

Condensed Title:

A resolution of the Mayor and City Commission of the City of Miami Beach, Florida, authorizing the City Manager to approve the Cultural Arts Council's Cultural Grants funding recommendations and awarding \$630,000 in said grants, for Fiscal Year 2011/12, as identified in the attached Exhibit "A"; and further authorizing the Mayor and City Clerk to execute said grant agreements, and make the award of said grant monies subject to and contingent upon the approval of the Cultural Arts Council's budget for the Fiscal Year 2011/12.

Key Intended Outcome Supported:

Increase community rating of cultural activities.

Supporting Data (Surveys, Environmental Scan, etc.): According to the 2009 Survey, on average, residents attended cultural activities 10.61 times per month and family friendly activities 7.19 times per month.

Issue:

Shall the City approve and accept the grant award recommendations and award \$630,000 in said Cultural Arts Grants for Fiscal Year 2011/12?

Item Summary/Recommendation:

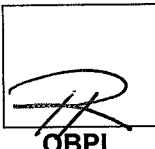
Between January and June 2011, the Cultural Affairs Program Staff and CAC conducted an application and review process for its Fiscal Year 2011/12 Cultural Arts Grant Programs. This process included the 11 member CAC who served as the grants panelists to evaluate the 47 applications received, requesting a total of \$975,000. The recommendations were reviewed by the CAC at their June 2 meeting, where the CAC unanimously supported them. *The number of applications reviewed and dollar figures include submissions from the joint Cultural Tourism Grants Program with the Miami Beach VCA.*

Adopt the resolution and approve, accept, and award the Fiscal Year 2011/12 Cultural Arts Council grant recommendations in the amount of \$630,000.

Advisory Board Recommendation:

The Cultural Arts Council reviewed the grant panel recommendations at their June 2 meeting and supports the recommended awards as reflected in the fourth column of Exhibit "A".

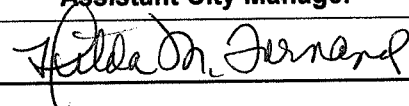
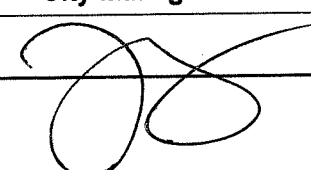
Financial Information:

Source of Funds:	Amount	Account	Approved
 OBPI	1	\$630,000	140.6080 Cultural Arts Council Fund
	2		
	3		
	4		
	Total	\$630,000	

Financial Impact Summary:

City Clerk's Office Legislative Tracking:

Sign-Offs:

Department Director	Assistant City Manager	City Manager
		





MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMISSION MEMORANDUM

TO: Mayor Matti Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: September 27, 2011

SUBJECT: **RESOLUTION ACCEPTING THE CITY MANAGER'S RECOMMENDATION, AND APPROVING THE CULTURAL ARTS COUNCIL'S FUNDING RECOMMENDATIONS, AND AWARDING \$630,000 IN CULTURAL GRANTS, FOR FISCAL YEAR 2011/12, AS IDENTIFIED IN THE ATTACHED EXHIBIT "A"; AND FURTHER AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE SAID GRANT AGREEMENTS, AND MAKE THE AWARD OF SAID GRANT MONIES SUBJECT TO AND CONTINGENT UPON THE APPROVAL OF THE CULTURAL ARTS COUNCIL'S BUDGET FOR THE FISCAL YEAR 2011/12.**

ADMINISTRATION RECOMMENDATION

Adopt the Resolution.

FUNDING

Funding is available from the Cultural Arts Council's (CAC) budget for Fiscal Year 2011/12.

ANALYSIS

The Mayor and City Commission passed an Ordinance in 1997 establishing the Cultural Arts Council to support the visual and performing arts in Miami Beach. The cultural arts grants program, a central component of the Council's master plan, provides funding to not-for-profit arts organizations through a competitive application and review process. This funding annually results in hundreds of performances, exhibits, and other cultural events being held throughout the City of Miami Beach.

Funding Categories

In 1998, a competitive process was established to review grant applications and assess the cultural community's needs. The grant categories and their objectives are listed below.

Cultural Anchors – Provides grants to the major preeminent arts institutions physically based in the City of Miami Beach, whose primary mission is year-round artistic and cultural programming that contributes significantly to the cultural life of the City of Miami Beach. Organizations must have minimum organizational budget levels of \$750,000. Grants may be used towards operational expenses in association with the annual cultural programming described in the application. The seven organizations are: ArtCenter/South Florida, Bass Museum of Art, Jewish Museum of Florida, Miami City Ballet, Miami Design Preservation League, New World Symphony, and Wolfsonian-FIU.

Three years ago the CAC approved the addition of Miami Beach based cultural

organizations into the Cultural Anchors category. These organizations meet all the above listed objectives but have organizational budget levels below \$750,000, and are called "Junior" Cultural Anchors. For FY 2011/12 these organizations include Arts at St. John's, Miami Beach Film Society, Miami Beach Garden Conservancy (Miami Beach Botanical Gardens), SoBe Institute of the Arts, Friends of the Miami-Dade Public Library and The Holocaust Memorial Committee which was added as a "Junior" Cultural Anchor at the November 4, 2010 CAC meeting.

Cultural Heritage - Provides project-specific grants for arts programming to not-for-profit 501(c)(3) Miami Beach-based institutions devoted to promoting and protecting the diverse heritage, traditions and culture of Miami Beach. Grants may be used for presentations of visual and performing arts, arts programs and workshops, and other projects which emphasize the artistic experience and are accessible to a broad audience. Grant funds may not be used to support projects that are primarily recreational, therapeutic, vocational or rehabilitative, or for religious services or programs designed solely for practitioners of a specific religion.

Artistic Disciplines – Dance, Film, Music, Theater and Visual Arts

Funding is limited to arts and cultural organizations whose primary mission is to create and present work in one of the following artistic disciplines; Dance, Music Theater, Film and Visual Arts. Proposed projects should be for work that is new or has never before been presented in Miami Beach. Organizations receiving an Artistic Discipline Grant are chosen based on demonstrated artistic talent and potential and the vision for the proposed project, in relation to their overall artistic goals.

Cultural Presenters - Provides grants to organizations whose primary mission is to produce and present cultural and artistic productions.

Cultural Tourism (funding shared by the CAC & VCA) – Provides grants to support major cultural arts performances, festivals, and events which attract a significant number of tourists to the City of Miami Beach. The CAC partners with the VCA for Cultural Tourism grants that support cultural events with documented tourism benefits. The VCA provided \$30,000 and the CAC provided \$30,000 to fund this program in Fiscal Year 2011/12. Similar to the CAC grants panel process, three (3) members of the VCA and three (3) members of the CAC jointly convened a Cultural Tourism Panel on July 6, 2011, to review and recommend funding for this category. Please refer to Exhibit B for a detailed list of all the review panel members. The Cultural Tourism Program awards totaled \$60,000.

Cultural Ignition – Provides grants for organizations never before funded by the City of Miami Beach, encouraging new and smaller cultural organizations to participate in the grants process. Maximum award in this program is \$5,000. No one has applied to date.

Each year the CAC assesses its grants programs and practices, and adopts changes to improve the process and to better serve the public. Following on the success of the **Byron Bonus** program which allocated an additional \$2,000 to grantees in order to maintain incentives for programming in North Beach, the **Fresh Air Fund** free outdoor performance bonus of \$2,000 was offered to all FY 2011/12 Artistic Disciplines and Cultural Presenter grantees whose projects include free outdoor performances in the City of Miami Beach. (e.g. at Collins Park, at North Beach Bandshell, etc). This new "Fresh Air Fund" replaces the Byron Bonus that was offered in FY 2010/11. Twelve (12) applicant groups qualified for the

Fresh Air Fund in FY 2011/12.

Application Process

All CAC grant applications, guidelines, and instructions were offered in English and Spanish. Applications were made available through the Department of Tourism and Cultural Development and electronically on the City of Miami Beach's (www.miamibeachfl.gov) and the Cultural Affairs Program's (www.mbculture.org and www.mbculture.com) websites. Additionally, the grant programs were publicized in English and Spanish media and via electronic mail.

Between December 2010 and April 2011, Cultural Affairs staff met individually with applicants to determine eligibility, program category, and offer guidance regarding application preparation. Final grant application deadlines varied depending upon Program category with the earliest deadline of January 7, 2011 for Cultural Anchors and the latest deadline of April 4, 2011, for Cultural Presenters and Cultural Ignition programs. The application process, including the Cultural Tourism program, yielded 47 viable applications for cultural programming in Fiscal Year 2011/12, with requests totaling \$975,000, including the VCA/CAC joint Cultural Tourism Program applicants.

This year, the eleven CAC members again comprised the CAC grants panels exclusively; please refer to Exhibit C for a listing of CAC members. The Cultural Affairs Program Manager led the CAC members in a grant panel orientation during the CAC's regular meeting on January 6, 2011. The CAC grants panels convened at public meetings on February 3, March 3, April 7, and May 5, 2011. The Cultural Tourism grant panel convened at a public meeting on July 6, 2011, at 1755 Meridian Avenue, Miami Beach. The panelists reviewed applications in alphabetical order. Applicants were allowed to address specific questions from the panelists. The applications were scored using evaluation forms based on criteria listed in the application, then averaged dropping the highest and lowest scores.

In a public meeting held on June 2, 2011, the CAC members reviewed the final scores ranked highest to lowest from all the panel meetings combined. As per CAC approved Fiscal Year 2011/12 grant guidelines, an application must have scored a minimum average of 80% to be eligible to receive funding. The attached Exhibit "A" lists the forty-seven (47) organizations recommended for funding. An additional four (4) applicants did not meet the minimum score requirements and therefore were ineligible for funding.

CONCLUSION

The Mayor and City Commission should adopt the City Administration's recommendation as detailed above and as reflected in the fourth column of Exhibit "A", titled "City Administration Recommendation."

JMG/HF/MAS/GF/MH
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EXHIBIT A

	Program/Applicant	Score Average	Award Request	2011-12 City Administration Recommendation	
ANCHORS					
1	New World Symphony	98.833	\$ 35,000.00	\$	25,597.75
2	Miami Beach Garden Conservancy	94.167	\$ 25,000.00	\$	17,420.90
3	Miami City Ballet	93.857	\$ 35,000.00	\$	24,308.96
4	Jewish Museum of Florida	93.429	\$ 30,000.00	\$	20,741.24
5	Wolfsonian-FIU	93.167	\$ 35,000.00	\$	24,130.25
6	Friends of Miami-Dade Public Library	92.571	\$ 25,000.00	\$	17,125.64
7	Friends of the Bass Museum	90.714	\$ 30,000.00	\$	20,138.51
8	Miami Beach Film Society	90.333	\$ 25,000.00	\$	16,711.61
9	ArtCenter/South Florida	89.714	\$ 30,000.00	\$	19,916.51
10	Miami Design Preservation League	87.200	\$ 30,000.00	\$	19,358.40
11	Arts at St. Johns	86.286	\$ 25,000.00	\$	15,962.91
12	SoBe Institute of the Arts	83.167	\$ 25,000.00	\$	15,385.90
13	Holocaust Memorial Committee	83.000	\$ 25,000.00	\$	15,355.00
CULTURAL PRESENTERS					
14	Patrons of Exceptional Artists	93.500	\$ 20,000.00	\$	13,838.00
15	Rhythm Foundation	92.667	\$ 20,000.00	\$	13,714.72
16	Tigertail Productions	92.250	\$ 20,000.00	\$	15,653.00
17	Miami-Dade College	90.750	\$ 20,000.00	\$	13,431.00
18	Italian Film Festival	90.000	\$ 10,000.00	\$	6,660.00
19	FUNdarte	89.500	\$ 20,000.00	\$	15,246.00
20	Miami Light Project	89.250	\$ 10,000.00	\$	6,604.50
21	Center for the Advancement of Jewish Education	88.500	\$ 20,000.00	\$	13,098.00
22	Florida Dance Association	88.250	\$ 20,000.00	\$	13,061.00
23	Miami Short Film Festival	87.500	\$ 20,000.00	\$	14,950.00
ARTISTIC DISCIPLINES - DANCE					
24	Dance Now! Ensemble	96.500	\$ 20,000.00	\$	16,282.00
25	Miami Momentum Dance Co.	96.000	\$ 10,000.00	\$	9,104.00
26	Cuban Classical Ballet of Miami	90.750	\$ 20,000.00	\$	13,431.00
27	Flamenco Puro, Inc.	88.875	\$ 10,000.00	\$	6,576.75
28	Josee Garant Dance Co.	87.625	\$ 10,000.00	\$	6,484.25
ARTISTIC DISCIPLINES - MUSIC					
29	Seraphic Fire	102.111	\$ 20,000.00	\$	15,112.43
30	Florida Grand Opera	97.556	\$ 10,000.00	\$	9,219.14
31	Miami Symphony Orchestra	94.222	\$ 20,000.00	\$	13,944.86
32	Miami Children's Chorus	94.000	\$ 10,000.00	\$	6,956.00
33	Greater Miami Youth Symphony	93.556	\$ 10,000.00	\$	6,923.14
34	Ars Flores Symphony Orchestra	92.667	\$ 20,000.00	\$	13,714.72
35	South Florida Composer's Alliance	90.444	\$ 20,000.00	\$	15,385.71
36	South Beach Chamber Ensemble	90.111	\$ 10,000.00	\$	8,668.21
37	Miami Gay Men's Chorus	88.889	\$ 20,000.00	\$	15,155.57
38	Orchestra Miami	81.333	\$ 10,000.00	\$	7,315.44
ARTISTIC DISCIPLINES - THEATER					
39	Ground Up and Rising	93.333	\$ 20,000.00	\$	15,813.28
40	Miami Lyric Opera	92.833	\$ 20,000.00	\$	13,739.28
41	Fantasy Theater Factory	92.143	\$ 10,000.00	\$	8,818.58
42	Teatro en Miami	87.167	\$ 10,000.00	\$	6,450.36
43	City Theatre	84.429	\$ 20,000.00	\$	12,495.49
CULTURAL TOURISM GRANT PROGRAM				CAC Contribution	TOTAL Awarded
44	16 th Brazilian Film Festival of Miami – Infinito Art & Cultural Foundation, Inc.	n/a	\$ 30,000.00	\$ 8,250.00	\$ 16,500.00
45	XVII International Ballet Festival of Miami – Miami Hispanic Ballet Corp.	n/a	\$ 30,000.00	\$ 8,250.00	\$ 16,500.00
46	14th Annual Miami Gay & Lesbian Film Festival in Miami Beach – Miami Gay & Lesbian Film Festival	n/a	\$ 30,000.00	\$ 8,250.00	\$ 16,500.00
47	VII Sicilian Film Festival - The Sicilian Cultural and Film Festival, Inc.	n/a	\$ 30,000.00	\$ 5,250.00	\$ 10,500.00

* Receiving Fresh Air Funds (\$2000 included in award amount)

TOTAL	\$ 975,000.00	\$ 630,000.00
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MIAMI BEACH VISITOR & CONVENTION AUTHORITY BOARD

Ms. Elsie Sterling Howard, *Chair*

*Mr. Jeff Lehman, *Vice Chair*

Ms. Micky Ross Steinberg

*Ms. Jacque Hertz

*Mr. Steve Adkins

Mr. Keith Menin

* July 6, 2011 Cultural Tourism Panelist



MIAMIBEACH

Miami Beach Cultural Arts Council
Department of Tourism & Cultural Development
Office: 1755 Meridian Avenue, Suite 500
Mail: 1700 Convention Center Dr., Miami Beach 33139-1819
305 673 7577 / fax 305 673 7262 / www.mbculture.org

Cultural Arts Council Members

Ileana M. Bravo
Chair
Current term ends: 12/31/11

Zoila Datorre
Current term ends: 12/31/11

Nina Duval
Current term ends: 12/31/13

Solomon B. Genet
Vice-Chair
Current term ends: 12/31/12

Isadore H. (Izzy) Havenick
Current term ends: 12/31/13

*Beatrice Hornstein
Current term ends: 12/31/12

*Gregory Melvin
Current term ends: 12/31/11

Daniel Novela
Current term ends: 12/31/12

*Marjorie O'Neill-Butler
Current Term ends: 12/31/12

Israel Sands
Current term ends: 12/31/11

Eda Valero-Figueira
Current term ends: 12/31/11

George Neary, *Honorary Member*

*July 6, 2011 Cultural Tourism Panelist

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE CITY MANAGER'S RECOMMENDATION, AND APPROVING THE CULTURAL ARTS COUNCIL'S FUNDING RECOMMENDATIONS, AND AWARDING \$630,000 IN CULTURAL ARTS GRANTS, FOR FISCAL YEAR 2011/12, AS IDENTIFIED IN THE ATTACHED EXHIBIT "A"; AND FURTHER AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE SAID GRANT AGREEMENTS, AND MAKE THE AWARD OF SAID GRANT MONIES SUBJECT TO AND CONTINGENT UPON THE APPROVAL OF THE CULTURAL ARTS COUNCIL'S BUDGET FOR FISCAL YEAR 2011/12.

WHEREAS, the Miami Beach Cultural Arts Council (CAC) was created to develop, coordinate, and promote the performing and visual arts of the City of Miami Beach for the enjoyment, education, cultural enrichment, and benefit of the residents of and visitors to the City; and

WHEREAS, from December 2010 through June 2011, the Cultural Affairs staff and CAC conducted its application and review process for its Fiscal Year 2011/12 Cultural Arts Grant Programs; and

WHEREAS, grants panelists, comprised of the CAC members for CAC grant programs and both VCA and CAC members for the joint Cultural Tourism grant program, evaluated 47 applications, requesting a total of \$975,000; and

WHEREAS, the CAC, at its regular meeting on June 2, 2011, reviewed their recommendations and unanimously supported the recommended Cultural Arts awards for Fiscal Year 2011/12 as more specifically identified in column four of Exhibit "A", attached hereto.

WHEREAS, the City Manager has reviewed the recommendations and concurs with same.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission accept the City Manager's recommendations and hereby approves the award of \$630,000 in CAC grants for Fiscal Year 2011/12, as identified in column four of the attached Exhibit "A" titled, "City Administration Recommendation"; and further authorize the Mayor and City Clerk to execute said Grant Agreements, making the award of said grants subject to and contingent upon the approval of the CAC's budget for Fiscal Year 2011/12.

PASSED and ADOPTED THIS _____ day of _____ 2011.

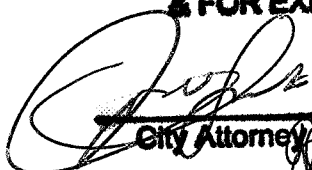
ATTEST:

CITY CLERK

MAYOR

JMG/HF/MAS/GF/MH
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**APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION**



City Attorney

9/16/11

Date