

As Of <= 06/30/2021

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	
	Operate and Program Excellent Cultural Facilities (CUA)	Events at Joseph Caleb Auditorium	'21 FQ2	0	5		0	10	
		Attendance at Miami-Dade County Auditorium (MDCA)	'21 FQ3	3,433	35,000		15,754	96,000	
		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 FQ3	390	35,000		1,711	88,000	
		Events at African Heritage CAC	'21 FQ1	53	106		53	106	
		Attendance at South Miami-Dade CAC	'21 FQ3	21,344	29,500		79,762	49,500	
		Concessions at Joseph Caleb Auditorium	'21 FQ2	0	0		0	0	
		Attendance at Joseph Caleb Auditorium (JCA)	'21 FQ2	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 FQ3	84	4		186	41	
		Concessions at South Miami-Dade Cultural Arts Center	'21 FQ2	1,210	35,000		1,210	35,000	
		Events at Miami-Dade County Auditorium	'21 FQ3	29	35		97	110	
	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		2020 FY	33	20		33	20		

	Increase awareness of, access to and public participation in cultural activities (CUA)	Collection (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	
Financial	Meet Budget Targets (Cultural Affairs) (RC2)	Expen: Total (Cultural Affairs)	'21 FQ3	\$5,200K	\$13,211K		\$26,564K	\$39,633K	
		Revenue: Total (Cultural Affairs)	'21 FQ3	\$2,257K	\$13,211K		\$15,669K	\$39,633K	
		Positions: Full-Time Filled (DoCA)	'21 FQ3	76	89		n/a	n/a	

[Edit Scorecard](#)

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	3/8/2021	Complete						Spring, Michael (Office of the Mayor)
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)
Improve existing	Embark upon a comprehensive,	3/8/2021	Complete						Alfonso, L.

cultural facilities in neighborhoods throughout Miami-Dade County and the quality of Miami-Dade County's built environment (CUA)	community-wide initiative to encourage and achieve Quality Design							Carolina (CUA); Dandrea, Lisa (CUA); Denis, Marie (CUA); Martinez-Delgado, David (CUA); Peraza, Alex (CUA); Spring, Michael (Office of the Mayor)
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