

## 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); Leslie, Marialaura (CUA); Tassy-Beauvoir, Christina (CUA); Dale, Mary-Margaret (CUA)

### Details

|   | As Of   |   | Actual             | Business Plan Goal |   | FYTD Actual        | FYTD Goal          |
|---|---------|---|--------------------|--------------------|---|--------------------|--------------------|
| ▼ 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 (Total Grants Awarded)  | 2018 FY |   | 514 grants awarded | 525 grants awarded |   | 514 grants awarded | 525 grants awarded |
| ▼ 1.2 Operate and Program Excellent Cultural Facilities (CUA)   |         |   |                    |                    |   |                    |                    |
| Attendance at African Heritage Cultural Arts Center (AHCAC)   | n/a     |   | n/a                | n/a                |   | n/a                | n/a                |
| Concessions at African Heritage Cultural Arts Center  | '19 FQ1 | ▲ | 1,206              | 500                | ▲ | 1,206              | 500                |
| Events at African Heritage CAC  | n/a     |   | n/a                | n/a                |   | n/a                | n/a                |
| Attendance at Joseph Caleb Auditorium (JCA)   | '19 FQ3 | ▲ | 3,613              | 0                  | ▲ | 21,572             | 0                  |
| Concessions at Joseph Caleb Auditorium  | '19 FQ3 | ▲ | 0                  | 0                  | ▲ | 0                  | 0                  |
| Events at Joseph Caleb Auditorium   | '18 FQ4 | ▲ | 17                 | 0                  | ▲ | 35                 | 15                 |
| Attendance at Miami-Dade County Auditorium (MDCA)   | n/a     |   | n/a                | n/a                |   | n/a                | n/a                |
| Concessions at Miami-Dade County Auditorium   | '19 FQ1 | ▲ | 40,767             | 21,000             | ▲ | 40,767             | 21,000             |
| Events at Miami-Dade County Auditorium  | '19 FQ1 | ▲ | 50                 | 31                 | ▲ | 50                 | 31                 |
| Attendance at South Miami-Dade CAC  | n/a     |   | n/a                | n/a                |   | n/a                | n/a                |
| Concessions Income/Capital at South Miami-Dade CAC  | '19 FQ3 | ▲ | 55,211             | 43,750             | ▼ | 86,281             | 87,500             |
| Events at South Miami-Dade CAC  | '19 FQ3 | ▲ | 135                | 101                | ▲ | 437                | 332                |
| ▼ 1.3 Improve existing cultural facilities in neighborhoods throughout Miami-Dade County and the quality of Miami-Dade County's built environment (CUA) |         |   |                    |                    |   |                    |                    |

## Scorecard - Cultural Affairs

| Initiative Name  | Type | As Of     | Status      |  |  |  |  |  | %                     | Owners   |
|--|------|-----------|-------------|--|--|--|--|--|-----------------------|--|
| Embark upon a comprehensive, community-wide initiative to encourage and achieve Quality Design |      | 2/7/2019  | Complete    |  |  |  |  |  | 100%                  | 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)          |      | 2018 FY   | ▲           |  |  |  |  |  | 56                    | 35 ▲ 56 35   |
| Maximize County Facility Improvement Investments (CUA)   |      | 2018 FY   | ▲           |  |  |  |  |  | 15                    | 14 ▲ 15 14   |
| Repair, Restoration and Conservation of the Public Art Collection (CUA)                        |      | 2018 FY   | ▼           |  |  |  |  |  | 19                    | 20 ▼ 19 20   |
| ▼ 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                                 |      | 2/7/2019  | Complete    |  |  |  |  |  | 70%                   | Spring, Michael (Office of the; Mayor) Landreth, Gerry N. (CUA)  |
| Culture Shock Miami Program  |      | 2018 FY   | ▲           |  |  |  |  |  | 17,905                | 15,000 ▲ 17,905 15,000   |
| Golden Ticket Program  |      | 2018 FY   | ▲           |  |  |  |  |  | 17,000 guides printed | 17,000 guides printed ▲ 17,000 guides printed 17,000 guides printed  |
| Youth-Arts Specific Programs and Children's Trust Funded Programs                              |      | 2018 FY   | ▲           |  |  |  |  |  | 190,000 children      | 185,000 children ▲ 190,000 children 185,000 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); Spring, Michael (Office of the Mayor)   |
| CUA Website Redesign   |      | 2/10/2017 | Complete    |  |  |  |  |  | 100%                  | Landreth, Gerry N. (CUA); Battle Mooney, Gilda (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) 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; Battle Mooney, Gilda (CUA); Benjamin, Nikenna D. (CUA); Perez, Adriana (CUA); Pezoldt, Dana (CUA); Andersen, Francine |
| ▼ 2.0 Financial  |      |           |             |  |  |  |  |  |                       |  |
| ▼ 2.1 Meet Budget Targets (Cultural Affairs) (RC2)   |      |           |             |  |  |  |  |  |                       |  |
| Revenue: Total (Cultural Affairs)  |      | '19 FQ3   | ▼           |  |  |  |  |  | \$904K                | \$10,388K ▼ \$12,325K \$31,164K  |
| Expen: Total (Cultural Affairs)  |      | '19 FQ3   | ▲           |  |  |  |  |  | \$8,005K              | \$10,388K ▲ \$29,684K \$31,164K  |
| Positions: Full-Time Filled (DoCA)   |      | '19 FQ3   |             |  |  |  |  |  | 73                    | n/a n/a n/a  |

### Linked Objects

## Scorecard - Cultural Affairs

|                     |   |                       |   |        |
|---------------------|---|-----------------------|---|--------|
| ▼ Child Scorecards  |   |                       |   |        |
|                     | Name  |                       | Owners  |        |
|                     | Art in Public Places  |                       | Romeu, Patricia; Reddick, Brandi (CUA); Spring, Michael (Office of the Mayor); Alfonso, L. Carolina (CUA) |        |
| ▼ Parent Scorecards |   |                       |   |        |
|                     | Name  |                       | Owners  |        |
|                     | Recreation and Culture Strategic Area Scorecard   |                       | Miami-Dade County   |        |
| ▼ ActiveViews       |   |                       |   |        |
| ▼ Initiatives       |   |                       |   |        |
| ▼ Objectives        |   |                       |   |        |
|                     | Name  |                       | Owners  |        |
|                     | Secure, invest and maximize additional public and private resources to improve and expand programs, services and facilities (CUA)                 |                       | Spring, Michael (Office of the Mayor)   |        |
|                     | Operate and Program Excellent Cultural Facilities (CUA)   |                       | Spring, Michael (Office of the Mayor); Cultural Affairs   |        |
|                     | 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)   |        |
|                     | Increase awareness of, access to and public participation in cultural activities (CUA)  |                       | Spring, Michael (Office of the Mayor); Hernandez, Liliana (CUA)   |        |
|                     | Make the Department's programs and services faster and easier to access (CUA)   |                       | n/a   |        |
|                     | Extend the Department's technical assistance services to additional areas of need (CUA)   |                       | Spring, Michael (Office of the Mayor)   |        |
|                     | Meet Budget Targets (Cultural Affairs) (RC2)  |                       | Spring, Michael (Office of the Mayor)   |        |
| ▼ Program Groups    |   |                       |   |        |
| ▼ Stoplight Charts  |   |                       |   |        |
| ▼ Tasks             |   |                       |   |        |
| Commentary          |   |                       |   |        |
| Action Items        |   |                       |   |        |
|                     | Due Date ▲  | Status ▲              | Action  | Owners |
| Comments            |   |                       |   |        |
| Date ▼              | Author  |                       | Comment   |        |
| Attachments & Links |   |                       |   |        |
| ▼ External Links    |   |                       |   |        |
|                     | Name  |                       | Created By  |        |
|                     | ArtBurst Miami Web Site - Media Bureau for the Arts   |                       | Spring, Michael (Office of the Mayor)   |        |
|                     | Culture Shock Miami Web Site  |                       | Spring, Michael (Office of the Mayor)   |        |
|                     | Department of Cultural Affairs Web Site   |                       | Spring, Michael (Office of the Mayor)   |        |
|                     | South Miami-Dade Cultural Arts Center   |                       | Spring, Michael (Office of the Mayor)   |        |
|                     | power2give Private Sector Fundraising Platform  |                       | Spring, Michael (Office of the Mayor)   |        |
| ▼ Attachments       |   |                       |   |        |
|                     | Name  | Last Updated          | Checked Out By  |        |
|                     | Business Plan - FY2009-2010   | 10/28/2009 3:58:05 PM |   |        |
|                     | 2008 Resident Satisfaction Survey - Culture   | 4/2/2009 12:06:36 AM  |   |        |
|                     | Cultural Affairs Facebook Group   | 4/1/2009 5:05:44 PM   |   |        |
|                     | Cultural Affairs Facebook Group - Event   | 4/1/2009 5:04:24 PM   |   |        |
|                     | Art in Public Places Study - September 2008   | 9/29/2008 1:30:17 PM  |   |        |
|                     | The Impact of the Arts in Miami-Dade County   | 9/27/2008 2:32:15 PM  |   |        |

## Scorecard - Cultural Affairs

Business Plan FY 2012 and FY 2013

CUA Business Plan FY13-14

FY 2012-2013 Grants Brochure

### Measures

| As Of: <M/d/yyyy> |  |  | 15 | Sum. Lvl.: Base  | Comparator: Default |           |         |                       |                       |            |  |                  |
|-------------------|--|--|----|--|---------------------|-----------|---------|-----------------------|-----------------------|------------|--|------------------|
|                   |  |  |    | Name   | Comparator Name     | Sum. Lvl. | Period  | Actual                | Target                | % Variance | Owners   | Domain           |
|                   |  |  |    | Attendance at African Heritage Cultural Arts Center (AHCAC)  | Goal - Default      | n/a       | n/a     | n/a                   | n/a                   | n/a        | Harrell, Theodore; Davis, Marshall; Hernandez, Liliana (CUA); Fliss, Eric  | Cultural Affairs |
|                   |  |  |    | Attendance at Joseph Caleb Auditorium (JCA)  | Goal - Default      | Base      | '19 FQ4 | 2,415                 | 0                     | 0          | Perez, Adriana (CUA); Hernandez, Liliana (CUA); Valles, Pamela (CUA)   | Cultural Affairs |
|                   |  |  |    | Attendance at Miami-Dade County Auditorium (MDCA)  | Goal - Default      | n/a       | n/a     | n/a                   | n/a                   | n/a        | Arbelaez, Patricia (CUA); Hernandez, Liliana (CUA); Siut, Javier (CUA)   | Cultural Affairs |
|                   |  |  |    | Attendance at South Miami-Dade CAC   | Goal - Default      | n/a       | n/a     | n/a                   | n/a                   | n/a        | Turnes, Vanessa (CUA); Hernandez, Liliana (CUA)  | Cultural Affairs |
|                   |  |  |    | Concessions at African Heritage Cultural Arts Center   | Goal - Default      | Base      | '19 FQ1 | 1,206                 | 500                   | 141        | Harrell, Theodore; Hernandez, Liliana (CUA); Davis, Marshall   | Cultural Affairs |
|                   |  |  |    | Concessions at Joseph Caleb Auditorium   | Goal - Default      | Base      | '19 FQ3 | 0                     | 0                     | 0          | Hernandez, Liliana (CUA); Perez, Adriana (CUA); Valles, Pamela (CUA)   | Cultural Affairs |
|                   |  |  |    | Concessions at Miami-Dade County Auditorium  | Goal - Default      | Base      | '19 FQ1 | 40,767                | 21,000                | 94         | Siut, Javier (CUA); Hernandez, Liliana (CUA); Arbelaez, Patricia (CUA)   | Cultural Affairs |
|                   |  |  |    | Concessions Income/Capital at South Miami-Dade CAC   | Goal - Default      | Base      | '20 FQ1 | 46,141                | n/a                   | n/a        | Hernandez, Liliana (CUA); Turnes, Vanessa (CUA); Fliss, Eric   | Cultural Affairs |
|                   |  |  |    | Culture Shock Miami Program  | Goal - Default      | Base      | 2018 FY | 17,905                | 15,000                | 19         | Tassy-Beauvoir, Christina; Leslie, Marialaura (CUA); Dale, Mary-Margaret (CUA); Spring, Michael (Office of the Mayor)                                    | Cultural Affairs |
|                   |  |  |    | Events at African Heritage CAC   | Goal - Default      | n/a       | n/a     | n/a                   | n/a                   | n/a        | Hernandez, Liliana (CUA); Davis, Marshall; Harrell, Theodore   | Cultural Affairs |
|                   |  |  |    | Events at Joseph Caleb Auditorium  | Goal - Default      | Base      | '18 FQ4 | 17                    | 0                     | 0          | Perez, Adriana (CUA); Valles, Pamela (CUA)   | Cultural Affairs |
|                   |  |  |    | Events at Miami-Dade County Auditorium   | Goal - Default      | Base      | '19 FQ1 | 50                    | 31                    | 61         | Hernandez, Liliana (CUA); Arbelaez, Patricia (CUA); Siut, Javier (CUA)   | Cultural Affairs |
|                   |  |  |    | Events at South Miami-Dade CAC   | Goal - Default      | Base      | '19 FQ4 | 94                    | 84                    | 12         | Turnes, Vanessa (CUA); Fliss, Eric; Hernandez, Liliana (CUA)   | Cultural Affairs |
|                   |  |  |    | Expen: Total (Cultural Affairs)  | Goal - Default      | Base      | '19 FQ3 | \$8,005K              | \$10,388K             | 23         | Spring, Michael (Office of the Mayor)  | Cultural Affairs |
|                   |  |  |    | Golden Ticket Program  | Goal - Default      | Base      | 2018 FY | 17,000 guides printed | 17,000 guides printed | 0          | Hernandez, Liliana (CUA); Landreth, Gerry N. (CUA); Cardenas, Dorianmy; Spring, Michael (Office of the Mayor)  | Cultural Affairs |
|                   |  |  |    | Identify Opportunities for Public Art and Coordinating the Selection of Artists (CUA)              | Goal - Default      | Base      | 2018 FY | 56                    | 35                    | 60         | Reddick, Brandi (CUA); Leslie, Marialaura (CUA); Spring, Michael (Office of the Mayor); Alfonso, L. Carolina (CUA); Romeu, Patricia                      | Cultural Affairs |
|                   |  |  |    | Maximize County Facility Improvement Investments (CUA)   | Goal - Default      | Base      | 2018 FY | 15                    | 14                    | 7          | Leslie, Marialaura (CUA); Peraza, Alex (CUA); Denis, Marie (CUA); Spring, Michael (Office of the Mayor); Alfonso, L. Carolina (CUA); Dandrea, Lisa (CUA) | Cultural Affairs |
|                   |  |  |    | Positions: Full-Time Filled (DoCA)   | Goal - Default      | Base      | '19 FQ4 | 74                    | n/a                   | n/a        | Spring, Michael (Office of the Mayor)  | Cultural Affairs |
|                   |  |  |    | Rebuild the County's annual support through the Competitive Grants programs (Total Grants Awarded) | Goal - Default      | Base      | 2018 FY | 514 grants awarded    | 525 grants awarded    | -2         | Spring, Michael (Office of the Mayor)  | Cultural Affairs |
|                   |  |  |    | Repair, Restoration and Conservation of the Public Art Collection (CUA)                            | Goal - Default      | Base      | 2018 FY | 19                    | 20                    | -5         | Spring, Michael (Office of the Mayor)  | Cultural Affairs |
|                   |  |  |    | Revenue: Total (Cultural Affairs)  | Goal - Default      | Base      | '19 FQ3 | \$904K                | \$10,388K             | -91        | Spring, Michael (Office of the Mayor)  | Cultural Affairs |
|                   |  |  |    | Youth-Arts Specific Programs and Children's Trust Funded Programs                                  | Goal - Default      | Base      | 2018 FY | 190,000 children      | 185,000 children      | 3          | Andersen, Francine   | Cultural Affairs |