

# Memorandum



**Date:** August 27, 2020

Agenda Item No. 14(B)(3)

August 31, 2020

**To:** Honorable Chairwoman Audrey M. Edmonson  
and Members, Board of County Commissioners

**From:** Carlos A. Gimenez  
Mayor

A handwritten signature in blue ink, appearing to read "Carlos A. Gimenez", written over a horizontal line.

**Subject:** Report on the Miami-Dade Arts Support Program – Directive 201475

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On July 27, 2020, the Board of County Commissioners (Board) approved Resolution No. R-771-20, directing the County Mayor or County Mayor's designee to develop and implement the Miami-Dade Arts Support Grants (MAS) program with certain criteria for cultural organizations and artists-entrepreneurs using \$10 million of funds made available through the 2020 Coronavirus Aid, Relief, and Economic Security Act (CARES Act) to alleviate financial hardships caused by Coronavirus Disease 2019 (COVID-19), and to negotiate and execute any documents necessary to carry out the purposes of this resolution, and to report to the Board on the status of the development and implementation of the program. This report was prepared by the Department of Cultural Affairs in response to the Resolution.

The Department of Cultural Affairs launched the Miami-Dade Arts Support Grants (MAS) program on August 11, 2020 to hundreds of arts and cultural businesses and artists-entrepreneurs. The MAS guidelines, application forms, and frequently asked questions (FAQs) can be found at the Miami-Dade Arts Support Action Center, <https://miamidadearts.org/miami-dade-arts-support-action-center-cares-act-coronavirus-relief-fund>.

The MAS program has three components:

1. Category A – more than 200 arts and cultural organizations received notification of pre-established grant awards generally based on a proportion of their annual grant operating support from the Department of Cultural Affairs;
2. Category B – arts and cultural organizations not in Category A are applying for support from Category B for eligible expenses; and
3. Miami-Dade Artists Support! Grants Program – artists-entrepreneurs of all disciplines can apply for grants to help address the impact of COVID-19 on their livelihoods.

The deadline for organizations to submit applications to Categories A and B is August 31, 2020. The deadline for artists to apply to the Miami-Dade Artists Support! Grants Program is August 26, 2020. The Department has conducted six Zoom workshops for hundreds of applicants to provide an overview of the program's requirements and to answer questions. All \$10 million of the funds made available through the CARES Act and allocated by Board is dedicated to grants to help provide relief to arts and cultural organizations and artists; administration of this program is being covered by staff of the Department of Cultural Affairs.

The guidelines and application forms were developed in close consultation with Hagerty Consulting, the County's CARES Act consultant, to ensure adherence to federal requirements, and were reviewed by the Office of the County Attorney. For arts and cultural organizations, these federal funds can provide relief

for COVID-19 impacts by covering eligible expenses in three categories: (1) business interruption costs; (2) mitigation expenses for re-opening; and (3) program transition support (for virtual, online public cultural and educational programming). These eligible costs must occur between March 1, 2020 and December 30, 2020 and all grant allocations will need to be substantiated by documentation provided by grantees. In addition, artists-entrepreneurs can apply for relief mini-grants after submitting applications to demonstrate that their livelihood was impacted by COVID-19.

The Department is broadly promoting the MAS Program funding opportunity to Miami-Dade County based cultural businesses, artists and artist-entrepreneurs through extensive outreach and marketing efforts including press releases, social media posts, the Department's e-newsletter (5,000 email addresses) and the Art in Public Places e-newsletter (3,000 emails addresses). The Department is working with business and civic partners to promote the program including The Beacon Council, the Arts and Business Council of Miami, and the Greater Miami Convention and Visitor Bureau. The Department is also collaborating with community service organizations, such as the African American Artists, Entrepreneurs, & Vendors Network; Diaspora Arts Coalition; Filmgate; FUNDarte; Hispanic Theaters and Producers Association of Florida (HISTEPA) Miami Dance Hub; South Florida Black Businesses; Sosyete Koukouy / Haitian Artists Network; South Florida Theatre League; and The Miami Foundation, to help disseminate the MAS Program information to arts and cultural organizations, artists and cultural "gig" workers. Technical assistance is provided in English, Spanish and Creole.

The monthly survey of the arts and culture business sector administered by the Department of Cultural Affairs has documented a \$88.4 million financial impact on more than 200 arts organizations, primarily small businesses, and almost 15,500 jobs impacted between the months of March and July 2020. In addition, 540 artists reported \$5.3 million in lost jobs. The arts and cultural sector of our economy is responsible for an approximately \$1.4 billion annual impact, more than 40,000 jobs and is essential for making Miami-Dade County an attractive place to visit, develop a business and raise a family. Miami-Dade County has invested significant resources into building a cultural life that has helped earn our community a reputation for being one of the most diverse, dynamic, and exciting places in the world. This financial assistance, funded through the CARES Act, will help the arts and cultural sector survive so that the outstanding events and activities that distinguish our community can be key factors in reactivating tourism, our economy, and our lives.

Per Resolution No. 771-20, the Department of Cultural Affairs will provide progress reports to the Board every 30 days detailing the status of the program until a final report indicates that all funding for the program has been exhausted.

In accordance with Ordinance No. 14-65, this memorandum will be placed on the next available Board meeting agenda. If additional information is needed, please contact Michael Spring, Senior Advisor and Director, Department of Cultural Affairs at 305-375-5049.

c: Abigail Price-Williams, County Attorney  
Geri Bonzon-Keenan, First Assistant County Attorney  
Michael Spring, Senior Advisor, Office of the Mayor and Director, Department of Cultural Affairs  
Melissa Adames, Interim Director, Clerk of the Board  
Adeyinka Majekodunmi, CPA, Commission Auditor

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and Members, Board of County Commissioners  
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Eugene Love, Agenda Coordinator