

Scorecard - Cultural Affairs

Information

Name: Cultural Affairs

Description: The Miami-Dade County Department of Cultural Affairs, the Cultural Affairs Council and the Art in Public Places Trust develop cultural excellence, diversity and participation throughout Miami-Dade County by strategically creating and promoting opportunities for artists and cultural organizations, and all of our residents and visitors who are their audiences. Three central goals serve as guideposts for our work:

- securing more public and private resources to invest in and promote cultural development;
- developing better cultural facilities in neighborhoods throughout Miami-Dade and improving the visual quality of the County's built environment; and
- making cultural activities more accessible for all of our residents and visitors.

The Department directs the Art in Public Places program and its board, the Art in Public Places Trust, commissioning, curating, maintaining and promoting the County's award-winning public art collection. The Department manages, programs and operates the South Miami-Dade Cultural Arts Center, the Miami-Dade County Auditorium, the Joseph Caleb Auditorium and the African Heritage Cultural Arts Center, all dedicated to presenting and supporting excellence and diversity in the arts for the entire community.

Through staff, board and programmatic resources, the Department, the Council and the Trust:

- promote, coordinate and support Miami-Dade County's more than 1,000 not-for-profit cultural organizations and thousands of resident artists, through competitive grants, comprehensive technical assistance and professional development;
- advance, market and disseminate information extensively about the excellence of artistic offerings available locally, in order to increase accessibility and attendance; and
- innovate and develop model arts education and outreach programs, engaging audiences of all backgrounds and abilities in the arts.

Domain: Cultural Affairs

Owners: Spring, Michael (Office of the Mayor); Margol, Deborah (CUA); Leslie, Marialaura (CUA); Tassy-Beauvoir, Christina; Dale, Mary-Margaret (CUA)

Details

	As Of		Actual	Target		FYTD Actual	FYTD Target																						
▼ 1.0 Customer																													
▼ 1.1 Secure, invest and maximize additional public and private resources to improve and expand programs, services and facilities (CUA)																													
Rebuild the County's annual support through the Competitive Grants programs	2017 FY	▲	569 grants awarded	525 grants awarded	▲	569 grants awarded	525 grants awarded																						
▼ 1.2 Operate and Program Excellent Cultural Facilities (CUA)																													
Manage and operate the South Miami-Dade Cultural Arts Center (SMDCAC)	n/a		n/a	n/a		n/a	n/a																						
Manage, operate, reposition and reinvigorate the African Heritage Cultural Arts Center (AHCAC)	n/a		n/a	n/a		n/a	n/a																						
Manage, operate, reposition and reinvigorate the Joseph Caleb Auditorium (JCA)	n/a		n/a	n/a		n/a	n/a																						
Manage, operate, reposition and reinvigorate the Miami-Dade County Auditorium (MDCA)	n/a		n/a	n/a		n/a	n/a																						
▼ 1.3 Improve existing cultural facilities in neighborhoods throughout Miami-Dade County and the quality of Miami-Dade County's built environment (CUA)																													
<table><tr><th>Initiative Name</th><th>Type</th><th>As Of</th><th>Status</th><th></th><th></th><th></th><th></th><th></th><th>%</th><th>Owners</th></tr><tr><td>Embark upon a comprehensive, community-wide initiative to encourage and achieve Quality Design</td><td></td><td>10/16/2017</td><td>Complete</td><td></td><td></td><td></td><td></td><td></td><td>45%</td><td>Denis, Marie (CUA); Dandrea, Lisa (CUA); Alfonso, L. Carolina (CUA); Peraza, Alex (CUA); Spring, Michael (Office of the Mayor); Martinez-Delgado, David (CUA)</td></tr></table>								Initiative Name	Type	As Of	Status						%	Owners	Embark upon a comprehensive, community-wide initiative to encourage and achieve Quality Design		10/16/2017	Complete						45%	Denis, Marie (CUA); Dandrea, Lisa (CUA); Alfonso, L. Carolina (CUA); Peraza, Alex (CUA); Spring, Michael (Office of the Mayor); Martinez-Delgado, David (CUA)
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Embark upon a comprehensive, community-wide initiative to encourage and achieve Quality Design		10/16/2017	Complete						45%	Denis, Marie (CUA); Dandrea, Lisa (CUA); Alfonso, L. Carolina (CUA); Peraza, Alex (CUA); Spring, Michael (Office of the Mayor); Martinez-Delgado, David (CUA)																			
Identify Opportunities for Public Art and Coordinating the Selection of Artists (CUA)	2017 FY	▲		61		29	▲		61	29																			
Maximize County Facility Improvement Investments (CUA)	2017 FY	▼		15		16	▼		15	16																			
Repair, Restoration and Conservation of the Public Art Collection (CUA)	2017 FY	▼		10		11	▼		10	11																			

Scorecard - Cultural Affairs

1.4 Increase awareness of, access to and public participation in cultural activities (CUA)

Initiative Name	Type	As Of	Status						%	Owners
Partnering with the Greater Miami Convention & Visitors Bureau		10/16/2017	Complete						5%	Spring, Michael (Office of the Mayor); Margol, Deborah (CUA); Landreth, Gerry N. (CUA)
Culture Shock Miami Program		2017 FY	▲		13,903		11,000	▲		13,903
Golden Ticket Program		2017 FY	▲	17,000 guides printed	17,000 guides printed	▲				17,000 guides printed
Youth-Arts Specific Programs and Children's Trust Funded Programs		2017 FY	▲	188,000 children	175,000 children	▲				188,000 children

1.5 Make the Department's programs and services faster and easier to access (CUA)

Initiative Name	Type	As Of	Status						%	Owners
APP Website Maintenance and Tailoring of the Inventory Software System		2/10/2017	In Progress						80%	Reddick, Brandi (CUA); Margol, Deborah (CUA); Spring, Michael (Office of the Mayor)
CUA Website Redesign		2/10/2017	Complete						100%	Landreth, Gerry N. (CUA); Battile Mooney, Gilda (CUA); Margol, Deborah (CUA); Spring, Michael (Office of the Mayor)

1.6 Extend the Department's technical assistance services to additional areas of need (CUA)

Initiative Name	Type	As Of	Status						%	Owners
Conduct Art in Public Places (APP) Workshops		2/10/2017	In Progress						100%	Spring, Michael (Office of the Mayor); Margol, Deborah (CUA); Reddick, Brandi (CUA); Romeu, Patricia; Alfonso, L. Carolina (CUA)
Conduct Culture Grants Online (CGO) Workshops		2/10/2017	Complete						100%	Spring, Michael (Office of the Mayor); Allocco, Kelly; Battile Mooney, Gilda (CUA); Benjamin, Nikenna D. (CUA); Margol, Deborah (CUA); Perez, Adriana (CUA); Pezoldt, Dana (CUA); Andersen, Francine

2.0 Financial

2.1 Meet Budget Targets (Cultural Affairs) (RC2)

Revenue: Total (Cultural Affairs)	'18 FQ1	▼	\$3,687K	\$9,066K	▼	\$3,687K	\$9,066K
Expen: Total (Cultural Affairs)	'18 FQ1	▲	\$4,957K	\$9,066K	▲	\$4,957K	\$9,066K
Positions: Full-Time Filled (DoCA)	'17 FQ4	▼	65	59		n/a	n/a
				(53 - 59)			

Business Plan Report - Cultural Affairs

Scorecard	Description	Owners
Cultural Affairs	<p>The Miami-Dade County Department of Cultural Affairs, the Cultural Affairs Council and the Art in Public Places Trust develop cultural excellence, diversity and participation throughout Miami-Dade County by strategically creating and promoting opportunities for artists and cultural organizations, and all of our residents and visitors who are their audiences. Three central goals serve as guideposts for our work:</p> <ul style="list-style-type: none"> - securing more public and private resources to invest in and promote cultural development; - developing better cultural facilities in neighborhoods throughout Miami-Dade and improving the visual quality of the County's built environment; and - making cultural activities more accessible for all of our residents and visitors. <p>The Department directs the Art in Public Places program and its board, the Art in Public Places Trust, commissioning, curating, maintaining and promoting the County's award-winning public art collection. The Department manages, programs and operates the South Miami-Dade Cultural Arts Center, the Miami-Dade County Auditorium, the Joseph Caleb Auditorium and the African Heritage Cultural Arts Center, all dedicated to presenting and supporting excellence and diversity in the arts for the entire community.</p> <p>Through staff, board and programmatic resources, the Department, the Council and the Trust:</p> <ul style="list-style-type: none"> - promote, coordinate and support Miami-Dade County's more than 1,000 not-for-profit cultural organizations and thousands of resident artists, through competitive grants, comprehensive technical assistance and professional development; - advance, market and disseminate information extensively about the excellence of artistic offerings available locally, in order to increase accessibility and attendance; and - innovate and develop model arts education and outreach programs, engaging audiences of all backgrounds and abilities in the arts. 	Spring, Michael (Office of the Mayor); Margol, Deborah (CUA); Leslie, Marialaura (CUA); Tassy-Beauvoir, Christina; Dale, Mary-Margaret (CUA)

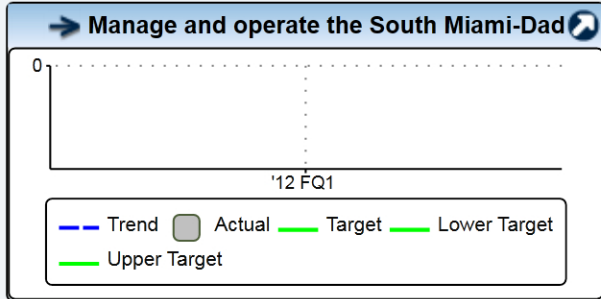
1.0 Customer

Objective	Description				Owners																																													
1.1 Secure, invest and maximize additional public and private resources to improve and expand programs, services and facilities (CUA)					Spring, Michael (Office of the Mayor)																																													
Measures Linked to Objective	Period	Actual	Target	Variance	Owners																																													
Rebuild the County's annual support through the Competitive Grants programs	2017 FY	569 grants awarded	525 grants awarded	44 grants awarded	Margol, Deborah (CUA); Spring, Michael (CUA)																																													
<div><div><div><div></div><div></div></div><div>Rebuild the County's annual support thro</div></div><div><table><thead><tr><th>Fiscal Year</th><th>Actual</th><th>Target</th></tr></thead><tbody><tr><td>2004 FY</td><td>500</td><td>500</td></tr><tr><td>2005 FY</td><td>550</td><td>500</td></tr><tr><td>2006 FY</td><td>550</td><td>500</td></tr><tr><td>2007 FY</td><td>550</td><td>500</td></tr><tr><td>2008 FY</td><td>550</td><td>500</td></tr><tr><td>2009 FY</td><td>550</td><td>500</td></tr><tr><td>2010 FY</td><td>550</td><td>500</td></tr><tr><td>2011 FY</td><td>550</td><td>500</td></tr><tr><td>2012 FY</td><td>550</td><td>500</td></tr><tr><td>2013 FY</td><td>550</td><td>500</td></tr><tr><td>2014 FY</td><td>550</td><td>500</td></tr><tr><td>2015 FY</td><td>550</td><td>500</td></tr><tr><td>2016 FY</td><td>550</td><td>500</td></tr><tr><td>2017 FY</td><td>569</td><td>525</td></tr></tbody></table></div></div>						Fiscal Year	Actual	Target	2004 FY	500	500	2005 FY	550	500	2006 FY	550	500	2007 FY	550	500	2008 FY	550	500	2009 FY	550	500	2010 FY	550	500	2011 FY	550	500	2012 FY	550	500	2013 FY	550	500	2014 FY	550	500	2015 FY	550	500	2016 FY	550	500	2017 FY	569	525
Fiscal Year	Actual	Target																																																
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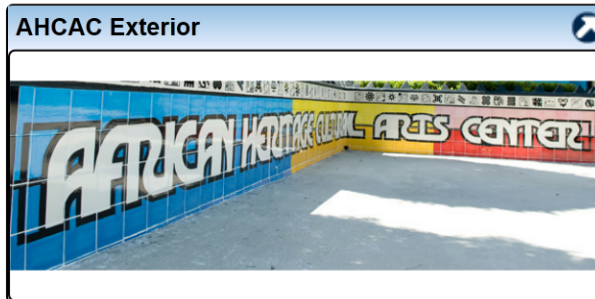
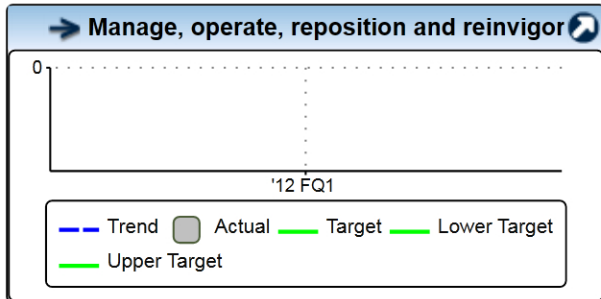
Business Plan Report - Cultural Affairs

Objective	Description	Owners
1.2 Operate and Program Excellent Cultural Facilities (CUA)	The Department of Cultural Affairs manages four cultural facilities: South Miami-Dade Cultural Arts Center, Miami-Dade County Auditorium, Caleb Auditorium, African Heritage Cultural Arts Center. The South Miami-Dade Cultural Arts Center is a campus of state-of-the-art cultural facilities in Cutler Bay dedicated to presenting and supporting excellence and diversity in the arts for the entire community. The Department also is managing, operating, repositioning and reinvigorating the Miami-Dade County Auditorium, Joseph Caleb Auditorium and the African Heritage Cultural Arts Center and dedicated to establishing appropriate staffing, programming and capital needs plans for each facility.	Spring, Michael (Office of the Mayor); Margol, Deborah (CUA); Cultural Affairs

Measures Linked to Objective	Period	Actual	Target	Variance	Owners
Manage and operate the South Miami-Dade Cultural Arts Center (SMDCAC)	n/a	n/a	n/a	n/a	Moreira, Vanessa (CUA); Del Real, Hugo (CUA); Spring, Michael (Office of the Mayor)



Manage, operate, reposition and reinvigorate the African Heritage Cultural Arts Center (AHCAC)	n/a	n/a	n/a	n/a	Harrell, Theodore; Margol, Deborah (CUA); Davis, Marshall; Spring, Michael (CUA)
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Manage, operate, reposition and
reinvigorate the Joseph Caleb Auditorium
(JCA)

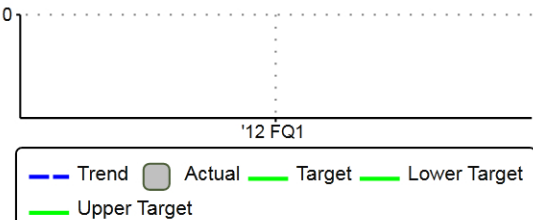
n/a

n/a

n/a

n/a Spring, Michael (CUA);
Valles, Pamela (CUA);
Margol, Deborah (CUA)

➔ Manage, operate, reposition and reinvigor



JCA Exterior



JCA Exterior 2



JCA Exterior 3



JCA Interior



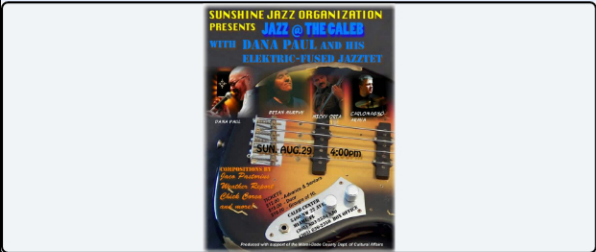
JCA Stage



JCA Performance



JCA Promotional Material



Business Plan Report - Cultural Affairs

Manage, operate, reposition and reinvigorate the Miami-Dade County Auditorium (MDCA)

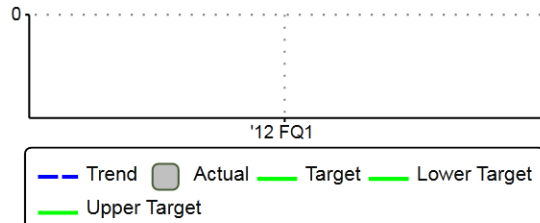
n/a

n/a

n/a

n/a Spring, Michael (CUA);
Arbelaez, Patricia (CUA);
Margol, Deborah (CUA); Siut, Javier (CUA)

→ Manage, operate, reposition and reinvigorate



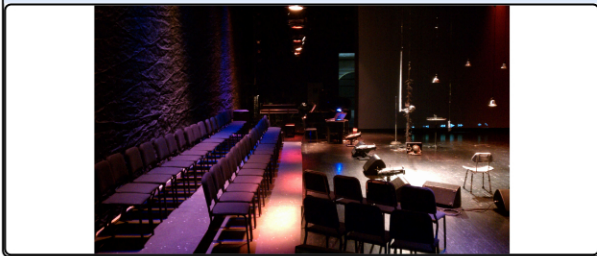
MDCA Exterior




MDCA Interior

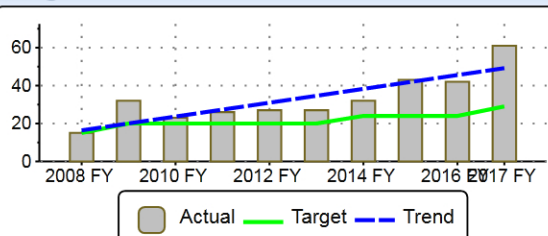


MDCA Performance



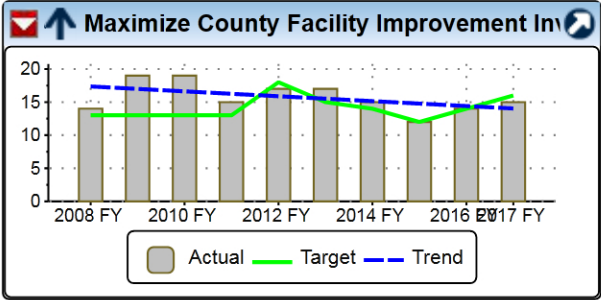
Objective	Description					Owners
1.3 Improve existing cultural facilities in neighborhoods throughout Miami-Dade County and the quality of Miami-Dade County's built environment (CUA)						Martinez-Delgado, David (CUA)
Measures Linked to Objective		Period	Actual	Target	Variance	Owners
Identify Opportunities for Public Art and Coordinating the Selection of Artists (CUA)		2017 FY	61	29	32	Reddick, Brandi (CUA); Margol, Deborah (CUA); Leslie, Marialaura (CUA); Spring, Michael (CUA); Alfonso, L. Carolina (CUA); Romeu, Patricia

↑ Identify Opportunities for Public Art and C

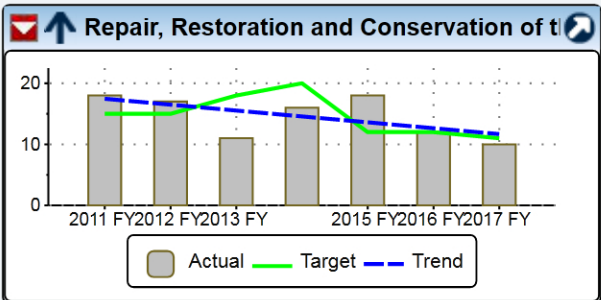


Business Plan Report - Cultural Affairs

Maximize County Facility Improvement Investments (CUA)	2017 FY	15	16	-1 Leslie, Marialaura (CUA); Peraza, Alex (CUA); Denis, Marie (CUA); Spring, Michael (CUA); Margol, Deborah (CUA); Alfonso, L. Carolina (CUA); Dandrea, Lisa (CUA)
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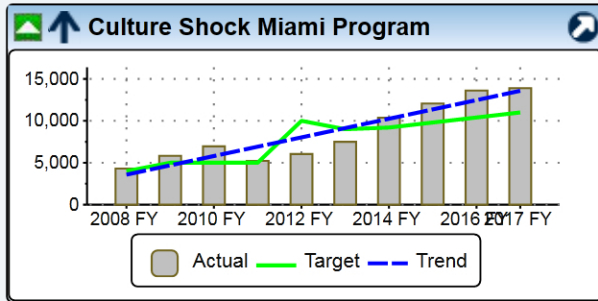
Repair, Restoration and Conservation of the Public Art Collection (CUA)	2017 FY	10	11	-1 Margol, Deborah (CUA); Spring, Michael (CUA)
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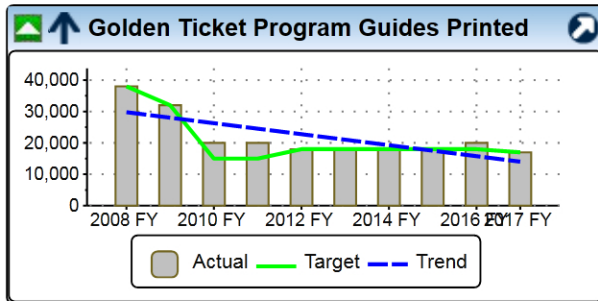
Business Plan Report - Cultural Affairs

Objective	Description	Owners
1.4 Increase awareness of, access to and public participation in cultural activities (CUA)		Spring, Michael (Office of the Mayor); Margol, Deborah (CUA); Hernandez, Liliana (CUA)

Measures Linked to Objective	Period	Actual	Target	Variance	Owners
Culture Shock Miami Program	2017 FY	13,903	11,000	2,903	Tassy-Beauvoir, Christina; Leslie, Marialaura (CUA); Dale, Mary-Margaret (CUA); Spring, Michael (Office of the Mayor)



Golden Ticket Program	2017 FY	17,000 guides printed	17,000 guides printed	0 guides printed	Margol, Deborah (CUA); Hernandez, Liliana (CUA); Landreth, Gerry N. (CUA); Cardenas, Dorianmy; Spring, Michael (CUA)
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Business Plan Report - Cultural Affairs

Youth-Arts Specific Programs and
Children's Trust Funded Programs



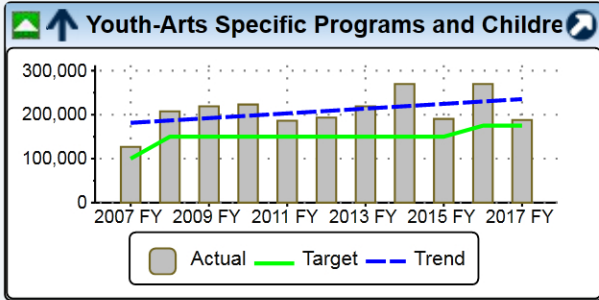
2017 FY

188,000 children

175,000 children

13,000 children

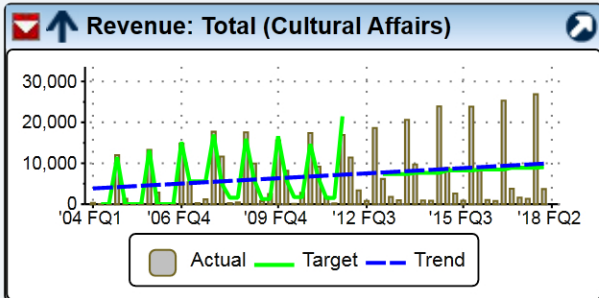
Margol, Deborah (CUA);
Andersen, Francine



Objective	Description	Owners
1.5 Make the Department's programs and services faster and easier to access (CUA)		n/a
Objective	Description	Owners
1.6 Extend the Department's technical assistance services to additional areas of need (CUA)		Margol, Deborah (CUA); Spring, Michael (Office of the Mayor)

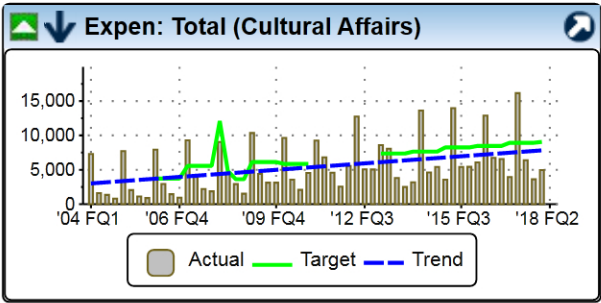
2.0 Financial

Objective	Description					Owners
2.1 Meet Budget Targets (Cultural Affairs) (RC2)						Spring, Michael (Office of the Mayor)
Measures Linked to Objective		Period	Actual	Target	Variance	Owners
Revenue: Total (Cultural Affairs)		'18 FQ1	\$3,687K	\$9,066K	\$-5,379K	Margol, Deborah (CUA); Spring, Michael (CUA)



Business Plan Report - Cultural Affairs

Expen: Total (Cultural Affairs)		'18 FQ1	\$4,957K	\$9,066K	\$4,109K	Margol, Deborah (CUA); Spring, Michael (CUA)
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Positions: Full-Time Filled (DoCA)		'17 FQ4	65	59 (53 - 59)	n/a	Spring, Michael (CUA)
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