuban legend Beny Moré performed by Gonzalo Rubalcaba and Spanish vocalist Esperanza Fernandez. The new work, titled "Oh Vida!," will premiere on March 4 at 8 p.m.

The festival will feature Vicente Amigo, a master of the flamenco guitar, in concert on March 2, at 8 p.m., in Knight Concert Hall. On March 3, the festival will present Farruquito, the first family of Gypsy flamenco dance, performing "Improvissao," a work of intimate, authentic and visceral flamenco, at Knight Concert Hall. On March 9 and March 10 at 8 p.m. the festival will feature Ballet Flamenco de Andalucía in the Ziff Ballet Opera House performing "Images: 20 Years," a look back at two decades of flamenco dance. On March 11, at 8 p.m. in the Ziff Ballet Opera House, the Compañía Rocío Molina will perform a modern version of flamenco dance that explores the struggle for survival in the natural world. Finally, the festival will close on a high note on March 13, when the Compañía Manuel Liñán performs "Nómada," a ravishing dance tapestry that takes audiences on a journey through flamenco history. This spectacular lineup of six diverse and remarkable artists/companies will create a spectacular cultural experience, drawing Miami audiences and tourists to the heart of Miami-Dade County.

To attract tourists, the Center partners with organizations to market the shows. Partners include the Greater Miami Convention and Visitors Bureau, the South Florida Concierge Association, the Consul General of Spain in Miami, the Spain-Florida Foundation, the Spain-US Chamber of Commerce and Centro Cultural Español de Cooperación Iberoamericana. The Center markets Flamenco Festival with direct mail and e-blasts. Print ads will run in the Miami Herald, El Nuevo Herald and Miami New Times. Radio ads will run on WLRN and WAMR-FM. Television spots will run on WPBT-2, WTVJ, WSVN and Spanish channels Telemundo and Univision.

The festival is expected to draw over 8,000 people, with up to 20% tourists. While not exclusive to this festival, the Center has a hotel sponsorship with Epic for its entire season. TDC funding is critical for Flamenco Festival Miami. The Center expects to have a broader reach and continue to present the best of flamenco in Miami, growing the festival into a tradition that is part of the cultural offerings that make Miami a top destination.

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 83,147	\$ 83,147	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 123,900	\$ 123,900	
Outside Artistic Fees/Services	\$ 25,000	\$ 216,000	\$ 241,000	
Outside Other Fees/Services		\$ 45,377	\$ 45,377	
Marketing ADV/ PV/ Printing/ Publication		\$ 130,916	\$ 130,916	
Marketing: Postage/Distribution		\$ 9,500	\$ 9,500	
Marketing: Web Design/ Support/ Maintenance		\$ 19,584	\$ 19,584	
Travel: In County		\$ 12,000	\$ 12,000	
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.		\$ 104,407	\$ 104,407	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities			0	

Fundraising/ Development			0	
(Non-Personnel)				
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 25,000	\$ 744,831	\$ 769,831	0
TOTAL EXPENSES	\$ 769,831			
	\$ 83,147			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 700,189		91%
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	\$ 40,000		5%
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
			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	\$ 4,642		1%
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 744,831	0	3%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 769,831		
Total Revenues	\$ 769,831	Total In- Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-18

ORGANIZATION: Rotary Foundation of South Miami, Inc.

GRANT REQUEST: \$ 6,000.00

PROJECT TITLE: South Miami Rotary Art Festival

SUBCOMMITTEE

RECOMMENDATION: \$ 5,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 02-20-2016 through 02-21-2016

EVENT LOCATION: Sunset Drive between US1 and Red Road, ,

PROJECT SYNOPSIS:

Grant funds are requested to support the 33rd annual South Miami Rotary Art Festival, February 20-21, 2016, from 10-6 on Saturday with extended hours of jazz and beverage service until 8 and from 10-5 on Sunday. The Festival takes place on Sunset Drive from US1 to Red Road just across US1 from the South Miami Metrorail station. There are 150 artists, 11 food vendor spaces, and continuous jazz onstage. The event, produced by the Rotary Foundation of South Miami, is juried and free to the public.

HOTEL CONFIRMATION: We have found that our artists do not take advantage of room blocks. They generally book after the special rates expire so we stopped blocking rooms. It takes our time and the time of the group sales representatives in the hotels to block room rates that the artists do not take advantage of.

Instead we provide links on our website to all nearby hotels and motels, and in return, those hotels and motels offer competitive rates to our artists. They are as follows:

The Gables Inn; Holiday Inn, University of Miami; Hampton Inn, Coconut Grove; Miami Marriott Dadeland; Courtyard Miami Dadeland; Hampton Inn Dadeland; Hotel Indigo, Miami Dadeland; Kendall Hotel and Suites on Kendall Drive; and our latest by their request, Marriott Courtyard Inn, Miami International Airport.

Approximately 55-60 room nights were booked last year according to our Artist Survey. We do not count the rooms booked by patrons who are not here solely for the art festival.

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County	70	21,550

Residents		
Out of County	98	200
Out of State	80	2,990
Foreign	2	10
TOTAL	250	24750

MARKETING DETAILS: Our objectives are to generate (a) an awareness of the festival as an exhibition of fine arts and crafts as well as an enjoyable outing with live music and a multicultural food court, (b) attendance at the festival by residents and tourists to buy art, and (c) interest in the media to promote the event.

To do this we:

-Utilize 107 light pole banners and one cross street festival beginning 30 days before the festival, our most noticed marketing effort according to our Patron Survey

-Submit copy and photographs to the websites that list local events such as southfloridaonline.com, bocaraton.com, floridasmart.com, miami.com, miamiandbeaches.com (Convention and Visitors Bureau,) miamiforvisitors.com, justaskboo.com, hothappenings@local10.com (abc network ,) events.miami.cbslocal.com, webteam@nbcmiami.com and Miamitoday.com.

-Place both online and printed edition information in Convention & Visitors Bureau calendar by August deadline.

-Place our print ad the week prior to the festival in Miami Herald/El Nuevo Herald, New Times, South Florida Business Journal, Community News, Ocean Reef Press, and SoMi Magazine.

-Place radio spots on the following stations and look for a replacement for Classical South Florida: WLRN, WFEZ, WFLC, WDNA, and Majic 102.7

-Place Facebook ads the week prior to the festival

-Greatly expand our social media presence

To implement fresh ideas we have gotten a new Marketing Director, Flavia Berti, who will work with Cathy Miller, our previous director who felt that we needed newer, fresher ideas. We can expand on this in the Final Report as we develop an expanded plan.

See full Marketing Plan attached.

PREVIOUS TDC FUNDING: \$5,000 (14-15); \$5,000 (13-14); \$5,000 (12-13); \$5,000 (11-12); (\$5,000 (10-11) - End of Cycle); \$3,000 (09-10); \$3,000 (08-09); \$3,000 (07-08); \$3,000 (06-07)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The South Miami Rotary Art Festival is a free-to-the-public, juried, arts and crafts festival in its 33rd continuous year. Located on Sunset Drive from Red Road to US1 in the mainstreet of South Miami. The festival takes place February 20-21, 2016, Sat. 10-6 and Sunday 10-5. We attract a varied audience of locals and tourists who enjoy the excitement of a four block outdoor festival which includes 150 artist booth, 11 food vendor booths, a music stage with continuous mellow jazz and a jam session open to public participation from 6-8 pm on Saturday night. Musicians are local: Jeff Zvac's and Greg Byerss groups.

We've had changes in personnel. Our treasurer and marketing director retired. We have two wonderful new additions to our committee with fresh ideas, especially for marketing.

This is an outdoor street festival. Sunset Drive is closed from Red Road to US 1. It being a public street, the entire area is accessible, safe, and secure. All arts and crafts for sale are original or limited edition prints that include jewelry, sculpture, photography, painting, print making, drawing, glass, metal, mixed media, wood, clay and fiber. There are sufficient vendors of children's items to bring the entire family, but there are also much higher end items for a varied audience.

In addition we have a side street devoted to a free bike valet and a pet rest/watering station for the many pets who accompany their families.

Our marketing efforts include radio spots, print ads, pole banners, a cross street banner, online calendars, email blasts, Facebook ads, press releases, other social media, and a website. Our new marketing director is developing new strategies which we can report on at a later date.

Our Media Sponsors are Miami Herald, WLRN, WFEZ, and WDNA.

We do not have hotel sponsors because it has not been effective in the past. We list a number of nearby hotels and motels links on our website, and they all offer competitive rates to our artists who typically reserve late. We have no rooms blocked for that reason, but anticipate 55-60 room nights booked by our artists and vendors.

Our application process is closed and we are currently having our jury. We will issue invitations to artists Nov. 16. Closer to the festival we begin our marketing efforts for patrons through ads, radio spots, pole banners, Facebook ads, etc.

In addition we are working with a new graphic artist to improve the quality of our ads and our festival program booklet.

TDCs funding helped us pay for continuous security and cleanup last year which kept the festival safe and clean 24/7 for two days. Another grant helped fund marketing and equipment rental. These go a long way toward allowing us to become more attractive to residents and tourists. A large number of our patrons come year after year because it is a great place to be outdoors in beautiful South Miami. Our stores, restaurants and nearby hotels and motels all benefit from our festival.

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration			0	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 3,000	\$ 3,000	
Outside Other Fees/Services		\$ 4,000	\$ 4,000	
Marketing ADV/ PV/ Printing/ Publication		\$ 40,000	\$ 40,000	\$ 9,600
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 3,000	\$ 3,000	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 7,000	\$ 7,000	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 1,750	\$ 1,750	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities		\$ 800	\$ 800	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 900	\$ 900	
Other Expenses				

Police and Public Works	\$ 6,000	\$ 6,000	\$ 12,000	
Printing		\$ 2,000	\$ 2,000	
Artist Awards		\$ 4,742	\$ 4,742	
Seed Money		\$ 9,000	\$ 9,000	
Transfer to Foundation		\$ 30,808	\$ 30,808	
Subtotal	\$ 6,000	\$ 113,000	\$ 119,000	\$ 9,600
TOTAL EXPENSES	\$ 128,600			
	\$ 800			

PROJECT REVENUE BUDGET FY 2015-2016

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	\$ 73,000		61%
Corporate Support	\$ 28,000		24%
Foundation Support			0
Private/ Individual Support	\$ 2,000		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			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			
In-kind marketing		\$ 9,600	0
			0
			0
			0
Department of Cultural Affairs Grants			
Community Grants	\$ 10,000		8%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 113,000	\$ 9,600	5%
Grant Amount	\$ 6,000		
Cash Revenues + Grant Amount	\$ 119,000		
Total Revenues	\$ 128,600	Total In- Kind %	8%

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-19

ORGANIZATION: Teatro en Miami Corp.

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: XII Festival Latinoamericano Del mOnologo

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

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 5TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 02-08-2016 through 02-21-2016

EVENT LOCATION: Teatro 8, Centro Cultural Espanol, La Casa del Teatro

PROJECT SYNOPSIS:

Grant funds are requested to support and present the XII edition of Festival Latinoamericano del Monologo 2016. The Festival will be presented in five different venues in our County from February 8 to 21, 2016. An estimated 15,200 children, adults, family members, tourists, and others will make up the audiences for the 24 performances. The festival will host 42 local and international artists featuring world premieres, street theater, and five children theater productions.

HOTEL CONFIRMATION: We will accommodate our guest artists at Miami Mansion Motel: 611 SE OKEECHOBEE RD HIALEAH, FL 33010. In this occasion we will receive twenty five guest artists from February 6 to 29. Twenty five rooms will be available to accommodate these personalities. Also, our intention is to attract the tourism that is already in the city to the Festival as well as prolong their stay in Miami during the Festival. To that effect we will work closely with hotel managers in several areas in Miami Dade County with the objective to attract as many tourists as possible during the Festival.

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	38	8200
Out of County	9	3200
Out of State	12	1600
Foreign	13	2200
TOTAL	72	15200

MARKETING DETAILS: TEM's General Manager will be responsible for the following media and press campaigns:

Newspapers: The Miami Herald, El Nuevo Herald, Sun Sentinel, El Diario de las Americas, El Venezolano.

Television: MEGA TV, Univision 23, TeleMundo and Channel 41

Radio Stations: WLRN, Radio Caracol (1260 A.M.)

We will also implement the following marketing tools:

Website - Teatroenmiami.com our online cultural magazine and Teatroenmiami.org, our corporate web page. These websites have received over thirteen million hits. Since its creation in 2002 these websites have been the connecting link with our audiences. Our promotions, trailers, videos, and the work of our artistic staff have been seen throughout the world. We have crossed cultural barriers and language barriers. Festival Latinoamericano del Monologo trailers, promotional videos, schedule of presentations and interviews will be posted in both websites. Based on the success of previous editions of Festival Latinoamericano del Monologo we project an audience of 1,720 tourists that will be targeted by these websites.

- Newsletters – Every Wednesday TEM sends our weekly newsletter to over eighteen thousand subscribers. This powerful tool provides project information to target audiences.
- We will mail direct invitations for our productions to a mailing list of over fifteen thousand people.
- We will distribute twenty thousand fliers and postcards with the Festival schedule to thirty five hotels and motels in Miami Dade.
- Face book: This has been an excellent tool to advertise our productions giving us the opportunity to reach spectators and artists from all over the world.

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

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

Festival Latinoamericano del Monologo is an annual celebration of our theatrical scene. This will be its XII edition. During previous years the Festival has presented 31 theater companies and more than 1200 actors from Miami. This year 25 artists from Miami, Venezuela, Spain, Colombia, Honduras, Orlando, and Sarasota will participate in the Festival from February 8 to 21 in collaboration with 9 local theater companies. An estimated 15,200 children, adults, family members and tourists will make up the audiences for the 24 performances. The Festival will host 72 local artists, offering the most representative works of our theater scene. It will feature world premieres, street theater, and Ninologando Series, a wonderful representation of our children talent. It will also present workshops, documentaries, art exhibits, lectures and book presentations led by recognized artist and educators. Focusing on over 13 years of experience, we will spotlight the Miami artistic community's unique contribution to the development and growth of our city by making theatre accessible to all segments of our community. Among our distinguished partners we will feature the following companies: Cirko Teatro, Artspoken , Havanafama, TEMS, Luyano Band, Miami Guiñol and Silueta Editions.

The Festival will present 24 events at Centro Cultural Español, Artspoken, Teatro 8 an La Casa del Teatro. Ticket prices will be from \$5 to \$25. Theatre workshops, documentaries, art exhibits, lectures and book presentations are free of charge.

We plan to gather 1,600 tourists during the Festival's three weeks. Our intention is to attract the tourism that is already in the city to teh Festival as well as prolong their stay in Miami during the Festival. To that effect we will work closely with hotel managers in several areas in Miami Dade County with the objective to attract as many tourists as possible during the Festival four weeks. Also 25 national and international artists will be participating in the Festival.

As in previous editions of the Festival we will use our websites, newsletters, direct mail, printing materials, Facebook, direct contact with hotel managers and we have partnered with WLRN , MEGA TV, Radio Caracol, WQBA, Romance 170.4, Salsa 95, Amor 105.9, Canal 41 –AmericaTV to promote the Festival. Miami Mansion Motel will provide 25 room nights to accommodate the artists invited to the Festival.

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

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration			0	
Personnel: Artistic	\$ 3,750	\$ 19,450	\$ 23,200	\$ 650
Personnel: Technical/Production		\$ 2,500	\$ 2,500	
Outside Artistic Fees/Services	\$ 3,400	\$ 1,500	\$ 4,900	
Outside Other Fees/Services	\$ 2,900	\$ 3,000	\$ 5,900	
Marketing ADV/ PV/ Printing/ Publication	\$ 2,000	\$ 1,500	\$ 3,500	
Marketing: Postage/Distribution	\$ 650	\$ 250	\$ 900	
Marketing: Web Design/ Support/ Maintenance	\$ 2,300	\$ 1,500	\$ 3,800	\$ 1,000
Travel: In County		\$ 1,175	\$ 1,175	
Travel: Out of County		\$ 750	\$ 750	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 1,500	\$ 1,500	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 1,500	\$ 1,500	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.			0	
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	\$ 34,625	\$ 49,625	\$ 1,650
TOTAL EXPENSES	\$ 51,275			
	0			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 29,675		60%
Memberships	\$ 1,450		3%
Tuitions/Enrollment Fees	\$ 1,500		3%
Contracted Services:			0
Outside Programs/ Performances			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:			0
Other			0
Rental Income			0
Corporate Support	\$ 2,000		4%
Foundation Support			0
Private/ Individual Support		\$ 1,650	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
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 34,625	\$ 1,650	30%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 49,625		
Total Revenues	\$ 51,275	Total In- Kind %	3%

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-20

ORGANIZATION: The Dance Now! Ensemble, Inc.

GRANT REQUEST: \$
5,000.00

PROJECT TITLE: Dance NOW! presents the work of José Limón as part of the Limón 70th Anniversary Celebration

SUBCOMMITTEE RECOMMENDATION:
\$ 5,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 03-18-2016 through 03-26-2016

EVENT LOCATION: Aventura Arts and Cultural Center, Little Haiti Cultural Complex,

PROJECT SYNOPSIS:

Grant funds are requested to support "Dance NOW! presents the work of José Limón as part of the Limón 70th Anniversary Celebration" March 18 and 26, 2016 respectively at the Aventura Arts and Cultural Center and Little Haiti Cultural Complex. Dance NOW! presents duets from "Choreographic Offering" and "There is a Time", and the "Beethoven Sextet" from Limón's protégée and Miami dance luminary Daniel Lewis, as well as work from Dance NOW!'s own critically acclaimed Artistic Directors.

HOTEL CONFIRMATION: Dance NOW! is still confirming hotel sponsors but will again turn to the New Yorker Hotel at 6500 Biscayne Blvd, near Little Haiti.

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	9	370
Out of County	2	65
Out of State	2	90
Foreign		10
TOTAL	13	535

MARKETING DETAILS: Traditional Marketing for this project includes the production and distribution of 5,000 post cards for this program through Every Door Direct Mail, 50 posters and 300 brochures; print and radio advertising on Around Town Magazine, Miami ArtZine and WDNA; an updated website (www.dancenowmiami.org); e-mail blasts managed by Constant Contact; participation in CultureShockMiami and Golden Tickets Programs; collaboration with educational institutions and arts organizations such as Miami Arts Charter, Academy of Arts and Minds, Miami Dance Futures and the Limòn Foundation; Aventura Arts and Cultural Center and Little Haiti Cultural Complex will list this event in their annual program and promote it on their websites.

DNM's marketing is integrally connected to the web and social media. New Board member Renato Armijo is focusing on maximizing DNM's presence crossing over several social media outlets. The company's website is updated and used for marketing, ticket purchase, bookings and donations; e-mail blasts reach over 3,000 names; viral marketing via Facebook, Twitter and Instagram reaches over 5,000 members through company networks, and FB advertising reaches over 500,000 demographically appropriate users for each event.

Membership to community based organizations will support marketing promotions including Miami Beach Chamber of Commerce, Socialmiami.com, Miami ArtZine, MetroCitizen.com, Florida Dance Education Organization and National Dance Education Organization; municipal marketing support will be provided by the Little Haiti Cultural Complex as well as word-of-mouth promotion through community based performances and educational outreach. Collaborations with the GMCVB and a Hotel Concierge Liaison Programs are specifically geared toward reaching tourist populations. (DNM has secured a concierge marketing partnerships again with the Fontainebleau and The Hotel, a Goldman Property both providing direct promotion of these performances to tourists.)

MEDIA SPONSORS for the show will include Around Town Magazine and WDNA radio as well as Miami ArtZine and metro citizen.com. These sponsors will help to provide press release blasts, e flyers, print and radio advertising, online previews, articles, reviews, event banners and listings. The county supported Artburst media will also provide video previews and reviews of these events. Around Town Magazine, Miami ArtZine and Miami Art Guide reach over 100,000 online subscribers in 90 countries combined with over 1 million hits; they also provide on-line previews and reviews of arts events as well as ticket give-aways. The websites and online newsletters of Miami Beach and Greater Miami Convention and Visitors Bureau reach an estimated 2,000 subscribers each as confirmed by the respective organizations.

Please refer to the Marketing Packet in the upload section within the application for DNM's complete marketing strategies.

PREVIOUS TDC FUNDING: \$5,000 (14-15); {\$5,000 (13-14) - End Cycle}; \$5,000 (12-13); \$5,000 (11-12); \$5,000 (10-11); \$5,000 (09-10)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

Dance NOW! honors the rich legacy of Modern Dance while forging new paths, collaborations and innovative artistic expressions. José Limón is one of the founders of American Modern Dance in the 20th century and the 2015/16 season honors the 70th anniversary of the José Limon Dance Company. Dance NOW! has been invited to be part of these international celebration presenting Limón's iconic work and the work of Limon's protégée and Miami dance luminary Daniel Lewis set on Dance NOW!'s international troupe of 7 dancers. Ancillary activities include Limón technique master classes open to the general public, open rehearsals at the Little Haiti Cultural Complex and a special pre-show talk from the choreographers on the creative process and the legacy of modern dance in the theatre prior to both shows.

3/18/16 - 8:30 - Aventura Arts and Cultural Center/ 3385 NE 188th St. Aventura, FL 33180 - \$35 to \$15 Expected Spectators 300.

3/26/16, - 8:30 - LHCC - 212 NE 59th Terr, Miami, FL 33137 - \$30 to \$15 - Expected Spectators 200.

2/10 -14/16 - Master Classes -LHCC - 212 NE 59th Terr, Miami, FL 33137 - \$20

Presenting the work of José Limón highlights the cultural relevancy of our community attracting arts savvy international tourism and increasing the county's cultural calendar.

DNM's viral marketing targeted to reach tourists seeking dance events, its reputation for high quality, the presentation of works by dance masters and the company's visibility in the press, will attract tourists and locals to this event. Many seasonal residents have become fans of the company and attend performances regularly. DNM's marketing includes: EDDM (Every Door Direct Mail), 5000 postcards, flyers and posters, e-blasts, DNM website, viral and paid marketing through Facebook and Twitter reaching over 500,000, sponsorship from WDNA, AroundTown Magazine, Miami ArtZine, Metrocitizen.com, partnership with Artburst, Limón Foundation Website, LHCC calendar listings, Miami Herald and El Nuevo "Season of the Arts"

Dance NOW! is seeking hotel sponsorship from the Miamo district's New Yorker Boutique Hotel.

TDC funding enhances DNM's marketing campaign using artistic content and reputation to focus media attention and attract previews; FB's marketing tools will identify out of town users who share combined interest of dance, arts, culture and Miami tourism.

Participating organizations are:

Aventura Arts and Cultural Center, Miami Dance Futures, José Limón Foundation, Little Haiti Cultural Complex, GMCVB

Timetable:

Oct.: secure rights from Limón Foundation, contract with Daniel Lewis, dancers, collaborating artists and Media Sponsors, secure calendar listings;

Nov.: finalize rehearsals, secure media sponsors and begin marketing;

Dec.: secure Hotels, send press releases, secure radio ads schedule;

Jan./Feb.: begin rehearsal and viral marketing campaign, secure press coverage; Print and distribute posters and cards;

Mar.: performances, analyze surveys, final reports.

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 6,000	\$ 6,000	
Personnel: Artistic	\$ 1,250	\$ 7,750	\$ 9,000	
Personnel: Technical/Production		\$ 2,500	\$ 2,500	
Outside Artistic Fees/Services		\$ 3,000	\$ 3,000	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 600	\$ 2,000	\$ 2,600	\$ 1,000
Marketing: Postage/Distribution	\$ 500	\$ 1,000	\$ 1,500	
Marketing: Web Design/ Support/ Maintenance	\$ 500		\$ 500	\$ 1,000
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 350	\$ 1,000	\$ 1,350	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental		\$ 2,500	\$ 2,500	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 1,800	\$ 1,000	\$ 2,800	
Mortgage/ Loan Payments			0	
Insurance		\$ 250	\$ 250	
Insurance / for Performance, Exhibition, Event, etc.			0	

Utilities		\$ 500	\$ 500	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses				
Costume		\$ 2,000	\$ 2,000	
Choreography Rights		\$ 3,000	\$ 3,000	
Repetiteur			0	\$ 1,500
			0	
			0	
Subtotal	\$ 5,000	\$ 32,500	\$ 37,500	\$ 3,500
TOTAL EXPENSES	\$ 41,000			
	\$ 9,250			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 3,000		8%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:	\$		20%
Outside Programs/ Performances	7,500		
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income			0
Corporate Support		\$ 2,000	0
Foundation Support	\$ 4,000		11%
Private/ Individual Support	\$ 5,500	\$ 1,500	15%
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			
			0
			0
			0
Gov't Grants: State			
GPS	\$ 2,500		7%
			0
			0

Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			0
			0
			0
			0
			0
Department of Cultural Affairs Grants			
Hannibal Cox Jr	\$ 10,000		27%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 32,500	\$ 3,500	13%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 37,500		
Total Revenues	\$ 41,000	Total In- Kind %	9%

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-21

ORGANIZATION: The Deering Estate Foundation, Inc.

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: 12th Annual Deering Seafood Festival on the Bay

SUBCOMMITTEE RECOMMENDATION: \$ 7,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 4TH

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 03-20-2016 through 03-20-2016

EVENT LOCATION: Deering Estate, ,

PROJECT SYNOPSIS:

Grant funds are requested to support the 12th Annual Deering Seafood Festival on the Bay on Sunday, March 20, 2016. This event provides island themed all-day live entertainment, celebrity chef cooking demos, fresh seafood served up by local restaurants & caterers, Li'l Shrimp Kids Zone & Discovery Cove Adventures with interactive educational, arts, crafts and recreational activities for children, an Artist Lane featuring local artists & artisan crafters, and guided tours of the Deering Estate.

HOTEL CONFIRMATION: Confirmed hotel partners for 2016 include Biltmore Hotel - Coral Gables and Hampton Inn - Homestead - offering a Deering Corporate Rate using designated promo codes for linking and tracking the reservations. We hope to also renew the Ritz Carlton/Coconut Grove and Dadeland Marriott.

Because the event production strongly focuses on showcasing local artists, entertainers, restaurants and caterers supporting our local economy and promoting what is quintessentially "Miami", there is usually no requirement to "block" rooms in advance for this event. If we learn of a group coming in from out of town to attend, we link them up with our hotel partners for consideration.

Additionally, the many years of surveys strongly suggest that because the Deering Estate is located in an area not surrounded by other attractions and nearby amenities & transportation for visitors, the event is attended as a "value added" experience to planned stays in Miami on the beach, downtown, or visiting family

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County		

Residents	425	4800
Out of County	25	1500
Out of State		900
Foreign		350
TOTAL	450	7550

MARKETING DETAILS: The Deering Estate at Cutler is a crown jewel of Miami Dade County's park system and a premier bay front cultural attraction located in South MDC. The objective of the event is to drive tourists and residents alike to

the Deering Estate using the allure of fresh seafood and fun so they can discover and enjoy this wondrous legacy to the cultural heritage of South Florida and learn about all of the many programs that are offered throughout the year. The program content of the Deering Seafood Festival is specifically designed to appeal to a broad and diverse audience in search of outdoor family-friendly fun, delicious food and entertainment that includes the best of South Florida: bay breezes, sunshine, fresh seafood, art, culture and history.

We are saddened by the announcement that Sheila Steiglitz, whom has served as our Marketing & Public Relations Coordinator and helped us grow this event over the past 10 years, has announced her retirement. She has built an extraordinary and proven event marketing template for this event and has graciously agreed to mentor her incoming replacement this year to transition. Interviews are presently underway.

We have doubled down over the past few years on website and social media channels - especially Facebook and Instagram, as well as calendar listings, postings and blogs. This year, in addition to the event page on our website, we will be creating a Facebook Event Page specifically for the festival and continuing to leverage Twitter and Instagram. We attribute much of the draw of out-of-area guests to our aggressive pursuit of a social media presence and sharing, placement on websites and internet calendar listings that relate to seafood, culture, festivals, family events and community happenings. Additionally we are finding that all printed newspaper and magazine articles are also regularly posted on media websites and links shared among fans and friends. In 2015 there were an abundance of festival postings on many hotel, travel, food and family-oriented sites including ZAGATS and BizBash.com. South Florida Gourmet posted a web banner for a month prior to the event; VisitFlorida.com featured the festival and SocialMiami.com highlighted the event over a one-month period.

Promotional efforts will continue for the 2016 Deering Seafood Festival using the following:

A) Advertising placement with The Miami Herald-Weekend, Miami Herald – Post Its, El Nuevo Herald; Florida Keys Media which covers Monroe, Dade, Broward and Palm Beach Counties; Coastal Angler; SocialMiami.com, South Florida Gourmet, Visit Florida and multiple website listings including deeringestate.org; Miami Family Magazine, Where and Dining Out Magazines; Caribbean News; Miami Parents Connect, Culture Shock Promotions, Go City Kids and Miami Visitors & Convention Bureau.

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

PREVIOUS TDC FUNDING: \$8,000 (14-15); \$9,000 (13-14); \$10,000 (12-13); {\$7,500 (10-11) - End of Cycle}; \$7,500 (09-10); \$5,000 (08-09); \$5,000 (07-08); \$5,000 (05-06)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The 12th annual Deering Seafood Festival (DSF) will be held on Sunday, March 20, 2016 from 10am-6pm at the historic Deering Estate (Estate), continuing to showcase one of Miami's top cultural attractions in South Dade. Tickets are \$25 for Adults (\$15 in advance online), \$5 for children 4-14 and children under 4 and Foundation Members are FREE.

The Deering Seafood Festival is Miami-Dade County's most established Seafood Festival and is recognized as the 5th top rated Food and Industry event in the Southeastern USA (2015), by Bizbash.com, and remains the youngest and only single day festival in the list's top ten. It is a day-long family-friendly celebration of South Florida's heritage, cultural diversity, native habitats and scrumptious seafood offering live all-day island themed entertainment featuring the Bahamian Junkanoo Review, Virgin Island Stilt Walkers, Symphony of Steel, Caribbean Crew Band and others. Six celebrity chefs offer seafood cooking demonstrations on the historic courtyard throughout the day. Guests stroll through the Artist Village enjoying the works of 24 exhibiting artists & crafters. Seafood Alley offers freshly prepared seafood presented by top local restaurants and caterers. A Li'I Shrimp Kids Zone & Deering Discovery Cove Adventure offers interactive arts, crafts, educational and recreational activities for children while Deering walking tours & pontoon boat rides showcase the Estate's history.

Partners include Miami-Dade County, Johnson & Wales University, Whole Foods Market, Eagle Brands, Fresh From Florida Seafood, Village of Palmetto Bay and 450 volunteers.

Tourism impact based on ticket sales and on-site surveys reveal that 25-30% of attendees are visitors to Miami - regional, national and international. In 2015, visitors from the Bahamas, Brazil, Canada, Columbia, France, Japan, Italy, Peru, and Switzerland, as well as national visitors from CA, CT, IL, KY, MA, MS, MO, NY, OR, PA, SC, TN, TX, WI, VT, VA and PR attended.

DSF is marketed to "Foodies", "Festival Goers" and "Family Travelers" through a multitude of online calendar listings, websites, blogs & posts and promoted as a premier cultural food event in Miami on travel sites, in local & regional publications and on-air. The target audience is multi-generational, non-ethnic specific, ADA and family friendly. We have developed excellent partnerships with ABC, NBC, IHeart Media, S. Fla Gourmet, Community Newspapers, SocialMiami.com, Family Magazine, Miami/El Nuevo Herald, Visit Florida and many others.

Partnering hotels this year will include the Ritz-Carlton Coconut Grove, Hampton Inn Homestead and The Biltmore Hotel Coral Gables offering discounted room rates to festival attendees through a link on our website and promo code.

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

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 16,000	\$ 16,000	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 36,000	\$ 36,000	
Outside Artistic Fees/Services	\$ 5,000	\$ 7,000	\$ 12,000	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 10,000	\$ 20,000	\$ 30,000	\$ 15,000
Marketing: Postage/Distribution		\$ 1,500	\$ 1,500	
Marketing: Web Design/ Support/ Maintenance		\$ 1,000	\$ 1,000	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 35,000	\$ 35,000	\$ 5,000
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	\$ 15,000
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 3,000	\$ 3,000	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
		\$	\$	\$

Merchandise/ Concessions/ Gift Shops		16,000	16,000	3,000
Supplies/Materials		\$ 15,000	\$ 15,000	\$ 6,000
Other Expenses				
Police/Fire		\$ 7,000	\$ 7,000	
Volunteer Recruitment and Appreciation		\$ 2,500	\$ 2,500	\$ 2,000
Extreme Tix & CC Processing Charges		\$ 3,900	\$ 3,900	
Permits & Inspections		\$ 3,500	\$ 3,500	
Deering Discovery Cove & Educational Outreach		\$ 1,600	\$ 1,600	
Subtotal	\$ 15,000	\$ 169,000	\$ 184,000	\$ 46,000
TOTAL EXPENSES	\$ 230,000			
	\$ 16,000			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 80,000		43%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:	\$ 8,000		4%
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income			0
Corporate Support	\$ 50,000	\$ 31,000	27%
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			
Florida Department of Agriculture - Fresh From Florida	\$ 2,000		1%
			0
			0
Gov't Grants: Local			
			0

			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 29,000		16%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Miami-Dade Parks - In-kind use of venue		\$ 15,000	0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 169,000	\$ 46,000	8%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 184,000		
Total Revenues	\$ 230,000	Total In-Kind %	25%

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: A-22

ORGANIZATION: The Miami Bach Society, Inc.

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: Tropical Baroque Music Festival XVII

SUBCOMMITTEE

RECOMMENDATION: \$ 10,800.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 2ND

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 02-26-2016 through 03-06-2016

EVENT LOCATION: St. Philip's Presbyterian Church, Coral Gables Museum, Miami Beach Community Church

PROJECT SYNOPSIS:

Grant funds are requested to support Miami Bach Society's Tropical Baroque Festival bringing artistic excellence to Miami through a series of performances 2/26-3/6/16. Presenting a mix of international, national and regional performers to Coral Gables and Miami Beach, the festival makes the world's best performers accessible to local audiences and encourages tourism to our area. The Festival will include EL Mundo, Dmitry Sinkovsky, Thomas Dunford, Tempesta di Mare, QuickSilver and Echoing Air.

HOTEL CONFIRMATION: The artists performing in Coral Gables will be staying at the Coral Gables Marriott Courtyard Inn on LeJeune Road: 53 room nights (1 Artistic Director x 7 nights, plus artists and outreach artists)

Miami Beach Courtyard Marriott: 78 room nights (34 artists, some staying 2 or 3 nights depending on arrival dates and 1 Artistic Director)

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents		2100
Out of County		200
Out of State	42	150
Foreign	5	75
TOTAL	47	2525

MARKETING DETAILS: Marketing efforts includes sending brochures to our 21,000-person mailing list, distributing press releases to local, national and international press and placing ads in the local, national and international print and electronic media.

In addition, Herald International Media will be our one of our media sponsors this year, reaching fluent readers in Brazil, Columbia, Argentina, and other South American countries. It is our hope to reach visitors who travel for business and encourage them to extend their stay and bring their families for the full South Florida cultural experience.

"I'm Not Your Boring Newspaper", a local community newspaper, circulated in Key Biscayne, Pinecrest, and who is now expanding into Brickell, and other areas of Miami-Dade County has sponsored MBS with free coverage both in print and in their Facebook and social media avenues. They also wrote a story right after the Festival ended which created much interest in our premier South Florida presentation of Les Arts Florissant in April 2015. They have once again offered us a courtesy ad in their December paper.

Last year we begun to advertise in Larry Johnson's Classical South Florida Review website, and will continue for TBMF XVII.

We have become members of Early Music America and hope to be able to advertise through their magazine and website this year.

During the weekend of October 24, 2015, we participated in the Hispanic Heritage Festival in Coral Gables, distributing posters and information for the upcoming Festival.

Florida International University, University of Miami Faculty, and Conchita Espinosa Academy and Conservatory are all distributing brochures to their students. Conchita Espinosa Academy is also including an article and our concert schedules in their semi-annual magazine to be distributed in December 2015, in both their digital and printed newsletter to over 1,000 families. They will also be posting our concerts and events on their website , Facebook and Twitter and distributing Festival brochures.

In the past Coral Gables television both promoted publicity and post-concert video screenings of Festival performances, the Society hopes to re-engage increasing its efforts to be featured in the mainstream televised media.

In addition to placing ads on British website, Bach-Trac and Early Music Today, a European Magazine specializing in Early Music, the Society is adding national promotions in the Magazine of Early Music America, the premier supporter and promoter of Baroque and Early Music in the United States today.

The Bach Society utilizing its Festival website and updated Bach site, on-line ticketing capabilities, Facebook, Tumblr, Twitter and email blasts to promote the concerts. Our Facebook friends doubled after Festival XVI, and we have a reach of over 3,000 all over the world.

Finally, our greatest marketing tool is our history and reputation for presenting the best from around the world in Early Music right here in beautiful South Florida.

PREVIOUS TDC FUNDING: \$12,000 (14-15); {\$6,000 (13-14) - End Cycle}; \$12,000 (12-13); \$8,000

(11-12); \$9,000 (10-11); \$10,000 (09-10); (\$6,000 (08-09) - End of Cycle); \$7,200 (07-08); \$8,000 (06-07); \$9,000 (05-06); \$10,000 (04-05)

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

Tropical Baroque Music Festival celebrating its 17th year, February 26-March 6, 2015, will be presenting 6 concerts of the very best of national and international Early Music artists. Considered one of the most prestigious Early Music festivals in the US it is the only one of its kind in South Florida.

As in previous years, the Festival will be in Coral Gables with two concerts at St. Philip's Episcopal Church and one at the Coral Gables Museum. The final three concerts will be presented at the Miami Beach Community Church.

Concert Schedule:

2-26-16: EL Mundo, Grammy Nominee

2-27-16: Virtuoso Russian violinist Dmitry Sinkovsky

3-4-16: Thomas Dunford, Relaxed concert setting

3-3-16: Tempesta di Mare

3-5-16: QuickSilver

3-6-16: Echoing Air

The Festival is a ticketed event, children 18 and under receiving free admission. College, graduate students and New World Symphony Fellows pay \$5.00 admission. All other tickets range \$30-\$60.

The artists performing in Coral Gables will be staying at Coral Gables Marriott Courtyard Inn on LeJeune Road, 53 rooms nights. Artists performing on Miami Beach will stay at the Miami Beach Courtyard Inn on Washington Avenue where rooms have been reserved for 78 room nights.

Printed coverage will continue through The Miami Herald, who has been a strong supporter of the Festival since its inception. Concerts are listed beforehand, with coverage and reviews during the week. This year, Herald International Media will be our media sponsor, reaching fluent readers in Brazil, Columbia, Argentina, and other South American countries.

Euro-Channel launched Allegro HD (music channel) in Argentina and Uruguay to great success. They have approached Miami Bach Society as a screening partner, to replicate a classical music channel in the U.S. We have a meeting scheduled for 11-18-15 to discuss the many opportunities.

The Festival's radio coverage will be via Rhyna Moldes' radio program aired 4:30 pm daily, on La Poderosa 670AM. Coral Gables radio also alerts the public to the Festival dates and concerts. We are also reaching out to WLRN and WDNA to provide Festival radio coverage.

Our marketing efforts target the general public, national and international tourists who follow Early Music events around the United States, and the world. This year we are focusing on involving

different Hispanic communities throughout Miami-Dade County. Through Spanish radio coverage, print, and participating in events within the communities, we seek to introduce this genre of music, its history, period instruments, and our Society to a new audience.

We have also begun an outreach program with Florida International University and Conchita Espinosa Academy and Conservatory to reach the Hispanic families and school age children in our communities.

Currently, The Bach Society's greatest need is funding for advertising, in the print and electronic media. Increased support from the TDC will help ameliorate this lack.

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 40,000	\$ 40,000	
Personnel: Artistic		\$ 10,000	\$ 10,000	
Personnel: Technical/Production		\$ 15,600	\$ 15,600	
Outside Artistic Fees/Services		\$ 63,000	\$ 63,000	
Outside Other Fees/Services		\$ 22,400	\$ 22,400	
Marketing ADV/ PV/ Printing/ Publication	\$ 15,000	\$ 17,000	\$ 32,000	
Marketing: Postage/Distribution		\$ 3,000	\$ 3,000	
Marketing: Web Design/ Support/ Maintenance		\$ 300	\$ 300	
Travel: In County		\$ 28,070	\$ 28,070	
Travel: Out of County		\$ 17,300	\$ 17,300	
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		\$ 6,000	\$ 6,000	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 3,000	\$ 3,000	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 2,000	\$ 2,000	
Utilities		\$ 1,249	\$ 1,249	

Fundraising/ Development			0	
(Non-Personnel)				
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 233,919	\$ 248,919	0
TOTAL EXPENSES	\$ 248,919			
	\$ 47,249			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 31,500		13%
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		4%
Foundation Support	\$ 30,000		12%
Private/ Individual Support	\$ 63,919		26%
Other Private Support:			0
Auxiliary Activities			0
Other Private Support:	\$ 11,000		4%
Special Event Proceeds			0
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
State of Florida	\$ 10,000		4%
			0
			0

Gov't Grants: Local			
City of Coral Gables	\$ 9,000		4%
			0
			0
Gov't Grants: The Children's Trust			
(Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 2,500		1%
Investment Income			0
(Endowment)			
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Program Book Ads Sold	\$ 6,000		2%
			0
			0
			0
Department of Cultural Affairs Grants			
FEST Grant	\$ 60,000		24%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 233,919	0	6%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 248,919		
Total Revenues	\$ 248,919	Total In-Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: B-1

ORGANIZATION: Artists in Residence in Everglades

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: Wild Billboards

SUBCOMMITTEE

RECOMMENDATION: \$ 10,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

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: This is the first year we are producing the event.

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	0	1000
TOTAL	20	6000

MARKETING DETAILS: AIRIE will engage the public with this project through TV, radio, newspapers and social media . Media accounts such as Facebook, Twitter, Infraculture and Instagram will target 17-55 age range. We have invited 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 guaranteed views of at least 515,000 per week.

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.

AIRIE's social media and partnerships have thousands of followers! Billboard sponsor Metro1 Development will email and tweet to their 31,000 contacts about this project, and Cultured Magazines' Instagram post will reach over 32,000 viewers.

The Perez Art Museum Miami will create a Facebook event and an Evite for our December 10th Conversation. (The PAMM auditorium is ADA compliant.) This event has the Executive Director of the Audubon Society, the Everglades Superintendent, and our our billboard artist in conversation with an audience of 150 people, and is free and open to the public. ArtLoft will film the billboards and the event, then show it on WLRN.

Infraculture expands our information sharing ability to include their 14,3000 site visitors and 4,085 Instagram followers. We did an Instagram takeover for Infraculture in December, which included live video feed from the Everglades!

Finally, AIRIE will incorporate databases from our community partnerships with organizations that share the same passion as us with the Everglades, like 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 and social media.

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 creating our marketing plan by publishing the striking images of talented visual artists and descriptive prose of our writers to invite people to experience our wilderness through their eyes.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

Artists in Residence in Everglades (AIRIE) is the only program bringing artists to the Everglades. AIRIE's purpose is to inform, connect, and support artists, writers and musicians who wish to be ambassadors for the Everglades by providing month-long residencies in the Park.

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, and Park Superintendent Pedro Ramos 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 due to the proximity to the actual billboard (Outfront 45E, just east of I-95 and North of the 112).

This billboard will have over 515,000 views per week, which will elevate the visibility of AIRIE to over 2 million people through December 27. 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, on 11/22. 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 28 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.

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 0	0	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 2,500	\$ 2,500	\$ 5,000	
Outside Other Fees/Services	\$ 5,000	\$ 30,000	\$ 35,000	
Marketing ADV/ PV/ Printing/ Publication	\$ 1,500	\$ 1,000	\$ 2,500	
Marketing: Postage/Distribution	\$ 1,000	\$ 0	\$ 1,000	
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.		\$ 4,500	\$ 4,500	\$ 1,000
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 5,000	\$ 12,100	\$ 17,100	\$ 5,500
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.			0	
Utilities			0	
Fundraising/ Development			0	

(Non-Personnel)				
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses				
Metro1 In-Kind Donation			0	\$ 10,000
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 51,600	\$ 66,600	\$ 16,500
TOTAL EXPENSES	\$ 83,100			
	0			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions			0
Memberships	\$ 350		1%
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:	\$		15%
Other	10,000		
Rental Income			0
Corporate Support		\$ 11,000	0
Foundation Support	\$		30%
	19,763		
Private/ Individual Support	\$		9%
	5,760		
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			0
Other Revenues			
Perez Art Museum Miami	\$ 4,000	\$ 5,500	6%
			0
			0
			0
Department of Cultural Affairs Grants			
MDC DAN 2015-2016	\$ 11,727		18%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 51,600	\$ 16,500	23%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 66,600		
Total Revenues	\$ 83,100	Total In- Kind %	25%

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: B-2

ORGANIZATION: The Florida International University Board of Trustees

GRANT REQUEST: \$ 5,000.00

PROJECT TITLE: Miami International GuitART Festival

SUBCOMMITTEE RECOMMENDATION: \$ 5,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 02-24-2016 through 02-28-2016

EVENT LOCATION: Herbert and Nicole Wertheim Performing Arts Center, Patricia and Phillip Frost Art Museum, Miami Beach Urban Studios

PROJECT SYNOPSIS:

Grant funds are requested to support artistic and marketing costs for the 2016 Miami International GuitART Festival, which is presented by the FIU School of Music as part of its GuitART Series at the Wertheim Performing Arts Center from February 24 -28, 2016. The festival features internationally acclaimed artists in eleven concerts, five masterclasses, three lectures, and a composers panel, as well as a composition competition and luthiers expo.

HOTEL CONFIRMATION: Best Western PLUS Kendal Hotel & Suites: 175 room nights,

Cambria Hotel & Suites Miami: 180 room nights,

Comfort Suites Miami/Kendall: 180 room nights,

Total of 535 room nights are being blocked during the festival events, based on the projected audience attending from out of state, out of county, and international.

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	14	1800
Out of County	4	400
Out of State	4	200

Foreign	6	100
TOTAL	28	2500

MARKETING DETAILS: The festival is promoted through a website (migf.org), social media, and paid advertisement in a variety of media outlets. It broadcasts to the national and international press, as well as to Hispanic, African-American, and Caribbean print and electronic media outlets, in addition to selectively utilizing several standard marketing tools that include but are not limited to:

1. Emailing press releases (a month prior to the festival) to more than 2,500 journalists, bloggers and publications;
2. Sending electronic media packages to the Miami Herald, El Nuevo Herald, Diario Las Américas, Miami New Times, Arburst, AroundTown Arts & Culture Magazine, Associated Press, Biscayne Times, City & Shore Magazine, Huffington Post Miami, etc;
3. Sending paid e-blasts via Florida Concert Flyers, including monthly beginning five months prior to the festival, as well as weekly during the month before the festival and daily e-blasts during the week of festival;
4. Advertising the festival in Welcome Magazine, a publication which goes into every hotel room in Miami Dade, and within publications of the Greater Miami Convention and Visitors Bureau;
5. Posting festival and composition competition announcements at the guitar/composition-specific Internet portals, such as the Guitar Foundation of America, American Composers Forum, American Society of Composers, Authors & Publishers (ASCAP), Miami Classical Guitar Society, Latin American Music Center, Society of Electroacoustic Music, etc.;
6. Advertising the festival in the international guitar magazines, such as Classical Guitar Magazine and Soundboard magazine of the Guitar Foundation of America;
7. Ensuring the festival events are placed in the calendar listings of the Miami Herald, Social Miami, Miami Today, WTVJ Channel 6, WFOR Channel 4, WPLG Channel 10, WSVN Channel 7, WPBT Channel 2, Island Television Comcast 578, and other online and print calendars;
8. Placing radio spots on WLRN and WDNA;
9. Sending internal e -vites to FIU colleges, schools and units, as well as distribution to regional hotels, and the offices of Consul Generals in South Florida,
10. Mailing brochures and post cards to the existing subscribers on the FIU School of Music mailing list, as well as to the targeted high schools, community colleges, and universities in South Florida;
11. Placing posters and brochures at the music stores in Miami, including Allegro Music Center, Guitar Center, Sam Ash Music Store, and Savino Music;
12. Featuring pre-festival free concerts at the local high schools and community colleges in Miami, as well as on the FIU campus;
13. Placing large banners and tri-fold brochures on FIU campus locations, including the School of Music, Frost Art Museum, and Graham Center.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

This project is a completely redesigned version of our regular GuitART Series. The FIU School of Music has been producing the GuitART Series as separate individual events during the annual season from October through April. This is the first time GuitART Series events are presented together as a festival in the same week from February 24-28, 2016.

Rationale for making this decision is that the increased exposure and attractiveness of an international festival with world-renowned artists performing and interacting with students and audiences in a variety of events would make a much bigger cultural and touristic impact in South Florida than the individual events spread through the season could have.

Festival presents 20 events, including 11 concerts, 2 lectures, 5 masterclasses, and a luthiers expo, as well as a composition competition. Led by the guitarist & composer Benjamin Verdery, chair of the guitar department at the Yale School of Music and Artistic Director of both the bi-annual Yale Guitar Extravaganza and 92Y's Art of the Guitar series in New York City, featured artists will be representing the USA, Argentina, Costa Rica, Cuba, Italy, Spain, and Turkey.

Festival will also present talented young guitarists in a student showcase concert. Composition competition is open to young composers (17 and younger), as well as emerging composers (between the ages of 18-30). Luthiers Expo will feature hand-built guitars of the talented guitar makers in conjunction with another exhibition "The Shakespeare's First Folio" at the Frost Art Museum during the festival.

Lectures and luthiers expo are free admission, while concerts and masterclasses are ticketed at a price range from \$5-25. Special tickets are offered for students ranging from free admission to \$10. Festival Pass to attend all events is also offered at very low prices: \$25 FIU Students, \$35 Non-FIU Students, \$60 General.

Pre-Grant Activity Timeline

Jan 1-June 1, 2015 Booking artists

June 1-July 31 Designing website

August 1-Dec 15 Announcing composition competition

August 31-Dec 31 Marketing

Dec 15-31 Judging submissions for composition competition

Post-Grant Activity Timeline

Jan 1-Feb 28, 2016 Marketing

Jan 1-Feb 28 Rehearsing winning compositions

Jan 5-Feb 10 Writing festival book

Feb 11-20 Printing festival book

Feb 24-28 Implementing events

Feb 29-June 30 Artist payments

Feb 29-June 30 Evaluation

We have blocked 535 room nights in three hotels to accommodate potential attendees visiting from outside Miami-Dade County. The festival is promoted via websites (migf.org & music.fiu.edu), social media, and paid advertisements in a variety of local, national and international media outlets, in addition to paid e-blasts, placing radio spots, and mailing brochures. Establishing a media sponsorship with WLRN radio station is also in progress.

Among other organizations involved with project are Miami Classical Guitar Society, Savino Music, Frost Art Museum, Miami Beach Urban Studios, and Miami Turkish Consulate.

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 17,140	\$ 17,140	
Personnel: Artistic			0	
Personnel: Technical/Production		\$ 2,000	\$ 2,000	
Outside Artistic Fees/Services	\$ 1,500	\$ 8,000	\$ 9,500	\$ 5,300
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 3,500	\$ 5,500	\$ 9,000	
Marketing: Postage/Distribution		\$ 500	\$ 500	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	
Travel: Out of County			0	\$ 2,380
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	\$ 2,000
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			0	

(Non-Personnel)				
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials			0	
Other Expenses				
Composition Competition Awards/Prizes		\$ 1,000	\$ 1,000	
			0	
			0	
			0	
			0	
Subtotal	\$ 5,000	\$ 34,140	\$ 39,140	\$ 9,680
TOTAL EXPENSES	\$ 48,820			
	\$ 19,140			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 12,000		31%
Memberships			0
Tuitions/Enrollment Fees	\$ 1,440		4%
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:	\$ 1,200		3%
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income			0
Corporate Support		\$ 9,680	0
Foundation Support	\$ 5,000		13%
Private/ Individual Support	\$ 1,000		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			
Florida Department of State Division of Cultural Affairs Fast Track Project Grant	\$ 2,500		6%
			0
			0

Gov't Grants: Local			0
			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues			0
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand	\$ 7,000		18%
Other Revenues			0
			0
			0
			0
Department of Cultural Affairs Grants			
Hannibal Cox, Jr. Cultural Grants	\$ 4,000		10%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 34,140	\$ 9,680	13%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 39,140		
Total Revenues	\$ 48,820	Total In- Kind %	25%

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: B-3

ORGANIZATION: Florida Opera Prima, INC

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: IL CENERENTOLO

SUBCOMMITTEE
RECOMMENDATION: \$ 7,500.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 02-28-2016 through 02-28-2016

EVENT LOCATION: Colony Theater, ,

PROJECT SYNOPSIS:

Grant funds are requested to support Florida Opera Prima to produce and present "Il Cenerentolo," on Feb 28, 2016 at 7:30 pm at the Colony Theater in Miami Beach. An original work based on the classic fairy tale Cinderella. This musical combines opera and the zarzuela. While the music is traditional, this work provides a modern twist incorporating performances with video animations. Audience is exposed to the baroque period with works by Handel and Vivaldi and with dances like the minute.

HOTEL CONFIRMATION: All the artists participating in the premier of 'Il Cenerentolo' are local talent. We expect at least 160 tourists attending our performance. We work closely with hotel concierge services to promote our events to tourists using postcards, flyers, and Facebook, Instagram, and Twitter.

We work specifically with the Marriott, Loews, Gran Beach Hotels to promote the event to tourist providing a discount package. We have blocked 5 rooms at these hotels for our local artists/staff to facilitate activities throughout the day and that would like to stay in Miami Beach the night of the performance.

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	25	320
Out of County	0	60
Out of State	0	60
Foreign	0	60

TOTAL	25	500
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MARKETING DETAILS: The marketing campaign for 'Il Cenerentolo' program will center on several press releases, public service announcements, on-air interviews, print advertising, and email blast. Press kits will be distributed to local newspapers including the Miami Herald, El Nuevo Herald and Diario Las Americas, and to regional Spanish-language periodicals and newspapers. The event will be included in community calendars including the Miami Convention and Visitors Bureau Calendar of Events and Welcome/Bienvenidos.

Social Media include Facebook, Twitter, Instagram, Groupon, email blasts and blog of participating artists and radio personalities that cover our performances and events throughout the year and maintain followers informed of all upcoming events.

Printed Ads during the week of the event will be placed in:

- Miami Herald

SPANISH NEWSPAPERS

-Nuevo Herald including articles throughout the year of all our events with Arturo Arias Polo aarias-polo@elnuevoherald.com in Calendario de las Artes Scenicás - Musica (Calendar of the Arts - Music)

-Periódico ¡Ya!, Stella Rod local newspaper covering the event

-El Clarín, periódico local

-South Beach Magazine

-Diario Las Américas

The Il Cenerentolo will also incorporate TV and Radio promotions focusing on public service announcements and on-air interviews. These radio and TV announcements will run two weeks prior to the Il Cenerentolo to reach a largest audience.

Paid Radio Advertising will be placed on:

-La Poderosa, programas Música de mi tierra linda, Ulises y Taimy Sawesiando

-Radio Mambí, Programa de Magalis música de mi tierra

-Radio Caracol

-Radio Cristiana

Our primary media sponsors WQBA 1140AM, AMOR 107.5, Radio Mambi 710AM, Radio Caracol, Univision 23 and CBS 4 South Florida (WFOR-TV, CBS4 and WBFS, My33).

FOP will distribute print media throughout Miami-Dade County targeting business and hotels located in and around Miami Beach, downtown Miami and the surrounding areas. We will also

target educational institutions like, Miami-Dade College, FIU the University of Miami as well as public libraries to attract students to the program.

2,000 flyers will be printed and distributed to hotels concierge that will inform tourists of the events.

1,000 postcards will be printed and distributed at local restaurants.

MEDIA SPONSOR One Miami Beach will be giving away 100 tickets to seniors through their promotional campaign.

FOOD AND BEVERAGE SPONSORS

Promote their items before, during and after the event. Locals and Tourists enjoy sampling of local food and beverages.

We are starting to work with specific hotels in conjunction with the City of Miami Beach to promote the event with special promotional packages that will entice tourists to attend.

-Grand Beach Hotel

-Marriott

-Loews Miami Beach Hotel

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

Florida Opera Prima (FOP) presents "Il Cenerentolo" an original work based on the fairytale Cinderella. This well-known fairytale is re-imagined with a hero who falls in love with the princess that saves him. This musical will combine the styles of traditional opera with that of the zarzuela. Zarzuela is a Spanish style opera with strong influences from Cuba. While the music of this genre is traditional, this new work provides a modern twist by incorporating live performances with video animations. In this work, the audience will be exposed to the baroque period with works by Handel and Vivaldi, and dances like the minuet.

In addition to this performance, Florida Opera Prima will conduct a cultural outreach targeting seniors and students to promote the event. During these outreach events seniors will be invited to learn historical baroque dances such as the minuet and to sing short operatic pieces.

Performances will take place at the Colony Theater -1040 Lincoln Road, Miami Beach on February 28, 2016 at 7:00 p.m. Ticket prices are \$25 general audience, \$20 seniors and children under 17.

An increasing number of visitors to Miami-Dade County especially European and Latin American tourists are looking to connect with Miami's unique cultural heritage. Florida Opera Prima continues to provide programs to target this group through our events and performances that blend classical opera and zarzuela. Often opera and classical music are perceived as exclusive "Il Cenerentolo" is emblematic of Florida Opera Prima programming which seeks to make opera accessible to everyone.

Marketing efforts include local interviews with local newspapers the week of the performance. Radio interviews and paid radio spots with local public and private radio stations. Postcards and flyers will be distributed to hotels, restaurants, and businesses. Social Media include Facebook, Twitter, Instagram, email blasts and blogs of participating artists and radio personalities that cover our performances.

One Miami Beach and WLRN have agreed to be our media sponsor providing radio spots a week prior to the event.

The artists and directors participating in the show are professional graduates of prestigious art schools from around the world and have extensive experience working in Opera and Zarzuela. Artists participating in this event include: Kiley Hernández, Soprano and General Director; Raul Rodriguez, Tenor; Greisel Dominguez, mezzo-soprano; Ana María Tuzzio, soprano; Maria Del Mar Irizarry, soprano; Ernesto Prats - Set and Costumes Designer; Oderlyn Gutiez - Flute/Piccolo

We have requested support from TDC will allow FOP to provide the best venue and artists for this work and fulfill our mission making opera accessible and meaningful to audiences. The Colony Theater in the heart of Miami Beach will allow Florida Opera Prima to attract the largest number of tourists possible. This location also allows us to provide lower prices and greater access to both seniors and students.

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration			0	
Personnel: Artistic	\$ 1,500	\$ 7,025	\$ 8,525	
Personnel: Technical/Production		\$ 800	\$ 800	
Outside Artistic Fees/Services	\$ 4,000	\$ 8,000	\$ 12,000	\$ 2,000
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 2,000	\$ 550	\$ 2,550	\$ 500
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 500	\$ 500	
Travel: In County		\$ 1,000	\$ 1,000	
Travel: Out of County		\$ 1,500	\$ 1,500	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 925	\$ 925	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental		\$ 1,200	\$ 1,200	
Space Rental / for Performance, Exhibition, Event, etc.	\$ 3,000	\$ 4,000	\$ 7,000	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.	\$ 500	\$ 500	\$ 1,000	
Utilities			0	

Fundraising/ Development		\$	\$	
(Non-Personnel)		1,500	1,500	
Merchandise/ Concessions/ Gift Shops		\$	\$	
		1,000	1,000	
Supplies/Materials		\$	\$	
		1,000	1,000	
Other Expenses				
costumes purchases and make up	\$ 1,500	\$	\$	
		1,500	3,000	
costumes rental and props	\$ 2,500	\$	\$	
		3,500	6,000	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$	\$	\$
		34,500	49,500	2,500
TOTAL EXPENSES	\$ 52,000			
	\$ 1,200			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 8,500		17%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services: Outside Programs/ Performances	\$ 4,000		8%
Contracted Services: Special Exhibition Fees	\$ 3,000		6%
Contracted Services: Other	\$ 1,000		2%
Rental Income			0
Corporate Support	\$ 2,500	\$ 2,500	5%
Foundation Support	\$ 2,000		4%
Private/ Individual Support	\$ 1,500		3%
Other Private Support: Auxiliary Activities	\$ 1,000		2%
Other Private Support: Special Event Proceeds	\$ 1,000		2%
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			
Florida Department of State - Cultural Affairs General Support	\$ 5,000		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)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
			0
			0
			0
			0
Department of Cultural Affairs Grants			
			0
Community Grants	\$ 5,000		10%
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 34,500	\$ 2,500	30%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 49,500		
Total Revenues	\$ 52,000	Total In- Kind %	5%

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: B-4

ORGANIZATION: The Art Museum for Private Collections of the Americas

GRANT REQUEST: \$
25,000.00

PROJECT TITLE: Treasures from the House of Alba: 500 Years of Art and Collecting

SUBCOMMITTEE
RECOMMENDATION: \$ DEFER
TO 3Q

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 11-02-2015 through 04-15-2017

EVENT LOCATION: MDC- Freedom Tower Museum of Art & Design, ,

PROJECT SYNOPSIS:

Grant funds are requested to support the marketing campaign for the exhibition Treasures from the House of Alba: 500 Years of Art & Collecting. To create awareness and interest to participate by local and foreign tourist audiences, as a cultural tourism artistic experience to take place in Miami.

The Alba family represents more than 500 years of collecting in Europe. It presents works by Titian, Goya, Rembrandt, Renoir, maps by Christopher Columbus, historical documents and objects as well.

HOTEL CONFIRMATION: The anticipated number of rooms to be blocked is of 500. We are in the process of negotiation with different hotels in the County.

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	9	20000
Out of County	3	8000
Out of State	4	5000
Foreign	5	2000
TOTAL	21	35000

MARKETING DETAILS: Drawn from one of the oldest and most significant private collections in Europe, Treasures from the House of Alba: 500 Years of Art and Collecting features works by Dürer, Goya, Murillo, Ribera, Rubens, and more from the splendid palaces of the Alba dynasty in Spain. Co-organized by the Meadows Museum and the Casa de Alba Foundation, the exhibition brings together more than 130 works of art dating from antiquity to the twentieth century. This is the first major exhibition outside Spain of works from the collection of the House of Alba. It represents a blockbuster exhibition of high impact for Miami visitors, its community, its outside visitors and its cultural environment.

Marketing is not just advertising. The essence of a marketing orientation in this project is the effort to align the ways the show will be exhibited to audience interests and behaviors, as well as to see the best ways to inform potential visitors that the show has an exhibition that they will appreciate.

The marketing plan is broken into three areas of action:

Detailed Marketing Plan:

Promotion through interviews and special coverage (provided in-kind) by:

Printed Media

EFE - AGENCIA DE NOTICIAS

EL DIARIO DE LAS AMERICAS

Art Nexus

Europa Press news agency

Blush Magazine

Revista Hola –Spain

Miami-Dade area Community Newspapers

Who have agreed to make partnerships for the coverage and promotion of the event.

TV and Radio

HISTORY CHANNEL - LATAM

CNN E – LATAM

Actualidad 1020 AM Radio

To produce short capsules about the exhibition, media coverage and interviews.

A short audiovisual is been produced (In-kind) to promote the show.

The coverage then has three levels of audience approach:

-Local Miami potential audiences

-National coverage for external audiences

-Global coverage as information about the show and Miami as a city of art.

Other sources of marketing:

Email blasts (to our local, national, and international database) , the MDC email database, City of Miami and Miami-Dade Cultural Affairs support, Spanish Consulate and Centro Cultural Español in Miami.

Print & Online Publications (calendars, e-blasts, features, and web-boards)

Cross promotions with neighboring Performing Arts Centers, Galleries, and Theatres.

Project/Program Preparation: 6 month lead

-Negotiations with all key partners, finalize grants, sponsorship/partnerships, update website, send

Project/Program Planning: 3 month lead

Monthly: Event set-up and planning, accumulate attendee data, thank-you to sponsors/partners, Institutions and presenters.

We will not use all of our marketing funds and efforts around the exhibition opening, but retain part to provide one or more promotions with additional advertising later in the exhibition run. The show organizers will put a significant amount of funds and effort into promotions in the months before the exhibition opens, spends more during the opening, and spends the rest later when needed to stimulate additional visitation, and some near the end to attract audiences before they miss the exhibition.

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The proposed project is the exhibition "Treasures of the House of Alba: 500 Years of Art & Collecting".

The exhibition displays a broad selection of works by significant artists such as Titian, Goya, Rembrandt, Renoir, Van Gogh, Rubens and Monet among others as well as historical documents and objects, such as maps by Christopher Columbus.

Many of the artworks are leaving Spain for the first time, grouped, also for the first time, in a manner that explains the historical development of the family and the collection from the XV century to the present day. A first exercise in understanding the history of this family, shown through a display of more than 100 objects.

For more than 500 years, the Alba family has formed part of the most prominent aristocratic lineages in Europe. The show is to be presented at the Miami Dade College Freedom Tower Museum of Art & Design in Miami, from November 30, 2016, through March 31, 2017.

A relevant artistic and historical exhibition for all audiences, a unique opportunity to have access to a selection of art treasures, both to Miami local communities and for outside visitors who practice cultural tourism. The experience of the show is not only an education practice but an entertainment experience with the intense activities program of the show.

With the show, a program of 45 events including guided tours, school tours, lectures, concerts, workshops and digital media projections will take place. Our project is designed as a cultural tourism plan that contributes to shape Miami as a city of art, both to itself and to the outside world. As a ticketed event, the range of ticket prices is of \$15, with a structure of discounts to students and underserved communities.

Our marketing efforts have started based on the pre-exhibition positioning of the event among the audiences. A second stage to happen in the months previous to the opening and a third phase during the show to keep the interest of potential audiences. We are to use TV and Radio sources (partners), Printed media partners and heavily use social media as a way of promotion. We have media sponsors such as HISTORY CHANNEL - LATAM / CNN E – LATAM / Actualidad 1020 AM Radio / EFE - AGENCIA DE NOTICIAS / EL DIARIO DE LAS AMERICAS / Art Nexus / Europa Press news agency/ Blush Magazine. We are currently working to have hotel sponsors. We are planning to block 500 rooms for this event. Other partners are Miami-Dade Cultural Affairs, Miami Dade College, Fundación Casa de Alba, City of Miami, Lynx, Consulate of Spain among others and in current negotiations with Telefonica Espana.

The TDC grant will be of great help providing institutional support and funding for proper marketing and audience outreach in the preliminary stages of the show.

Phases of development:

1-Fundraising and partnership agreements. Marketing outreach October 2015 through October 2016.

2-Production stage - June 2016 to October 2016

3- Exhibition opening and programs. November 2016 through March 2017

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 60,000	\$ 60,000	\$ 20,000
Personnel: Artistic		\$ 80,000	\$ 80,000	
Personnel: Technical/Production		\$ 200,000	\$ 200,000	\$ 30,000
Outside Artistic Fees/Services		\$ 1,000,000	\$ 1,000,000	\$ 20,000
Outside Other Fees/Services		\$ 90,000	\$ 90,000	\$ 40,000
Marketing ADV/ PV/ Printing/ Publication		\$ 115,000	\$ 115,000	\$ 75,000
Marketing: Postage/Distribution		\$ 23,000	\$ 23,000	
Marketing: Web Design/ Support/ Maintenance		\$ 5,000	\$ 5,000	
Travel: In County		\$ 5,000	\$ 5,000	
Travel: Out of County		\$ 5,000	\$ 5,000	
Equipment Rental		\$ 5,000	\$ 5,000	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 5,000	\$ 5,000	
Equipment Purchase		\$ 2,000	\$ 2,000	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental		\$ 6,000	\$ 6,000	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 30,000	\$ 30,000	\$ 10,000
Mortgage/ Loan Payments			0	
Insurance		\$ 250,000	\$ 250,000	
Insurance / for Performance, Exhibition, Event, etc.		\$ 10,000	\$ 10,000	
Utilities		\$ 7,000	\$ 7,000	
Fundraising/ Development (Non-Personnel)		\$ 10,000	\$ 10,000	
Merchandise/ Concessions/ Gift Shops		\$ 15,000	\$ 15,000	
Supplies/Materials		\$ 9,000	\$ 9,000	

Other Expenses				
Special security requirements		\$ 200,000	\$ 200,000	
		\$ 85,000	\$ 85,000	
			0	
			0	
			0	
Subtotal	0	\$ 2,217,000	\$ 2,217,000	\$ 195,000
TOTAL EXPENSES	\$ 2,412,000			
	\$ 350,000			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 900,000		41%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			
	\$ 127,000		6%
Outside Programs/ Performances			
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income			0
Corporate Support	\$ 600,000	\$ 120,000	27%
Foundation Support	\$ 150,000		7%
Private/ Individual Support	\$ 280,000	\$ 75,000	13%
Other Private Support:			
	\$ 50,000		2%
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)			
Merchandise/ Concessions/ Gift Shop Revenues	\$ 50,000		2%
Investment Income			0
(Endowment)			
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Special donations	\$ 25,000		1%
Childrens Trust	\$ 10,000		0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 2,192,000	\$ 195,000	1%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 2,217,000		
Total Revenues	\$ 2,412,000	Total In-Kind %	9%

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: C-1

ORGANIZATION: Historical Association of Southern Florida, Inc. **GRANT REQUEST:** \$ 10,000.00

PROJECT TITLE: HistoryMiami Museum's 23rd International Map Fair

SUBCOMMITTEE RECOMMENDATION: \$ 10,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 02-05-2016 through 02-07-2016

EVENT LOCATION: HistoryMiami, ,

PROJECT SYNOPSIS:

Funds are requested to support 23rd Annual Miami International Map Fair (2-5- 2-7) for collectors, renowned map dealers, academics and hobbyists who make Miami their destination for the largest and longest running Map Fair in the world. For 23 years, HistoryMiami has welcomed visitors from around the world, regionally and locally. Map Fair, held at HistoryMiami, provides visitors with a window through which to see how cartography has given form to the worlds in which we explore and inhabit.

HOTEL CONFIRMATION: From February 3- February 8, 2016.

Courtyard by Marriot Downtown : 92 room nights

Mayfair Hotel & Spa, Coconut Grove: 84 room nights

Hampton Inn, Coconut Grove: 125 room nights

Total Nights: 301 in HistoryMiami block

We estimate 1104 room nights will be booked by Map Fair attendees. Our estimate of hotel room nights to be booked is based on the number of foreign (284) and out of state (384) attendees at the Map Fair, divided by 2 (occupants in a room) and multiplied by 3 nights per stay. The number of rooms blocked by the museum is well below this number as the majority of visitors find their own rooms. The museum has blocked a total of 301 room nights.

Last year we estimate a total of 1,100 room nights were used.

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	1	720
Out of County		515
Out of State	2	610
Foreign		265
TOTAL	3	2110

MARKETING DETAILS: HistoryMiami (HM) places calendar listings and advertisements for Map Fair in a broad variety of local, national and international media which reach national and international map enthusiasts and professionals, as well as the South Florida community. Brandsmart USA generously provides in-kind advertising for the Map Fair in the Miami Herald, and HM places advertising and calendar listings in the Sun Sentinel, Palm Beach Post, Coral Gables Gazette and Community Newspapers. Additionally HM promotes Map Fair at the London and Paris Map Fairs, Chicago International Map Fair and in specialist publications including Imago Mundi, MapForum, IMCos and Antiques and Art around Florida. Print pieces are also distributed nationally and internationally to promote the event. Pieces developed to support the event include Save the Date postcards (distribution 8,000, sent four months in advance of the event), registration brochures (distribution 8,000) and Map Fair programs (distribution 2,000). A press release is distributed to local media outlets to encourage attendance and media coverage. Map Fair is promoted in HistoryMiami's weekly e-blasts sent to 10,400 people, Large banners and posters advertising Map Fair are displayed on the exterior of the museum building. Below is a sample list of media links & clips from 2015 to provide you with the breadth and depth of the coverage.

<http://www.masterart.com/PortalDefault.aspx?tabid=149&PostId=25402&categoryId=1621>

<http://www.antiquemapfairs.com/>

https://www.ilab.org/eng/news/2245-22nd_annual_miami_international_map_fair.html

<http://sweatrecordsmiami.com/events/22nd-annual-miami-international-map-fair/>

<http://home.earthlink.net/~docktor/index.htm>

<http://www.finebooksmagazine.com/press/2014/09/miami-international-map-fair-will-return-to-historymiami-february-6-8.phtml>

<http://www.downtownmiami.com/article/0115/miami-international-map-fair2.html>

<http://miami.eventful.com/events/22nd-annual-miami-internati-/E0-001-080035996-5@2015020710>

<http://finance.yahoo.com/news/see-thousands-antique-maps-collect-223600948.html>

<http://www.soulofmiami.org/2015/01/27/historymiami-presents-the-22nd-annual-miami-international-map-fair-2715-2815/>

<http://www.miamiartguide.com/?p=16202>

<http://gayosphere.com/destinations/miami-miami-beach/events/miami-international-map-fair>

<http://www.topeventsusa.com/state-events-Miami-area.html>

<http://oceandrive.com/calendar>

<http://www.aroundtownmagazine.com/m3/4797--22nd-annual-miami-international-map-fair.html>

<http://www.antiquetrader.com/antiques/collectibles/cartographers-following-trail-back-miami-map-fair>

<http://www.sanderusmaps.com/>

http://floridafairsandfestivals.net/Miami_FL.html

<http://www.conciergequestionnaire.com/city.php?id=97>

<http://www.festivals-and-shows.com/florida-festivals.html>

<http://www.ujnews.com/florida-page-december-2014-2/>

<http://www.reddit.com/r/Miami/>

<http://www.welcomemag.com/event/22nd-annual-miami-international-map-fair/>

<http://thenewtropic.com/6-crazy-bits-miami-history-learned-old-maps/>

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

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The 23rd Annual Miami International Map Fair is a 3-day event, held February 5-7, 2016. The event and lectures, workshops, panel discussions are held exclusively at HistoryMiami Museum in downtown Miami. Approximately 2,000 map dealers, collectors and members of the public come to the Map Fair to buy, sell, browse and discuss historical maps. In 2015 attendees came from 13 countries and 29 U.S. states. To promote The Map Fair: advertisements are placed in local, national and international general and specialist publications. The museum runs an email marketing campaign reaching a database of 10,400 individuals, and promotes the Map Fair on Facebook, Instagram, Twitter and YouTube. The Map Fair is highlighted on the HistoryMiami website and is advertised in general HistoryMiami publications with a distribution of 15,000. The Map Fair is widely featured on national and international cartography and tourism websites. A portion of TDC funds allow us to advertise the Map Fair to a specialized international audience, who are key to making the event a success. Daily admission is \$15 (\$5 for HistoryMiami members)

The Map Fair generates wide tourism consumption, particularly from international visitors reached by advertising paid for by TDC funds. We estimate over 1,000 hotel room nights are used by Map Fair attendees. The museum blocks a small percentage of those rooms, as most attendees prefer to make their own arrangements. For 2016, we have blocked 125 room nights at the Hampton Inn in Coconut Grove, 84 room nights at the Mayfair Hotel & Spa and 92 room nights at the Courtyard by Marriott in Downtown Miami. Attendees buy a large number of airline tickets to come to the Map Fair, and spend money in South Florida on transportation, accommodation, dining, shopping and visits to other cultural venues and tourism attractions.

The Map Fair is managed by the Map Fair Manager with guidance from the MapFair Committee. She is the main point of contact with dealers and attendees, solicits corporate and private sponsorships, and writes copy for direct mail pieces.

Event Historic Background:

The first Miami Map Fair was held in 1993, with three dealers, one speaker and 40 guests at a single evening event. Since then, the Map Fair has grown into a global event unique to South Florida, and is recognized as the #1 event of its kind in the world. This accolade stems from its top ranking in number of attendees, number of dealers, number of maps sold, and highest price received for the rarest maps. 40 dealers will display maps at the 2016 Map Fair, and there is a waiting list for new dealers wishing to attend. Dealers come to the Map Fair from Canada, the United Kingdom, Argentina, Australia, France, Belgium, the Netherlands, Germany and Spain, and from across the United States. The Miami International Map Fair heads a list of other important international map fairs, including London, Paris and Breda (Holland). It is the only Map Fair held in the Americas.

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration			0	
Personnel: Artistic		\$ 500	\$ 500	
Personnel: Technical/Production	\$ 2,000	\$ 11,500	\$ 13,500	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 8,000	\$ 18,500	\$ 26,500	\$ 17,337
Marketing: Postage/Distribution		\$ 2,000	\$ 2,000	
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.		\$ 4,700	\$ 4,700	
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		\$ 400	\$ 400	
Other Expenses				
Food & Beverage		\$ 18,000	\$ 18,000	
Photographer		\$ 1,250	\$ 1,250	
Lecturers Travel Reimbursement		\$ 2,500	\$ 2,500	
In-Kind Corporate Support			0	
			0	
Subtotal	\$ 10,000	\$ 59,350	\$ 69,350	\$ 17,337
TOTAL EXPENSES	\$ 86,687			
	0			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 22,800		33%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:	\$ 14,550		21%
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income			0
Corporate Support	\$ 14,000	\$ 17,337	20%
Foundation Support			0
Private/ Individual Support	\$ 2,000		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			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			
Advertising Revenue for Program	\$ 6,000		9%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 59,350	\$ 17,337	14%
Grant Amount	\$ 10,000		
Cash Revenues + Grant Amount	\$ 69,350		
Total Revenues	\$ 86,687	Total In- Kind %	25%

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: C-2

ORGANIZATION: Miami Design Preservation League, Inc.

GRANT REQUEST: \$ 25,000.00

PROJECT TITLE: Art Deco Weekend 2016

SUBCOMMITTEE

RECOMMENDATION: \$ 25,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 1ST

STATUS: Organization - Non-Profit

DATE(S) OF EVENT: 01-15-2016 through 01-17-2016

EVENT LOCATION: Art Deco Museum, Ocean Drive (5th - 15th Streets),

PROJECT SYNOPSIS:

Grant funds are requested to support the 39th Annual Art Deco Weekend. The Art Deco Festival was started in 1976 by the Miami Design Preservation League to attract visitors to Miami Beach's Art Deco District and to raise awareness of the arts and culture of the Art Deco era. Now, Art Deco Weekend draws over 300,000 people for the three-day community event (January 15-17, 2016) highlighting culture, art, architecture, entertainment and education. The 2016 theme is "The Art of Architecture."

HOTEL CONFIRMATION: The South Beach Group - 16 room nights

We are in the process of booking hotel room nights and we are projecting to have 138 room nights secured by the end of November 2015. We expect to have more than last year because we have started meetings with many hotels with great feedback. We have several contracts prepared and out. We are waiting for the hotel reps to sign an return. We will be sending more out, having more meetings and expect to have a final number by the end of December 2015.

Additionally, we are working with the Deauville and a few other hotels on securing host hotels in order to offer tourists discounted rates to stay on or near Miami Beach for the Art Deco Weekend festival

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	215	124,100
Out of County	10	74,800
Out of State	8	71,000

Foreign	2	50,100
TOTAL	235	320000

MARKETING DETAILS: The integrated marketing plan includes direct advertising, multi-faceted promotions, and joint ventures in collaboration with other related entities. Leveraging all of these ensures promotion throughout all markets from the local community to an international audience. After analyzing our survey from the 2013, 2014 and 2015 Art Deco Weekend (ADW) festivals, we discovered that most attendees heard about us from The Miami Herald, Facebook and Google AdWords. We have partnered with the Miami Herald in order to develop a strong advertising campaign with them for the 2016 festival. Furthermore, we created an impactful google AdWords campaign and Facebook advertising campaign in order to reach a large audience online. Also, we have secured several media sponsors including the Miami Herald, Welcome Magazine, Soul of Miami, Big Mouth Girlz, Miami New Times, AroundTown Magazine, Tropicult and more. The media sponsors will run advertisements, social media campaigns and editorial promoting our festival to their audience. We have partnered with Atlantic Broadband in order to air eight hundred and fifty-five (855) 30-second commercial spots on cable stations leading up to ADW. We have an extensive PR plan in order to gain media attention leading up to and during the ADW festival, including live TV and Radio interviews. We have created banners, rack cards, a program guide and flyers to distribute around town in order to promote the festival. Partnerships with the Greater Miami Convention & Visitors Bureau, Art Deco & Historic Preservation Societies, The City of Miami Beach, The South FL Concierge Assn. and the Greater Miami Festival and Events Association expands the reach of advertising and promotion nationally and internationally. For the 2016 festival, we partnered with several cultural organizations to produce additional programming and attract a larger audience. The cultural partners include Viernes Culturales, South Florida Lindy Collective, Fantasy Theatre Factory, Life is Art, Bass Museum, HistoryMiami, Antique Automobile Club of America (South Florida Chapter), Original Miami Beach Antique Show, AIA Miami, Miami Center for Architecture and Design and more! The event is promoted year round through a variety of opportunities including an online presence and through the Art Deco Welcome Center.

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

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The Art Deco Weekend (ADW) Festival was started in 1976 by MDPL to attract visitors to Miami Beach's Art Deco Historic District. ADW has grown into a community event that celebrates architecture, art, entertainment, culture, history and education. The success of the event increases every year and this being the 39th annual Art Deco Weekend is testimony to its sustainability. ADW welcome over 300,000 people to Ocean Drive each year. ADW is free and open to the public.

Each year ADW has a different theme. ADW 2016 (Jan. 15th – Jan. 17th) will celebrate "The Art of Architecture." We will celebrate this theme through a photography exhibit highlighting the different styles of architecture in Miami Beach in the Art Deco Museum. Also, we have partnered with Life is Art to create an Art Block that will feature fine artists and live painting demonstrations. Additionally, we will have guided walking tours of the Art Deco and MiMo Historic Districts along with lectures on the subjects of Art and Architecture. Other programming includes a Fashion Show, Lindy Hop Festival, Live Jazz and Big Bands, Arts and Craft Vendors, a Retro Pavilion featuring Antique and Vintage Dealers, a Outdoor Film Series, Classic Car Show and more.

ADW does an extensive marketing plan including social media, print media, radio, television and more in order to bring people to Ocean Drive for ADW. We have a solid relationship with the GMCVB who promotes MDPL and ADW to the world as part of Miami Dade's cultural attractions. We have media sponsors including the Miami Herald, Welcome Magazine, Miami New Times, Atlantic Broadband, Soul of Miami and Big Mouth Girlz. We have secured the South Beach Group and we are in the works of securing many more hotel partners. We believe we will have over 138 donated room nights.

This year we have partnered with local businesses and organizations including Life is Art, HistoryMiami, the Bass Museum, the Original Miami Beach Antique Show, South Florida Antique Automobile Club, South Florida Lindy Collective, Viernes Culturales, AIA Miami, Miami Center for Architecture and Design and more. These partnerships enhance ADW by providing programming such as Classic Car Shows, Fine Art Showcases, Lindy Hop Dance Shows, Lectures and Kids Events. Also, they promote the events to their cultural audiences.

The TDC funding helps us pay for great performers including the Shiny Shoes Big Band, Sarah Jane and the Blue Notes, Vinyl BLVD, French Horn Collective, WDNA Jazz Ensemble, SJO All Star Band, Fantasy Theater Factory (for kids), and more! TDC funding will help us pay for live painting demonstrations by various artists. TDC funding will assist in promoting the ADW festival world wide to bring tourists to Miami Beach. Our committee works year round to plan, secure fundings and sponsors, build partnerships, find talent, map out a logistics plan, secure permits and implement an action plan.

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 20,000	\$ 20,000	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services	\$ 5,000	\$ 27,500	\$ 32,500	\$ 5,000
Outside Other Fees/Services		\$ 62,100	\$ 62,100	\$ 28,000
Marketing ADV/ PV/ Printing/ Publication		\$ 45,000	\$ 45,000	\$ 10,000
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance			0	
Travel: In County			0	\$ 8,000
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 10,000	\$ 39,600	\$ 49,600	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 1,500	\$ 1,500	
Utilities			0	
Fundraising/ Development			0	
(Non-Personnel)				
		\$	\$	

Merchandise/ Concessions/ Gift Shops		10,000	10,000	
Supplies/Materials			0	
Other Expenses				
Security/Police	\$ 10,000	\$ 59,000	\$ 69,000	
Volunteer Expenses, Parking, T-Shirts, Snacks, Water, Sunscreen		\$ 2,500	\$ 2,500	
Misc.		\$ 5,500	\$ 5,500	
Parking (vendor, Media, Logistics)		\$ 8,500	\$ 8,500	
			0	
Subtotal	\$ 25,000	\$ 281,200	\$ 306,200	\$ 51,000
TOTAL EXPENSES	\$ 357,200			
	\$ 20,000			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 15,000		5%
Memberships	\$ 6,400		2%
Tuitions/Enrollment Fees	\$ 3,500		1%
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:			0
Special Exhibition Fees			
Contracted Services:	\$ 132,000		43%
Other			
Rental Income			0
Corporate Support	\$ 25,000	\$ 30,000	8%
Foundation Support			0
Private/ Individual Support	\$ 3,500	\$ 21,000	1%
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	\$ 34,300		11%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Program Ad's	\$ 1,500		0
			0
			0
			0
Department of Cultural Affairs Grants			
Festivals & Special Events	\$ 60,000		20%
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 281,200	\$ 51,000	8%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 306,200		
Total Revenues	\$ 357,200	Total In-Kind %	17%

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: D-1

ORGANIZATION: City of Miami Gardens

GRANT REQUEST: \$ 25,000.00

PROJECT TITLE: Jazz in the Gardens

SUBCOMMITTEE

RECOMMENDATION: \$ 25,000.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 4TH

STATUS: Government - Municipal

DATE(S) OF EVENT: 03-18-2016 through 03-20-2016

EVENT LOCATION: Sun Life Stadium, ,

PROJECT SYNOPSIS:

Grant funds are requested to support the Jazz in the Gardens (JITG) music festival presented by the City of Miami Gardens, being held Friday to Saturday, March 18-20, 2015, at Sun Life Stadium with a Friday (March 18th) kick-off party and the Women's Impact Luncheon (location TBA) Celebrating its 11th year, JITG will be hosted by celebrity comedian, Rickey Smiley and will hopefully feature performances by Usher, Aretha Franklin, Stevie Wonder, and Diana Ross just to name a few on the target.

HOTEL CONFIRMATION: Shula's Resort and Golf Club, 600 room nights have been blocked. We have also partnered with a travel management company that will be blocking a number of rooms at many of the hotels in throughout the Miami Dade County area. We have consistently sold out the rooms at Shula's every year for Jazz in the Gardens since 2006. This year due to possible added ancillary events, we hope to keep travelers in town for a longer period of time. Last year we had less room night but more demand that we could not accommodate. This year we have increased the number of holds in anticipation of the number of travelers we expect both before and after the event, but more so before.

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	25	30000
Out of County	20	24000
Out of State	200	22000
Foreign	5	8000
TOTAL	250	84000

MARKETING DETAILS: Jazz in the Gardens is beyond a decade old and celebrating it's 11th year, as the must attend music festival in the country. Close to 80,000 people attended in 2015. Thanks to strategic marketing efforts, the event continues to be successful and draw attendees from as far as Europe, Canada and the Caribbean islands. Comedian and nationally syndicated morning radio personality Rickey Smiley will host the weekend festival. Through his radio presence in over 50 markets; we will purchase airtime on his show to promote the event. We are seeking out the opportunity to partner with MSNBC and Music Choice to help expand the Jazz in the Gardens brand. In 2014 MSNBC and Music Choice provided onsite activation, filming live from the event, providing the national and international visibility desired. They did not participate in 2015, but we are working to engage them in 2016. Clear Channel has agreed to sponsor the event again in 2016 and will provide both static and digital billboards within the tri-county South Florida area as well as nationally in over 15 U.S. cities. Our social media efforts continue to be successful and aggressive with a Facebook following of 48,000 fans. We are using other social media platforms, but Facebook proves to be most effective. Once again we will coordinate with the artists and their publicists to have the artists become involved in promoting their appearance at Jazz in the Gardens on the festival's social media networks. Through social media we frequently promote various aspects of the event including travel & tourism in Miami Dade. The City's destination marketing efforts and partnership with the Greater Miami Convention & Visitor's Bureau (GMCVB) continues to grow. In 2015 the GMCVB increased their sponsorship participation and has confirmed participation in 2016. The GMCVB will allow us to leverage marketing assets and opportunities they own. The GMCVB has assisted with satisfying travel promotions with on-line promotions in a variety of "cold weather" feeder markets. In addition, we have partnered with Visit Florida, and they have been and will continue to be instrumental in helping the event by providing rooms promotional travel packages that have allowed us to be very creative in leveraging free radio promotions throughout the country. The City will continue to distribute content specific flyers, email blasts and print media targeting the various aspects of the event: ticket sales, travel and tourism, artists and other ancillary events. Radio and television promotions continue to be the heart of our marketing efforts. A combination of paid and free promotional advertising has been essential to marketing. The website has been an extreme success for the event, however more focus will be placed on promoting the event mobile application (app). This will be a supplement to the website as will also be a hub for all the event information needed about the event, especially travel.

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

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The 11th Annual Jazz in the Gardens (JITG), being held from March 18th -20th, 2016, will feature various celebrity performers, including Usher, Aretha Franklin, Diana Ross, Stevie Wonder and Chrisette Michelle to name a few. Guests traveling into the area for JITG are mainly of African American/Black background and are seeking a vacation destination catering to their likes and preferences. More than 80,000 spectators are expected. The concert will be held at Sun Life Stadium, Miami Gardens.

The festival is a ticketed event; prices range from \$55 to \$300. The event is marketed throughout the nation and abroad. Nationally the City partners with radio stations and through various cross-promotional opportunities, the City leverages promotional trips for contest winners selected by radio partners along with other added value. Marketing includes radio, television, digital/Internet, print, social media and public relations. Additionally we are focused on using the JITG mobile app for information/engagement. The App is available Google and Apple operating systems. We have a number of media partners; including Comcast Cable, Radio One, HOT 105, 99 JAMZ (all radio), Miami Herald, New Times, Clear Channel Outdoor Media, MSNBC and Music Choice. We are seeking to engage o MSNBC, BET and Music Choice.

Leading up to the festival weekend, the Women's Impact Conference & Luncheon will be held on Friday, March 18th. The event has outgrown previous spaces and we are seeking a new location in Miami to accommodate over 500 attendees.

An opening night party will be held on Friday, March 18th, featuring celebrity entertainment. The opening night party location is not confirmed.

Shula's Resort & Golf Club is confirmed as a returning sponsor and we are working on solidifying other hotels such as Trump International, Turnberry Resort, and the Epic Hotel. Currently we have blocked 600 room nights with Shula's and anticipate booking at least 2500 room nights. We do have a destination management company that will be delivering more room nights.

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

We are working closely with the Greater Miami Convention and Visitors Bureau's (GMCVB) Multicultural Division to create more gratifying and abundant cultural, dining and entertainment experiences for travelers; enticing them to extend their stay in the Miami area beyond the festival weekend.

The production team is comprised of AEG Live, who is charged with production, talent acquisition and operations; Roane Consulting, sponsorship coordination; Circle of One Marketing, marketing and public relations; and the City of Miami Gardens, executive producer/ host of JITG. Currently we are in the phase of setting up operations, soliciting sponsors, purchasing talent and promoting the event. Tickets go on sale November 2016.

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration		\$ 415,500	\$ 415,500	
Personnel: Artistic		\$ 10,700	\$ 10,700	
Personnel: Technical/Production		\$ 150,000	\$ 150,000	
Outside Artistic Fees/Services		\$ 1,495,800	\$ 1,495,800	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 25,000	\$ 278,925	\$ 303,925	\$ 750,000
Marketing: Postage/Distribution		\$ 225	\$ 225	
Marketing: Web Design/ Support/ Maintenance		\$ 13,000	\$ 13,000	
Travel: In County		\$ 89,845	\$ 89,845	
Travel: Out of County			0	
Equipment Rental		\$ 6,300	\$ 6,300	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 498,700	\$ 498,700	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 213,000	\$ 213,000	\$ 100,000
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 23,000	\$ 23,000	
Utilities			0	
Fundraising/ Development (Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 21,400	\$ 21,400	
Other Expenses				
Police Services/Public Safety		\$ 95,000	\$ 95,000	

Decor/Event Branding		\$ 53,225	\$ 53,225	
Women's Impact Luncheon		\$ 40,000	\$ 40,000	
Opening Night Party		\$ 51,000	\$ 51,000	
Catering		\$ 92,700	\$ 92,700	
Subtotal	\$ 25,000	\$ 3,548,320	\$ 3,573,320	\$ 850,000
TOTAL EXPENSES	\$ 4,423,320			
	\$ 421,800			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 2,969,120		83%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			0
Contracted Services:			0
Special Exhibition Fees			0
Contracted Services:			0
Other			
Rental Income			0
Corporate Support	\$ 328,000	\$ 850,000	9%
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
Gov't Grants: The Children's Trust			

(Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 138,500		4%
Investment Income			0
(Endowment)			
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Opening Night Party	\$ 53,000		1%
Le Chalet Restrooms	\$ 26,500		1%
Merchandise sales /ATM/Sonic Bids	\$ 7,200		0
Women's Impact Luncheon	\$ 26,000		1%
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 3,548,320	\$ 850,000	1%
Grant Amount	\$ 25,000		
Cash Revenues + Grant Amount	\$ 3,573,320		
Total Revenues	\$ 4,423,320	Total In-Kind %	24%

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: D-2

ORGANIZATION: Village of Pinecrest - Pinecrest Gardens

GRANT REQUEST: \$ 15,000.00

PROJECT TITLE: 13th Annual Pinecrest Gardens Fine Arts Festival

SUBCOMMITTEE
RECOMMENDATION: \$
5,250.00

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 4TH

STATUS: Government - Municipal

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

EVENT LOCATION: Pinecrest Gardens, ,

PROJECT SYNOPSIS:

Grant funds are requested to support the 13th Annual Pinecrest Gardens Fine Arts Festival to be held at Pinecrest Gardens (former home of Parrot Jungle) in south Miami-Dade County on Saturday, January 9 through Sunday, January 10, 2016. This event is one of Florida's premiere juried art shows and will feature original art from 75 nationally and internationally recognized visual artists, as well as premiere jazz concerts, food, children's activities and the popular farmer's market.

HOTEL CONFIRMATION: Hotel Indigo located near US1 on SW 88th Street in the Dadeland area will serve as our host hotels. A block of 20 rooms is currently being held for the festival weekend.

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	30	13500
Out of County	15	3500
Out of State	32	800
Foreign	3	200
TOTAL	80	18000

MARKETING DETAILS: A targeted marketing campaign will be undertaken in order to inform, inspire and motivate residents and visitors alike to visit Pinecrest Gardens to attend this annual festival and subsequent events. Efforts are already underway to market the event to the fine artists and performing artists and groups who will participate in the event. Successful involvement of artists of high quality, and a large number of public in attendance will combine to ensure the success of not only this 13th anniversary festival, but all events to be held in the future. We will accomplish this through a combination of print insertions in The Miami Herald, Miami New Times and the Community Newspapers / Pinecrest Tribune. We will also utilize a broad selection of on-line placements in a wide range of web-based calendars and social media sites. We will run paid advertisements on the local affiliates of ABC, CBS, and NBC. We will also advertise on Radio AMOR (Spanish-language) and WLRN. We are also partnering with the Greater Miami Convention and Visitors Bureau to assist with marketing our event to area concierge desks.

Other methods include: 75,000 seasonal brochures printed and distributed via Miami Herald advertising (Zones 1 and 2); social media utilities (Facebook: 4,798 page followers; Twitter: 1,035); and rack card distributed in area businesses and at main entrance of park.

We will utilize our own database and any other of the performing group's databases involved in the program that will send e-blasts out on our behalf. We will also use other Pinecrest Gardens festivals to promote the event. For example, we have an annual Halloween festival each October, a Latin Food Festival each December, the Holiday Festival also in December and Taste of Pinecrest in February. Finally, we will conduct a focused and targeted public relations campaign to get free exposure through local news outlets ("live from" type segments).

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

OTHER GOVERNMENT FUNDING:

PROJECT NARRATIVE:

The 13th annual Pinecrest Gardens Fine Arts Festival will be held over the weekend of January 9 and 10, 2016 throughout the beautiful grounds of Pinecrest Gardens in south Miami-Dade County. The Fine Art Festival will take place on Saturday, January 9 and Sunday, January 10, from 10:00 am until 5:00 pm daily. Admission to the event is free of charge and regular park admission will also be waived in order to encourage maximum participation. The festival, now recognized as one of Florida's premiere juried art shows, is expected to once again attract over 18,000 area resident and visitors to the Gardens to enjoy two-days of exceptional art work, music performances, children's activities, food and our popular farmer's market on Sunday. Hotel Indigo located just off of US1 in the Dadeland area will serve as the official host hotel and is currently holding a block of 20 discounted rooms for out of town attendees and participants.

The Fine Arts Festival features original art in eight categories by 75 nationally and internationally recognized visual artists (local, national, and often international artists) selected through a rigorous jury process. Categories include painting (acrylic/oil); painting (watercolor); jewelry; photography; sculpture/3D; fiber; mixed media; and graphics. In order to be considered for inclusion, artists submit images of their work and booth display to a "blind" panel of judges. Over \$3,500 in cash awards will once again be provided to artists. This includes three winners in each category and a Best in Show award.

Exhibiting artists will be on hand to discuss their work with festival attendees. This year, internationally celebrated jazz artist Loston Harris will close the first day of the festival with an evening performance on Saturday, January 9th at 8pm. This performance will take place in the 500-seat Banyan Bowl and carries a max \$25 ticket price. Additionally there will be free performances by singers, and other instrumentalists during the course of the event--throughout the Gardens.

The event will be widely publicized to attract a growing number of tourists. Our historic designation and curiosity and nostalgia for our 79 year-old attraction has already put us on the map of area attractions. All efforts are made to ensure that the festival displays the highest level of art possible in order to attract more out of town visitors. A targeted marketing campaign will be undertaken. We will run paid advertisements on the local affiliates of ABC, CBS, and NBC. We will also advertise on Radio AMOR (Spanish-language) and WLRN. We will utilize our own database and any other of the performing group's databases involved in the program that will send e-blasts out on our behalf.

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration			0	
Personnel: Artistic		\$ 7,000	\$ 7,000	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 3,000	\$ 3,000	
Outside Other Fees/Services	\$ 5,000	\$ 8,500	\$ 13,500	
Marketing ADV/ PV/ Printing/ Publication	\$ 8,500	\$ 9,000	\$ 17,500	\$ 1,500
Marketing: Postage/Distribution	\$ 1,500	\$ 4,000	\$ 5,500	\$ 2,500
Marketing: Web Design/ Support/ Maintenance		\$ 500	\$ 500	
Travel: In County		\$ 1,200	\$ 1,200	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 5,300	\$ 5,300	\$ 500
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.		\$ 1,000	\$ 1,000	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 1,700	\$ 1,700	
Utilities		\$ 600	\$ 600	
Fundraising/ Development				

(Non-Personnel)			0	
Merchandise/ Concessions/ Gift Shops		\$ 700	\$ 700	
Supplies/Materials		\$ 3,500	\$ 3,500	
Other Expenses				
			0	
			0	
			0	
			0	
			0	
Subtotal	\$ 15,000	\$ 46,000	\$ 61,000	\$ 4,500
TOTAL EXPENSES	\$ 65,500			
	\$ 600			

PROJECT REVENUE BUDGET FY 2015-2016

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	\$ 24,000		39%
Corporate Support	\$ 10,000	\$ 3,500	16%
Foundation Support			0
Private/ Individual Support		\$ 1,000	0
Other Private Support:			0
Auxiliary Activities			
Other Private Support:			0
Special Event Proceeds			
Gov't Grants: Federal			0
			0
			0
Gov't Grants: State			0
			0
			0
Gov't Grants: Local			0

			0
			0
Gov't Grants: The Children's Trust (Direct Funding)			0
Merchandise/ Concessions/ Gift Shop Revenues	\$ 2,000		3%
Investment Income (Endowment)			0
Interest and Dividends			0
Cash on Hand			0
Other Revenues			
Village of Pinecrest(General Fund)	\$ 10,000		16%
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 46,000	\$ 4,500	25%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 61,000		
Total Revenues	\$ 65,500	Total In-Kind %	7%

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: E-1

ORGANIZATION: The Dirt Box

GRANT REQUEST: \$ 5,000.00

PROJECT TITLE: Seed Food and Wine Festival

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

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 2ND

STATUS: Organization - For-Profit

DATE(S) OF EVENT: 11-18-2015 through 11-22-2015

EVENT LOCATION: Miami Beach Botanical Gardens, Eden Roc Resort, Tongue and Cheek

PROJECT SYNOPSIS:

Grant funds are requested to support the marketing and public relations costs of the Seed Food and Wine Festival on November 18-22 featuring dinners, film screening, 5K run and children's programming, culminating in a large indoor/outdoor festival celebrating health and wellness at the 'Art Miami' tent in Midtown Miami. Engaging and educating patrons on the healthy benefits of conscious and sustainable living.

HOTEL CONFIRMATION: This year we have a contract with the Thompson Resort on Miami Beach for 240 room nights, a contract with the Hilton Downtown Miami for 70 room nights and Hotel 18 on Miami Beach for 115 room nights. Last year we did not do any room blocks or discount rate programs, so this is a 100% increase.

We determined the number of rooms needed by sponsor request for their staffing needs as well as ticket sales and surveys of guests who lived outside the local area.

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	24	5250
Out of County	16	1320
Out of State	16	400
Foreign	4	30

TOTAL

60

7000

MARKETING DETAILS: We have designed and implemented a campaign with a reach of over 5 million gross impressions, increasing our reach from last year.

1. Print advertising in national, local and regional targeted publication, Origin Magazine, Thrive Magazine, Mantra Yoga, Veg News, and Driftwood Magazine, these contracts have already been executed and advertisements is currently running. We have also secured an extensive marketing campaign with the New Times in Miami and Broward and Palm Beach, Indulge Magazine, The Miami Herald, Edible South Florida and Natural Awakenings with full page ads in their Summer and Fall issues.

2. We have hired JL PR to again provide our public relations presence with monthly media alerts, social media promotions and placed editorial in key publications, televisions and radio media. Already confirmed press includes: Huffington Post, Ocean Drive, Six In The Mix, NBC News Miami, Miami Magazine, Boca Magazine, Miami Herald, One Green Planet, Veg News and Deco Drive.

3. We have signed an agreement with 104.3 The Shark radio station for 75 commercial spots to run from November 10 to November 20th.

4. We have booked 420,000 impression digital programmatic web banner campaign to hit 6 key cities across the country.

5. A street team to place 30,000 palm cards, 200 posters, 10,000 brochures, & 10,000 program books across Florida & around the country, at health & wellness festivals, restaurants, gyms, yoga studios, grocery stores, farmers markets & doctors offices.

6. A social media campaign : Facebook and Twitter advertising, promotions on Instagram and Pinterest run from July to November reaching over 100,000 users.

7. Electronic mail announcements through email partnerships with several organizations and sponsors including: VeganFoodShare, orginmagazine.com, vegnews.com with a combined reach of 350,000 as well as email newsletter announcements to our list of 4,000.

7. Cyber based listings on miamiandthebeaches.com, Miami.com, HappyCow.com, MindfulCity.com and the Miami Chamber of Commerce. Seeds marketing and publicity campaign in our first year reached over 4 million gross impressions and this year we anticipate over 7 million impressions, promoting the festival and the celebrities, experts and brands that are part of the fun.

8. Beach TV will be live broadcasting the festival with a viewership of 250,000 and we also have Vision Earth live stream with a viewership of 10,000.

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

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

Seed Food and Wine Festival is the first plant-based conscious food and wine festival of its kind in the United States. The festival will engage, teach and inspire thousands of people locally and globally to live a healthier, conscious and sustainable life. An innovative festival in a premier location ensures long term success, drawing thousands of health conscious foodies from around the world.

The festival takes place November 18-22. With (9) diverse events:

Wednesday |7pm to 10pm | Film Screening & wine tasting at Miami Beach Botanical Gardens ticket \$30

Thursday|7pm to 10pm | 1st Plant Based Burger Battle Eden Roc Hotel Miami Beach ticket \$55

Friday |10am to 5pm | Food Forward entrepreneur discussion on food systems - location TBA ticket \$50

Friday |7pm to 10pm | Seated dinner and wine pairing event with Celebrity Chef Chad Sarno - Tongue and Cheek Miami Beach ticket \$125

Friday |7pm to 10pm | Signature dinner & wine pairing with James Beard nominated chef and author, Matthew Kenney at the Raleigh Hotel on Miami Beach \$125

Saturday |9am to 7pm | 5K Run, then yoga class, then an all day large festival with tasting village, seminars by authors, chefs, athletes and doctors on environmental sustainability, wine tastings, urban farming, & chef demos at MANA Wynwood Miami tickets \$50

Saturday |7pm to 10pm | Made In Miami Farm to Table dinner at Tongue and Cheek Miami Beach \$125

Sunday| 10am to 1pm | Beachside Yoga Brunch at the Thompson Resort Miami Beach \$50

Sunday |2pm to 6pm| Sprouts kids day with workshops on healthy eating, growing your own garden, kids yoga & cupcake decorating at Miami Beach Botanical Gardens \$15

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

We have an extensive marketing plan with full page ads in national, regional & local publications, a comprehensive website showcasing the festival, social media presence and promotions on Facebook, Twitter & Instagram. Our PR firm, JL PR, has secured editorial coverage with Six In The Mix NBC, Deco Drive, Miami Herald, Huffington Post, Miami Magazine, Veg News, Natural Awakenings, Edible South Florida & Boca Magazine. Seed has a 30 person Advisory Council with a reach of over 200,000, a street team placing 30,000 palm cards, brochures & posters in restaurants, yoga studios & doctors offices.

SFWF has secured media sponsorship from Miami Herald, Origin Magazine, Thrive, Mantra Yoga, Veg News, Edible South Florida, Think Magazine, Driftwood Magazine, Muses and Visionaries

Magazine and New Times. We have also secured hotel sponsorships with the Eden Roc Resort, the Thompson Resort and the Hilton Downtown.

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

PROJECT EXPENSE BUDGET FY 2015-2016

	Grant Dollars Allocated +	Cash Match =	Total Cash	In- Kind
Personnel: Administration		\$ 30,000	\$ 30,000	
Personnel: Artistic		\$ 4,500	\$ 4,500	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services		\$ 6,000	\$ 6,000	
Outside Other Fees/Services		\$ 7,800	\$ 7,800	
Marketing ADV/ PV/ Printing/ Publication	\$ 5,000	\$ 40,000	\$ 45,000	
Marketing: Postage/Distribution		\$ 1,000	\$ 1,000	
Marketing: Web Design/ Support/ Maintenance		\$ 1,200	\$ 1,200	
Travel: In County		\$ 1,000	\$ 1,000	
Travel: Out of County		\$ 15,000	\$ 15,000	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.		\$ 45,000	\$ 45,000	
Equipment Purchase		\$ 2,000	\$ 2,000	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental			0	
Space Rental / for Performance, Exhibition, Event, etc.		\$ 40,000	\$ 40,000	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.		\$ 2,500	\$ 2,500	
Utilities		\$ 1,000	\$ 1,000	
Fundraising/ Development (Non-Personnel)		\$ 500	\$ 500	
Merchandise/ Concessions/ Gift Shops		\$ 5,000	\$ 5,000	

Supplies/Materials		\$ 7,000	\$ 7,000	
Other Expenses				
Shuttles		\$ 2,000	\$ 2,000	
security		\$ 3,000	\$ 3,000	
permits / police		\$ 7,000	\$ 7,000	
waste management		\$ 3,500	\$ 3,500	
			0	
Subtotal	\$ 5,000	\$ 225,000	\$ 230,000	0
TOTAL EXPENSES	\$ 230,000			
	\$ 33,000			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 70,000		30%
Memberships			0
Tuitions/Enrollment Fees			0
Contracted Services:			0
Outside Programs/ Performances			
Contracted Services:	\$ 30,000		13%
Special Exhibition Fees			
Contracted Services:			0
Other			
Rental Income			0
Corporate Support	\$ 50,000		22%
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			
	\$		

VCA	45,000		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	\$ 30,000		13%
Other Revenues			0
			0
			0
			0
Department of Cultural Affairs Grants			0
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 225,000	0	2%
Grant Amount	\$ 5,000		
Cash Revenues + Grant Amount	\$ 230,000		
Total Revenues	\$ 230,000	Total In- Kind %	0

Miami-Dade County Department of Cultural Affairs

FY 2015-2016 - Tourist Development Council - 2nd Quarter (Jan 1 - Mar 31)

Agenda Item No.: F-1

ORGANIZATION: AspirationsPR, LLC

PROJECT TITLE: Global Fine Art Awards Ceremony and Event

PROJECT TYPE/CATEGORY: Special Events/Promotions

FUNDING CATEGORY: Special Events/Promotions

FUNDING YEAR: 1ST

STATUS: Organization - For-Profit

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

EVENT LOCATION: Freedom Tower at Miami Dade College, ,

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 program that recognizes the best curated fine art and design exhibitions from around the globe. On November 30, 2015, at Miami's Freedom Tower, nominees will be celebrated and award winners will be revealed. Guests include luminaries of the art world- museum directors and trustees, curators and editors, artists, collectors, and aficionados.

HOTEL CONFIRMATION: At this time, we do not anticipate formalized hotel partnerships. The GFAA program has award nominees from 19 countries and 35 cities, with different budget levels. Based on our experience, most will prefer to organize their travel independently.

The local hotel economic impact of the attendees of the GFAA Ceremony is estimated at \$180,000 in 2015.

Assumptions:

\$60,000 = 100 rooms @ 2 nights additional for people already coming to Miami for Art Basel @ \$300/night

\$120,000 = 100 rooms @ 4 nights for people attending the GFAA Ceremony, and coming to Art Basel for the first time

Based on an independent study of the economic impact of the Academy Awards in LA, the total average spending per night is reported at \$744. The GFAA program is similar, so using this research, the estimated total economic impact, for combined hotel and all local expenditures, is \$446,400 (\$744 x 600 nights).

TOURISM IMPACT PROJECTION:

	Projected # Performing/Instructing	Projected # Audience/Attending
Miami-Dade County Residents	3	50
Out of County		
Out of State	3	135
Foreign	2	135
TOTAL	8	320

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 Freedom Tower at Miami Dade College

World Red Eye, media partner/top social photography in Miami will cover event

Social Miami, media partner/top social arts and culture e-publication will cover event and create/circulate a 3-minute video, post-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 (see sample 2014 quotes)

create 28 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/Nominees; Finalists; Gala preview; Winners; Gala)

garner 25% full reads,

1,300 + media pick-ups,

500 million impressions in US and Europe

Miami Dade College to issue press release on partnership and event (Oct 2015)

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 70,000.

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, FIU Business School, Miami Dade College- MAGIC and Departments of Arts & Philosophy In Process: Cultured, Ocean Drive/Niche Media, Modern Luxury, Miami Herald, art publications, radio and TV affiliates

PREVIOUS TDC FUNDING: N/A

OTHER GOVERNMENT FUNDING:

N/A

PROJECT NARRATIVE:

The Global Fine Art Awards (GFAA) was launched in 2014. It is the first program ever created to recognize and reward the best curated art and design exhibitions worldwide.

Our 2015 Award Ceremony and Event, in partnership with Miami Dade College (MDC) and Co-Hosted by Dr. Eduardo Padron, will take place in the Freedom Tower on Monday, November 30th.

Throughout the year, we review over 1,000 exhibitions across the world, working with top art professionals- editors, curators, museum directors and auction house specialists, to ensure the quality of our research and nomination process.

We engage with over 60 top museum and arts institutions across five continents, who actively endorse the program. Their membership base combined is over 25 million people.

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.

We have several key media partners- Fine Art Connoisseur magazine, a leading art publication. Also, we partner with Family Office Elite, a publication reaching over 30,000 international high net worth individuals and their advisor network. This publication is distributing an 80-page special edition entirely on the GFAA program. Also Social Miami is producing a 3-minute video segment on our event.

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"

By staging our event in the beginning of the week, we create an opportunity for visitors 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).

GFAA endeavors to be world renowned as the premier art and design award program.

Within two years, we will operate a research Academy based in Miami. We have support from Miami's academic institutions with MDC, 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 MDC's new Department for Animation and Game Design (MAGIC).

The first gala last year hosted 175 guests and patrons. This year, we anticipate 300. Ultimately the attendance number could be several thousand.

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 depends on public grants,

private sponsorship and partner support.

PROJECT EXPENSE BUDGET FY 2015-2016

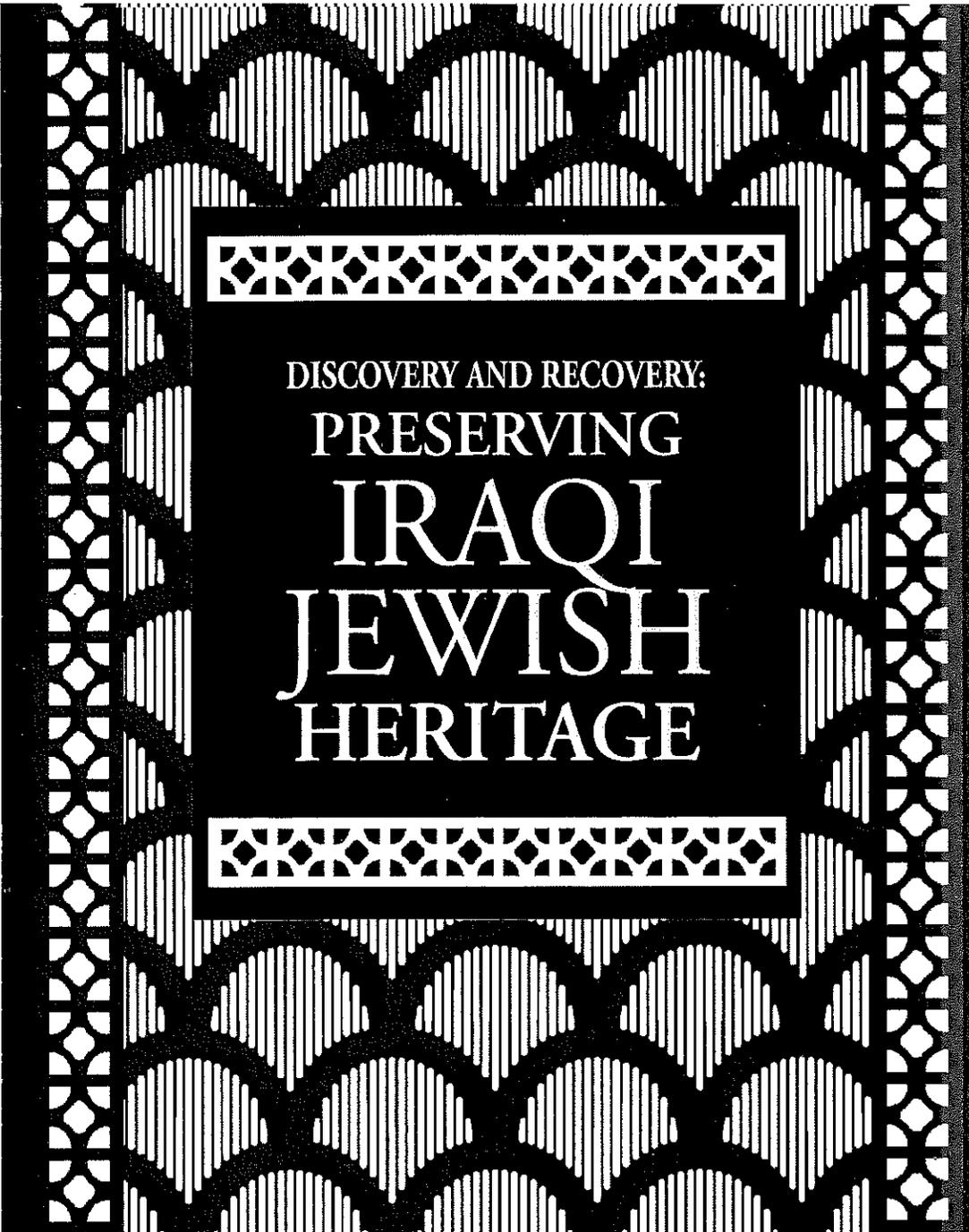
	Grant Dollars Allocated +	Cash Match =	Total Cash	In-Kind
Personnel: Administration	\$ 3,750	\$ 17,450	\$ 21,200	
Personnel: Artistic			0	
Personnel: Technical/Production			0	
Outside Artistic Fees/Services			0	
Outside Other Fees/Services			0	
Marketing ADV/ PV/ Printing/ Publication	\$ 9,650	\$ 24,560	\$ 34,210	
Marketing: Postage/Distribution			0	
Marketing: Web Design/ Support/ Maintenance		\$ 120	\$ 120	
Travel: In County			0	
Travel: Out of County			0	
Equipment Rental			0	
Equipment Rental / for Performance, Exhibition, Event, etc.	\$ 1,100		\$ 1,100	
Equipment Purchase			0	
Equipment Purchase / for Performance, Exhibition, Event, etc.			0	
Space Rental		\$ 3,400	\$ 3,400	
Space Rental / for Performance, Exhibition, Event, etc.			0	
Mortgage/ Loan Payments			0	
Insurance			0	
Insurance / for Performance, Exhibition, Event, etc.	\$ 500		\$ 500	
Utilities		\$ 2,760	\$ 2,760	
Fundraising/ Development (Non-Personnel)			0	

Merchandise/ Concessions/ Gift Shops			0	
Supplies/Materials		\$ 620	\$ 620	
Other Expenses				
catering		\$ 26,500	\$ 26,500	
wine/champagne		\$ 5,000	\$ 5,000	
judges and team gifts		\$ 1,200	\$ 1,200	
bank fees/Fractured Atlas Fiscal Sponsor		\$ 3,640	\$ 3,640	
charity donation (2014 only)			0	
Subtotal	\$ 15,000	\$ 85,250	\$ 100,250	0
TOTAL EXPENSES	\$ 100,250			
	\$ 27,360			

PROJECT REVENUE BUDGET FY 2015-2016

REVENUES	CASH	IN-KIND	% of cash revenues
Admissions	\$ 26,250		26%
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	\$ 20,000		20%
Foundation Support			0
Private/ Individual Support	\$ 18,000		18%
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			0
Other Revenues			
program ad sales	\$ 21,000		21%
			0
			0
			0
Department of Cultural Affairs Grants			
			0
			0
			0
			0
			Grant Amount % of Total Cash Revenues
Subtotal	\$ 85,250	0	15%
Grant Amount	\$ 15,000		
Cash Revenues + Grant Amount	\$ 100,250		
Total Revenues	\$ 100,250	Total In- Kind %	0



DISCOVERY AND RECOVERY:
PRESERVING
IRAQI
JEWISH
HERITAGE

Jewish Museum of Florida-FIU
December 3, 2015 - February 14, 2016



JEWISH MUSEUM OF FLORIDA-FIU and CONGREGATION BETH JACOB

Cordially invite you to attend a Members' Opening Reception

DISCOVERY AND RECOVERY: PRESERVING IRAQI JEWISH HERITAGE

MONDAY, DECEMBER 7, 2015, 6 p.m.

Keynote and Tour by Doris Hamburg,

Director of Preservation Programs at National Archives

RSVP by December 1 to 786-972-3175 or info@jewishmuseum.com

Complimentary admission to the exhibit opening for Museum Members at the \$125 level+. \$25 All other Museum Members. Upgrade or Join today!

This exhibition details the dramatic recovery and preservation of historic materials relating to the Jewish community in Iraq from a flooded basement in Saddam

Husein's intelligence headquarters in 2003, including Jewish books and documents in

Hebrew, Arabic, Judeo-Arabic and English dating from 1524 to the 1970s.

The Jews of Iraq have a rich past, extending back 2,500 years to Babylonia; today, only a few Jews are known to remain in the country.

JMOF-FIU is one of only six institutions in the country for this limited-run exhibition, and the only southeast location, providing the opportunity display the rich cultural heritage of this now-extinct community.

Created by the National Archives and Records Administration, Washington, DC, with generous support from the U.S. Department of State. More information is available at www.jfa.archives.gov.



Visit www.jewishmuseum.com for related events

Exhibition on view December 3, 2015 – February 14, 2016

FIU

Jewish Museum of Florida
FLORIDA INTERNATIONAL UNIVERSITY

301 Washington Avenue, Miami Beach, FL 33139

305-672-5044 • www.jewishmuseum.com

Accredited by the American Alliance of Museums.
The Museum is open daily 10 a.m. to 5 p.m. except

Mondays and holidays.



OVER 250 YEARS OF FLORIDA JEWISH HISTORY

The Museum is supported by individual contributions, foundations, memberships and grants from the State of Florida, Department of State, Division of Cultural Affairs and the Florida Council on Arts and Culture, the Miami-Dade County Tourist Development Council, the Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council, the Miami-Dade County Mayor and Board of County Commissioners and the City of Miami Beach, Cultural Affairs Program, Cultural Arts Council. Additional sponsors (as of 11/2/15): Nancy G. Pastroff, Kenneth and Barbara Bloom, Elliot Stone and Bonnie Sockel-Stone, and Isabel Bernfeld Anderson.



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DISCOVERY AND RECOVERY
PRESERVING
IRAQI
JEWISH
HERITAGE

Jews have lived in Iraq for thousands of years, but when coalition forces entered Baghdad in May 2003, only very few remained. A U.S. Army team searching in the flooded basement of the Mukhabarat, the headquarters of Saddam Hussein's intelligence services, discovered over 2,700 Jewish books and tens of thousands of documents. From prayer books and Torah scrolls that are hundreds of years old to school records and community letters from the 20th century, the remarkable survival of this written record of Iraqi Jewish life provides an unexpected opportunity to better understand this community. This exhibition in both English and Arabic tells the story of the documents, and how they are being preserved and made accessible worldwide.



Tik (Torah case) from Baghdad, 19th-20th centuries.

Discovery: The dramatic story of how these materials were found, rescued and preserved is one worthy of a Hollywood blockbuster. The section includes the actual metal foot lockers used to ship the documents to the United States.

Text and Heritage: This section explores Iraqi Jewish history and tradition through recovered texts, including a Torah scroll fragment, a Hebrew Bible with Commentaries from 1568, and a Babylonian Talmud from 1793.

Iraqi Jewish Life: Constancy and Change: Using recovered texts, this section explores the pattern of Jewish life in Iraq. Highlights include a Haggadah (Passover script), siddur (prayer book) and an illustrated lunar calendar in both Hebrew and Arabic (one of about 20 found that date from 1959-1973).

Personal and Communal Life: Selected correspondence and publications illustrate the range and complexity of Iraqi Jewish life in the 19th and 20th centuries. Original documents and facsimiles in flipbooks range from school primers to international business correspondence from the Sassoon family.

After the Millennia: Iraqi Jewish life unraveled in the mid-20th century, with the rise of Naziism and proliferation of anti-Jewish propaganda. In June 1941, 180 Jews were killed and hundreds injured in an anti-Jewish attack in Baghdad. Persecution increased when Iraq entered the war against the new State of Israel in 1948. In 1950 and 1951, many Iraqi Jews were stripped of their citizenship and assets and the community fled the county en masse. This section includes the 1951 law freezing assets of Iraqi Jews.

Preserving the Past: It is not surprising that the Coalition Forces turned to National Archives conservators for help. Learn about transformation of these materials from moldy, water-logged masses to a carefully preserved, and accessible enduring historic legacy. View the National Archives' state-of-the-art treatment, preservation, and digitization of these materials.



This exhibition was created by the National Archives and Records Administration, with generous support from the U.S. Department of State. For more information, visit: www.ija.archives.gov

Discovery and Recovery: Preserving Iraqi Jewish Heritage

Related Programs and Events

Advance tickets available at: www.jewishmuseum.com

RSVP: info@jewishmuseum.com or 786-972-3175

Wednesday, December 16, 2015, 7pm

FILM SCREENING: *Farewell Baghdad*

In conjunction with Miami Jewish Film Festival

Farewell Baghdad, or *The Dove Flyer* in Hebrew, is a film based on the novel by the Israeli writer Eli Amir, who was born and raised in Iraq. It depicts the volatile political atmosphere in Iraq, which affected the Jewish community in Baghdad after the Farhud of June 1941, when Iraqi Jews were attacked and killed and Jewish property was looted. The film is set in Baghdad at the end of the 1940's and early 1950's, when the Jewish community was split into two groups: one pro-communist and the other Zionist. The film is a tribute to the rich culture of the Jews of Iraq - their food, language, customs and traditions.

Free and open to the public. Space is limited, RSVP required: <http://bit.ly/FarewellBaghdad>

Sunday, January 3, 2016, 2pm

Florida Jewish History Month Kick-off!

Free and open to the public

Monday, January 4, 2016, 7pm

Mondays at the Museum Series- Jews of the British Raj: Sephardim in India

Lecture by Dr. Nathan Katz

They were the Jews of the British Raj. They hailed from around the Middle East and sought prosperity and security under British shelter. They settled in Mumbai, Kolkata and Yangon mostly. Although they hailed from Basra, Baghdad, Aleppo, Turkey, Afghanistan, and elsewhere, they came to be called "Baghdadis." In India, they simultaneously strove to preserve their religious and cultural heritage, as well as commingle with the British and other local elites. Among them were leading industrialists, real estate developers, Bollywood movie producers and leading ladies, banking and commerce, the arts, and even provided both Mumbai and Kolkata with mayors.

\$5 JMOF-FIU Members; \$10 Non-Members; Free for Students with valid ID.

Tuesday, January 12, 2016, 7pm

CONCERT SERIES-JOURNEY THROUGH SOUND: Exploring Jewish Life Through Music

Concert 3: Musica Sefarad

The Amernet String Quartet will explore lesser known concert repertoire of the Sephardic tradition, including works by Castelnuovo-Tedesco, Hamsi, and others, and culminating in a new suite of songs in the Ladino and Spanish languages, commissioned for the Amernet's performance at the John F. Kennedy Center of the Performing Arts earlier in the season. The cast of that concert will remain the same, including guitarist Adam Levin and mezzo soprano Rachel Calloway and will include a new arrangement by Jason Calloway from Iraqi musical tradition.

\$10 JMOF-FIU Members; \$18 Non-Members; FREE for FIU Students (with valid ID)

Wednesday, January 13, 2016, 7pm

FILMS: "Baghdad Twist" and "Baklava and the Meaning of Life"

In conjunction with the exhibition, *Discovery and Recovery: Preserving the Iraqi Jewish Heritage*, JMOF-FIU presents two short films. Using archival images, home movies and family photographs from Iraq, *Baghdad Twist* (2007; 33 minutes) pulls back the curtain on Iraq's once thriving Jewish community. In *Baklava and the Meaning of Life* (1999; 23 minutes), Iraqi-born sculptor Helene Simon discusses her life and shows us how to make her famous Baklava.

Free for JMOF-FIU Members; \$10 Non-Members; FREE for FIU Students (with valid ID)

Sunday, January 17, 2016, 9am-4pm

Professional Development K-12 Teacher Workshop

Preserving Cultural Heritage: Life in Diaspora

Keynote Speaker: Valeria Cababié-Schindler, Adjunct Professor, FIU Department of Religious Studies

Tuesday, January 19, 2016, 7pm

Jews from Arab Lands

Keynote Speaker: Daniel Ayalon

Presented in partnership with the AJC and Israeli Consulate

Info: www.jewishmuseum.com

Wednesday, January 27, 2016, 7pm

FILM SCREENING: "The Forgotten Refugees"

Using personal testimony, rare archival footage, and images of exodus and resettlement, this 49-minute documentary explores the history and contributions of Middle Eastern and North African Jews, the enormously rich cultures they were forced to leave behind, and the ultimate extinction of these indigenous communities, some of which had flourished for over 2,500 years.

Free for JMOF-FIU Members; \$10 Non-Members; FREE for FIU Students (with valid ID)

Monday, February 1, 2016, 7pm

Mondays at the Museum Series- The World of the Cairo Geniza: Everyday Jewish Life under Medieval Islam
Lecture by Oded Zinger

Oded Zinger is the Perilman postdoctoral fellow at the Center for Jewish Studies at Duke University. His research focuses on the relationship between law, gender and the communal life of Jews in the medieval Islamic world. Next year he will be a fellow at Israel Institute for Advanced Studies as a member in the "Jewish Women's Cultural Capital from the Late Middle Ages Through the Early Twentieth Century" research Group. He will speak about the Geniza and what we can learn from the way Jews used Muslim legal venues.

\$5 JMOF-FIU Members; \$10 Non-Members; Free for Students with valid ID.

Wednesday, February 3, 2016, 7pm

FILM SCREENING-"Iraq & Roll"

& Musical Performance by Yair Dalal, Composer, Violinist, and Oud player

This intimate and poignant film is about family, culture and identity where filmmaker Gili Gaon follows popular contemporary Israeli rock musician Dudu Tassa as he embarks on a deeply personal journey to reconnect with the musical legacy of his grandfather, Daud al-Kuwaiti. Daud and his brother Saleh, the al-Kuwaiti Brothers, Jewish musicians who lived in Iraq in the 1930's, were the most celebrated musicians and composers of their time, often performing in the court of the King, and are still considered to be the creators of modern Iraqi music. When they immigrated to Israel in the 1950's, however, their middle-eastern music was not embraced by the Western-oriented cultural establishment of the nascent state, and they became marginalized and almost forgotten.

Free for JMOF-FIU Members; \$10 Non-Members; FREE for FIU Students (with valid ID)

Sunday, February 7, 2016, 2pm

The Art of Restoration (Part 1)

Presentation by George Schwartz

Free for Members or with Museum admission

Monday, February 8, 2016, 10am

Conservation Workshop with George Schwartz (Part 2)

\$15 (includes materials)

Space is limited. RSVP: info@jewishmuseum.com or 786-972-3175

FLAMENCO FESTIVAL MIAMI 2016

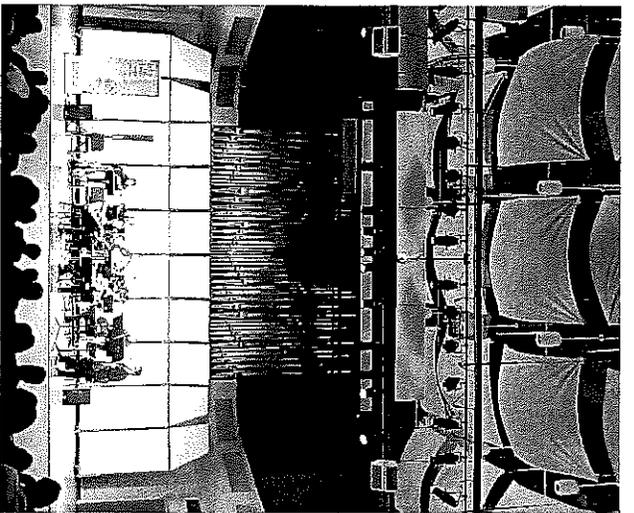


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Welcome to the
Miami International GuitART Festival

Organized and hosted by the Florida International University School of Music, the festival presents internationally acclaimed artists in eleven concerts, five master classes, three lectures, and a composers panel, as well as a composition competition and luthiers expo, between February 24-28, 2016.

It is my honor and privilege to serve as the Artistic Director of MIGF inaugural edition. We present you a festival with a wonderful group of artists from around the world led by the great American guitarist and composer Benjamin Verderer.

Featured festival artists will be representing Argentina, Costa Rica, Cuba, Italy, Spain, Turkey, and the United States.
I look forward to seeing you in the last week of February, as we celebrate the music, our beloved instrument, and the Art in general.

Mesut Özgen
Artistic Director
www.migf.org

Concerts, Masterclasses, Lectures,
Luthiers Expo & Composition Competition

The MIGF offers students special tickets ranging from free admission to \$10, as well as a festival pass to attend all events at a reduced price of \$25.



FIU Music
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2016 Miami International GuitarART Festival & Composition Competition

presented by

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February 24-28, 2016

Florida International University
School of Music
10910 SW 17th Street
Miami, FL 33199
www.migf.org



Welcome

Schedule

Artists

Concerts

Competition

Masterclasses

Tickets

Contact

MIAMI INTERNATIONAL GUITAR FESTIVAL & COMPOSITION COMPETITION

February 24-28, 2016

Concerts

The festival concerts feature Benjamin Verdey (Yale University), Stephen Aron (Oberlin Conservatory), Robert Trent (Radford University), John Schneider (Pierce College), Trio Anka (Turkey) with Kagan Korad (guitar), Demet Kiyici (cello), and Ayhan Ustuk (tenor), Duo Con-Trastes (Cuba), with Zuleida Suárez and Susana Frade, Miami Guitar Trio with Federico Bonacossa (Italy), Federico Musgrove (Argentina), and Corey Harvin (U.S.), Felipe Carvajal (Costa Rica) and his flamenco group, Marisa and Carlos Molina (Miami-Dade College), Celso Cano (Nova Southeastern University) and Mesut Özgen (FIU).

Composition Competition

The MIGF Composition Competition will be presided by the extraordinary composer Orlando Jacinto Garcia (FIU) and joined by two other distinguished judges: the award-winning composer Carlos Rafael Rivera (University of Miami) and the Fulbright scholar/composer Jacob Sudol (FIU).

The competition invites composers to submit new works written for solo guitar or two guitars or three guitars by December 15, 2015. The competition is open to composers of all nationalities in two age categories: Emerging Composers (18-30) and Young Composers (17 and younger).

Complete guidelines at www.migf.org

Festival Schedule

Date	Event	Location
February 24 5:00pm	Opening Reception	WPAC Rotunda
February 24 7:30pm	Cano & Özgen Concert	WPAC Concert Hall
February 25 9:00-11:00am	Masterclass with Mesut Özgen	WPAC Concert Hall
February 25 11:00am	John Schneider Concert-Lecture	WPAC Instrumental Hall
February 25 2:00-3:15pm	Amalia Ramirez Lecture	WPAC Instrumental Hall
February 25 4:00pm	Duo Con-Trastes Concert	WPAC Recital Hall
February 25 7:30pm	Stephen Aron Concert	WPAC Concert Hall
February 26 9:00-11:30am	Masterclass with Kagan Korad	WPAC Recital Hall
February 26 12:30-3:00pm	Masterclass with Stephen Aron	WPAC Instrumental Hall
February 26 4:00pm	Molina Duo Concert	WPAC Concert Hall
February 26 7:30pm	Benjamin Verdey Concert	MBUS Main Gallery
February 27 9:00-11:30am	Masterclass with Benjamin Verdey	WPAC Instrumental Hall
February 27 1:00pm	Guitar Orchestra Concert	WPAC Concert Hall

Festival Schedule (cont)

Date	Event	Location
February 27 4:00pm	Robert Trent Concert	WPAC Concert Hall
February 27 7:30pm	Trio Anka Concert	WPAC Concert Hall
February 28 9:00-11:30am	Masterclass with Robert Trent	WPAC Recital Hall
February 28 12:30-1:30pm	Composers Panel	WPAC Recital Hall
February 28 2:00-3:00pm	Robert Trent Lecture-Demo	WPAC Instrumental Hall
February 28 3:30pm	Miami Guitar Trio Concert	WPAC Concert Hall
February 28 5:00pm	Closing Reception	WPAC Rotunda
February 28 7:30pm	Flamenco Concert Felipe Carvajal	WPAC Concert Hall

Luthiers Expo Registration Open

The Luthiers Expo will be presenting a wide variety of wonderful guitars of the talented luthiers in the FIU Frost Art Museum located next to the FIU School of Music beginning on Wednesday 1-5pm, continuing Thursday-Saturday 10am-5pm, and ending on Sunday.

We welcome luthiers and vendors to register for the Luthiers Expo at www.migf.org to present their guitars, music, and other related products to the festival participants.