

Memorandum



Date: October 12, 2012

To: Honorable Joe A. Martinez, Chairman
and Members, Board of County Commissioners

From: Carlos A. Gimenez
Mayor 

Subject: Recreation and Cultural Affairs Committee Follow-up:
Proposed Miami International Jazz Fest

At the July 9, 2012 meeting of the Recreation and Cultural Affairs Committee, a presentation was made by Mr. Arturo Campa regarding a proposed new event, the Miami International Jazz Fest. In response to this presentation, the Committee asked staff to meet with Mr. Campa regarding assistance for this first-time event and to provide a report on available funding opportunities.

Follow-up: Grants Opportunities

On July 18, 2012, staff of the Department of Cultural Affairs met with Mr. Campa and outlined the competitive grants application opportunities available to support this May 2013 event. Staff followed-up in writing to Mr. Campa informing him that there are two competitive grants programs to which he could apply for support, subject to meeting published eligibility requirements:

Community Grants (CG)

Third Quarter (April 1 – June 30, 2013)

CG Specific Workshop – December 6, 2012, 2pm

Application Deadline – January 9, 2013, 4pm

Tourist Development Council (TDC)

Third Quarter (April 1 – June 30, 2013)

TDC Specific Workshop – December 12, 2012, 2pm

Application Deadline – January 17, 2013, 4pm

It is important to emphasize that these grants programs are in place specifically to help provide County funding support for new and start-up events. An event with the projected first-year budget of the Miami International Jazz Fest could apply for up to \$7,500 from the Community Grants program and \$25,000 from the Tourist Development Council grants program, subject to meeting all eligibility criteria.

Additional Information

In our communication with Mr. Campa, we also requested additional information which was delivered to the Department of Cultural Affairs in mid-August. This information is important to assess the readiness and eligibility of this new organization and the proposed event for County funding support.

IRS Tax Exempt Status

In his response, Mr. Campa confirmed that he had applied for but did not yet have IRS approval of federal tax exempt status (501c3) for the "Miami International Jazz Fest Inc." This is a *prerequisite* for receiving

County as well as other public and private funding. However, it should be noted that the Department of Cultural Affairs does allow organizations who can demonstrate that an Internal Revenue Service tax exempt application is pending to apply to its grants programs. If the applicant is recommended for County funding support, the Department does not release the grant until the organization's 501c3 status is approved by the IRS.

Budget

Mr. Campa provided a draft expenditure budget of \$274,800 for the event. The following is a summary of the budget:

Expenditures

Production Costs	\$162,550
Staff Salaries	\$ 95,450
Office and Overhead	<u>\$ 16,800</u>
TOTAL EXPENDITURES	\$274,800

Although we requested "a detailed account of the revenue sources both sought and secured," one was not provided. Instead, Mr. Campa estimated that if ticket sales were at full capacity for all of the venues (i.e., "sold out"), the revenue would total \$246,045.

Performers and Venues

While Mr. Campa provided a roster of performers, none was under contract at the time of submission. It should be noted that given the long lead time required to book touring performers, some of the artists may not be available for the Miami International Jazz Fest (for example, Mr. Campa lists Esperanza Spalding on his performers' roster and this artist already is booked to perform at the Adrienne Arsht Center on April 19, 2013).

In addition, Mr. Campa provided a schedule listing performance venues, including the South Miami-Dade Cultural Arts Center. Mr. Campa has not yet begun the process to reserve space at the South Miami-Dade Cultural Arts Center.

Department of Cultural Affairs Grants Programs

The Department of Cultural Affairs manages a portfolio of grants programs that is designed to address a wide range of cultural needs, from those of new and start-up activities, like the Miami International Jazz Fest, to more established non-profit events. The Department's grants application and public review process is considered to be a national model for the fair and effective investment of public funds in a diverse and outstanding array of non-profit cultural organizations and events.

The Tourist Development Council grants program and the Community Grants program specifically are designed to address the needs of new and start-up events. These competitive grants programs operate on a quarterly basis to ensure their responsiveness throughout the year and to help support tourism-oriented and neighborhood-based activities, respectively. A number of organizations have gotten a start through these programs, established a track record and "graduated" into other Department grants programs available to support larger, more established organizations and events.

For example, a new festival or special event, like the Miami International Jazz Fest, that meets published eligibility criteria can apply for grant support to the Tourist Development Council and the Community Grants programs. By receiving grants support from one or both of these programs, the organization has the opportunity to establish a track record for producing the event, managing public grant funds and raising other matching private and public funds. Based on demonstrating progress in its initial years of development, the organization may become ready to apply to other Department of Cultural Affairs grants programs, such as its Festivals and Special Events grants program, subject to meeting this program's eligibility requirements.

The Department's Festivals and Special Events grants program provides funding support to our community's largest and most established, non-profit special events, such as the Miami Book Fair International and the Miami International Film Festival. The published guidelines for the Festivals and Special Events grants program outline eligibility requirements that ensure that organizations and activities of similar scale and track record can compete equitably for County grant support. These guidelines require that applicants' events have a track record of at least three years and a demonstrated "reputation for excellence and credibility, are capable of attracting visitors on regional, national and/or international levels, and have a significant and positive impact on the perception of Miami-Dade County as a dynamic cultural community." In addition, the annual application deadline for the Festivals and Special Events grants program and review process occur months in advance of the new fiscal year in acknowledgment that activities of this magnitude and standing plan well in advance of their events (the application deadline for the FY 2012-2013 Festivals and Special Events grants program was on April 19, 2012, the review and recommendation process for this program was completed by the Cultural Affairs Council in June 14, 2012 and the grants were approved as part of the County's FY 2012-2013 budget).

Other Events

At the July 9th Recreation and Cultural Affairs Committee meeting, Mr. Campa made a number of representations regarding the status of jazz events in our community. For context, it is important to note that the upcoming cultural season will feature a number of significant jazz events, including but not limited to the following:

5th Annual Sunny Isles Beach Jazz Fest

- October 12-14, 2012
- Sunny Isles Beach
- www.sunnyislesbeachmiami.com/jazz/
- A grant application has been submitted to the Department of Cultural Affairs Tourist Development Council Grants Program and is pending review. The applicant has submitted successful applications to this program in the past and this year will complete a full 5-year cycle. Initial funding for this project began at \$15,000.

The Miami Nice Jazz Festival

- October 26-28, 2012
- Olympia Theater at Gusman Center for the Performing Arts
- www.miaminicejazzfestival.com
- A grant application has been submitted to the Department of Cultural Affairs Tourist Development Council Grants program and is pending review.

The Miami Jazz Fest

- November 17-18, 2012
- Bayfront Park Amphitheater
- www.miamijazzfest.com
- No County grant support has been requested.

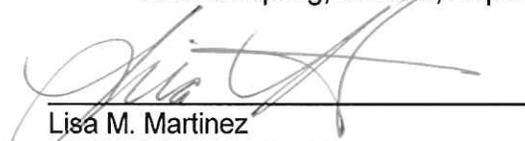
8th Annual Jazz in the Gardens Music Festival

- March 16-17, 2013
- Sun Life Stadium
- www.jazzinthegardens.com
- County grant support to this event in FY 2011-2012 was \$20,000; it is anticipated that this event will apply again for County funding support in FY 2012-2013.

The Adrienne Arsht Center for the Performing Arts is presenting its 5th Anniversary Jazz Roots Series, featuring monthly jazz performances from November 2012 through April 2013 (<http://www.arshtcenter.org/jazzroots1213/>). In addition, ongoing jazz events are scheduled by the Sunshine Jazz Organization (www.sunshinejazz.org), the Miami Jazz Coop (www.miamijazz.org), WDNA (www.wdna.org/events/), Miami Jazz Society (www.miamijazzsociety.com) and the South Miami-Dade Cultural Arts Center (www.smdcac.org).

We remain committed to working with Mr. Campa and the Miami International Jazz Fest on County grants opportunities for which this event may be eligible to apply through the Department of Cultural Affairs.

c: Arturo Campa, Miami International Jazz Fest
Lisa M. Martinez, Senior Advisor to the Mayor
Michael Spring, Director, Department of Cultural Affairs



Lisa M. Martinez
Senior Advisor to the Mayor