

As Of <= 12/31/2020

## 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, Liliana (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    |  |
|                  |   | Events at Joseph Caleb Auditorium  | '21 FQ1 | 0                     | 5                     |  | 0                     | 10                    |  |
|                  | Operate and Program Excellent Cultural Facilities (CUA)   | Attendance at Miami-Dade County Auditorium (MDCA)  | '21 FQ1 | 7,445                 | 38,000                |  | 7,445                 | 38,000                |  |
|                  |   | Attendance at African Heritage Cultural Arts Center (AHCAC)  | '21 FQ1 | 16,682                | 5,500                 |  | 16,682                | 5,500                 |  |
|                  |   | Concessions at Miami-Dade County Auditorium  | '21 FQ1 | 0                     | 30,000                |  | 0                     | 30,000                |  |
|                  |   | Events at African Heritage CAC   | '21 FQ1 | 53                    | 106                   |  | 53                    | 106                   |  |
|                  |   | Attendance at South Miami-Dade CAC   | '21 FQ1 | 0                     | 8,000                 |  | 0                     | 8,000                 |  |
|                  |   | Concessions at Joseph Caleb Auditorium   | '21 FQ1 | 0                     | 0                     |  | 0                     | 0                     |  |
|                  |   | Attendance at Joseph Caleb Auditorium (JCA)  | '21 FQ1 | 0                     | 5,000                 |  | 0                     | 10,000                |  |
|                  |   | Concessions at African Heritage Cultural Arts Center   | '21 FQ1 | 250                   | 850                   |  | 250                   | 850                   |  |
|                  |   | Events at South Miami-Dade CAC   | '21 FQ1 | 0                     | 35                    |  | 0                     | 35                    |  |
|                  |   | Concessions at South Miami-Dade Cultural Arts Center   | '21 FQ1 | 0                     | 7,500                 |  | 0                     | 7,500                 |  |
|                  |   | Events at Miami-Dade County Auditorium   | '21 FQ1 | 24                    | 30                    |  | 24                    | 30                    |  |
|                  | 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                                  | 2020 FY | 308,643 children      | 190,000 children      |  | 308,643 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                   |  |
|                  |   | Total Active Capital Projects (CUA)  | 2020 FY | 12                    | 12                    |  | 12                    | 12                    |  |
|                  |   | Repair Restoration and Conservation of the Public Art Collection (CUA)                             | 2020 FY | 33                    | 20                    |  | 33                    | 20                    |  |
|                  |   |  |         |                       |                       |  |                       |                       |  |
| Financial        | Meet Budget Targets (Cultural Affairs) (RC2)  | Expen: Total (Cultural Affairs)  | '20 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)   | '21 FQ1 | 74                    | 89                    |  | n/a                   | n/a                   |  |

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## Initiatives for Objectives

| Objective Name  | Initiative   | As Of     | Status   | Budget | Timing | Quality | Risk | Scope | Owners   |
|---|--|-----------|----------|--------|--------|---------|------|-------|--|
| Extend the Department's technical assistance services to additional areas of need for cultural organizations and artists. | Conduct Art in Public Places (APP) Workshops                           | 11/6/2020 | Complete |        |        |         |      |       | Alfonso, L. Carolina (CUA); Romeu, Patricia; Spring, Michael (Office of the Mayor)   |
|   | Conduct Workshops for Grantees   | 11/6/2020 | Complete |        |        |         |      |       | Allocco, Kelly; Andersen, Francine; Battle Mooney, Gilda (CUA); Benjamin, Nikenna D. (CUA); Perez, Adriana (CUA); Pezoldt, Dana (CUA); Spring, Michael (Office of the Mayor) |
| Make the Department's programs and services faster and easier to access (CUA)   | APP Website Maintenance and Tailoring of the Inventory Software System | 11/6/2020 | Complete |        |        |         |      |       | Spring, Michael (Office of the Mayor)  |
|   | Department Website Redesign  | 11/6/2020 | Complete |        |        |         |      |       | Battle Mooney, Gilda (CUA); Spring, Michael (Office of the Mayor)  |