

**Cultural Affairs**

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 equitably invest in and promote diverse 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 African Heritage Cultural Arts Center, Joseph Caleb Auditorium, Miami-Dade County Auditorium and South Miami-Dade 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 nonprofit 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. The Department also manages and facilitates the grant investments made by the Tourist Development Council and supports its

**Owner:** Hernandez, Liliانا (CUA); Leslie, Marialaura (CUA); Spring, Michael (Office of the Mayor)  
**Department:** Cultural Affairs

Perspective Name	Objective Name	Measure Name	As Of	Actual	Business Plan Goal		Actual FYTD	FYTD Goal		
Customer	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)	2020 FY	510 grants awarded	510 grants awarded	▲	510 grants awarded	510 grants awarded	▲	
		Operate and Program Excellent Cultural Facilities (CUA)	Events at Joseph Caleb Auditorium	'20 FQ4	0	0	▲	12	3	▲
		Attendance at Miami-Dade County Auditorium (MDCA)	'20 FQ4	0	10,000	▼	69,390	48,000	▲	
		Attendance at African Heritage Cultural Arts Center (AHCAC)	'20 FQ4	0	3,600	▼	8,230	20,625	▼	
		Concessions at Miami-Dade County Auditorium	'20 FQ4	0	8,000	▼	73,615	68,000	▲	
		Events at African Heritage CAC	'20 FQ4	0	76	▼	158	373	▼	
		Attendance at South Miami-Dade CAC	'20 FQ4	0	8,500	▼	34,831	63,353	▼	
		Concessions at Joseph Caleb Auditorium	'20 FQ4	0	0	▲	0	0	▲	
		Attendance at Joseph Caleb Auditorium (JCA)	'20 FQ4	0	0	▲	14,975	13,900	▲	
		Concessions at African Heritage Cultural Arts Center	'20 FQ4	0	950	▼	783	3,104	▼	
		Events at South Miami-Dade CAC	'20 FQ4	0	84	▼	301	304	▼	
		Concessions at South Miami-Dade Cultural Arts Center	'20 FQ4	0	7,500	▼	67,621	136,750	▼	
		Events at Miami-Dade County Auditorium	'20 FQ4	0	20	▼	86	110	▼	
	Financial	Increase awareness of, access to and public participation in cultural activities (CUA)	Golden Ticket Program	2020 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	2019 FY	362,953 children	190,000 children	▲	362,953 children	190,000 children	▲
Culture Shock Miami Program			2020 FY	8,569	12,000	▼	8,569	12,000	▼	
Improve existing cultural facilities in neighborhoods throughout Miami-Dade County and the quality of Miami-Dade County's built environment (CUA)		Identify Opportunities for Public Art and Coordinating the Selection of Artists (CUA)	2020 FY	115	100	▲	115	100	▲	
		Maximize County Facility Improvement Investments (CUA)	2020 FY	12	12	▲	12	12	▲	
Meet Budget Targets (Cultural Affairs) (RC2)	Expen: Total (Cultural Affairs)	2020 FQ4	\$6,822K	\$13,320K	▲	\$38,607K	\$53,281K	▲		
	Revenue: Total (Cultural Affairs)	'20 FQ4	\$30,418K	\$13,320K	▲	\$19,579K	\$39,960K	▼		
	Positions: Full-Time Filled (DoCA)	'20 FQ4	74	85	▼	n/a	n/a			

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**Initiatives for Objectives**

Objective Name	Initiative	As Of	Status	Budget	Timing	Quality	Risk	Scope	Owners
Increase awareness of, access to and public participation in cultural activities (CUA)	Partnering with the Greater Miami Convention & Visitors Bureau	2/7/2019	Complete						Spring, Michael (Office of the Mayor)
Improve existing cultural facilities in neighborhoods throughout Miami-Dade County and the quality of Miami-Dade County's built environment (CUA)	Embark upon a comprehensive, community-wide initiative to encourage and achieve Quality Design	2/7/2019	Complete						Alfonso, L. Carolina (CUA); Dandrea, Lisa (CUA); Denis, Marie (CUA); Martinez-Delgado, David (CUA); Peraza, Alex (CUA); Spring, Michael (Office of the Mayor)