



Miami-Dade County Board of County Commissioners

Office of the Commission Auditor

**Legislative Analysis**

**Recreation & Culture Affairs Committee**

May 9, 2011

2:00 PM

Commission Chamber

Charles Anderson, CPA  
Commission Auditor  
111 NW First Street, Suite 1030  
Miami, Florida 33128  
305-375-4354

**Miami-Dade County Board of County Commissioners  
Office of the Commission Auditor**

**Legislative Analysis  
Recreation & Cultural Affairs Committee  
Meeting Agenda**

**May 9, 2011**

Written legislative analyses for the below listed items are attached for your consideration in this Legislative Analysis.

**Item Number(s)**

|      |
|------|
| 3(A) |
|------|

Acknowledgements:

Bia Marsellos, Legislative Supervisor  
Michael Amador-Gil, Senior Legislative Analyst  
Elizabeth Owens, Legislative Analyst  
Mia Marin, Legislative Analyst

**MIAMI-DADE COUNTY  
BOARD OF COUNTY COMMISSIONERS  
OFFICE OF THE COMMISSION AUDITOR**



Legislative Notes

**Agenda Item:** 3(A)  
**File Number:** 110919  
**Committee(s) of Reference:** Recreation & Cultural Affairs Committee  
**Date of Analysis:** May 2, 2011  
**Type of Item:** Resolution

**Summary**

This resolution waives formal bid procedures and requirements of Administrative Order 3-2, to allow the Department of Cultural Affairs (DCA) to schedule and pay professional entertainers and artists for special events and projects promoting Culture Shock Miami in an aggregate amount not to exceed \$200,000 or \$25,000 per performance.

This waiver will remain in effect for two years or until the aggregate amount is expended.

**Background and Relevant Legislation**

On February 2, 2001, the Board of County Commissioners (BCC) approved Resolution R-151-01, which authorized the County Manager to apply for, receive and expend up to \$75,000 in grant funds from the John S. and James L. Knight Foundation (Knight Foundation) to implement a program, called "High 5 Miami", to provide affordable tickets to a wide variety of arts and cultural programming to teenagers and young adults.

In 2003, the DCA inaugurated the High 5 Miami program using funds received from the Knight Foundation grant applied for through Resolution R-151-01.

According to the DCA staff, in 2005, the High 5 Miami program was rebranded to "Cultural Shock Miami".

In 2007, the BCC approved Resolution R-714-07, which authorized the approval of a grant in the amount of \$125,000 from the Knight Foundation in support of the Culture Shock Miami Program.

The DCA will promote Culture Shock Miami by securing professional performers for projects or exhibition fees that are targeted directly to market students and at locations that are likely to attract new participants to the program (primarily schools).

The DCA has similarly requested a previous waiver of formal bid procedures to schedule and pay professional entertainers for the opening and for programming of the South Miami-Dade Cultural Arts Center which was approved on April 4, 2011 through Resolution R-247-11. The aggregate amount

authorized for expenditure under Resolution R-247-11 was not to exceed \$1,250,000 or \$125,000 per performance or exhibition.

**Budgetary Impact**

Funding for Cultural Shock Miami comes from the DCA’s proprietary funds.

**Below is an overview of the Culture Shock Miami budget for the last two completed fiscal years provided by DCA:**

| Culture Shock Finances / Actuals: |                            | FY2008-09 | FY2009-10 |
|-----------------------------------|----------------------------|-----------|-----------|
| <u>Expenses</u>                   |                            |           |           |
| Salary / Fringe (2 FTE's)         |                            | \$159,354 | \$176,531 |
| Market Research                   |                            | \$3,629   |           |
| PR/Marketing & Promotion          |                            | \$124,548 | \$73,482  |
| Advertising                       |                            |           | \$9,552   |
| Printing                          |                            | \$23,995  | \$42,285  |
| Postage                           |                            | \$15      |           |
| Web hosting Fee                   |                            | \$2,138   | \$1,069   |
|                                   | Total Expenses:            | \$313,679 | \$302,919 |
| <u>Revenues</u>                   |                            |           |           |
| Carryover from prior FY           |                            | \$469,252 | \$233,000 |
| Proprietary revenues:             |                            |           |           |
| Tourist Development Tax           |                            | \$50,854  | \$167,000 |
| Interest Earnings                 |                            | \$5,176   | \$839     |
| Misc. Revenue / Ticket sales      |                            | \$21,397  | \$23,719  |
|                                   | Total Revenues:            | \$546,679 | \$424,558 |
|                                   | Net Revenue less expenses: | \$233,000 | \$121,639 |

According to DCA staff, in FY 2009-2010, the Cultural Shock Miami program sold approximately 7,000 tickets last season (an increase of more than 20% over the number of tickets sold in FY 2008-2009).

Tickets purchased through this program are all \$5 (2 for \$5 for museums); the activities are marketed directly to students (via e-newsletter, the web site and social media); and all transactions can be made online through partnership with TicketWeb.

**Prepared by:** Mia B. Marin