



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2020-2021

LFIR # 2476

1. **Project Title**
2. **Senate Sponsor**
3. **Date of Request**

4. **Project/Program Description**

The long-term goal is to collaborate with local art curators and performing arts youth groups to provide an on-going performing arts series to this free and open to the public. The venue is the Betty T Ferguson Recreational Complex in Miami Gardens because of its close proximity to the Hard Rock Stadium and the Miami Dolphins football stadium. The series will help to build an audience base consisting of locals and tourists. FIND YOUR BEAT! Performing Arts Series will provide cultural enrichment presented by local youth performing arts agencies as well as share cross-cultural awareness of this community's diverse population. This project will give Miami Gardens a chance to establish a vibrant cultural hub that attracts both locals and tourists.

5. **State Agency to receive requested funds**
- State Agency contacted? Yes No

6. **Amount of the Nonrecurring Request for Fiscal Year 2020-2021**

Type of Funding	Amount
Operations	<input style="width: 100px;" type="text" value="134,624"/>
Fixed Capital Outlay	<input style="width: 100px;" type="text" value="000"/>
Total State Funds Requested	134,624

7. **Total Project Cost for Fiscal Year 2020-2021 (including matching funds available for this project)**

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	<input style="width: 100px;" type="text" value="134624"/>	<input style="width: 100px;" type="text" value="100.0"/> %
Matching Funds		
Federal	<input style="width: 100px;" type="text" value="00"/>	<input style="width: 100px;" type="text" value="0"/> %
State (excluding the amount of this request)	<input style="width: 100px;" type="text" value="00"/>	<input style="width: 100px;" type="text" value="0"/> %
Local	<input style="width: 100px;" type="text" value="00"/>	<input style="width: 100px;" type="text" value="0"/> %
Other	<input style="width: 100px;" type="text" value="00"/>	<input style="width: 100px;" type="text" value="0"/> %
Total Project Costs for Fiscal Year 2020-2021	134,624	100 %

8. **Has this project previously received state funding?** Yes No

If yes, provide the most recent instance:

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>	<input style="width: 100%;" type="text"/>

9. **Is future-year funding likely to be requested?** Yes No

If yes, indicate nonrecurring amount per year.



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10. Details on how the requested state funds will be expended

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	Salaries will be used for Project Head @\$35 per hrs x 20 hrs per week = \$700 per week x 6 weeks per event = 4200 x 7 events = \$29,400 + 9.5% tax = \$2193 = \$32193	32,193
Other Salary and Benefits	Salaries used for Support Clerical Staff (1) @\$15 per hour x 20 hrs per week = \$300 per week x 6 weeks per event = \$1,800 x 7 events = \$12,600 + (9.5% tax) \$1,197 = \$13,191	13,191
Expense/Equipment/Travel/Supplies/Other	Office Supplies @\$50 per month x 12 months = \$600	600
Consultants/Contracted Services/Study	Funds will be used to pay the Bookkeeper and Payroll taxes throughout the grant cycle. Bookkeeper \$470 per month x 12 months= \$5640. Payroll Processing \$108 per pay period x 2 = \$216 x 12 months = \$2592. Total \$8232.00	8,232
Operational Costs: Other		
Salary and Benefits	Coordinator @\$35 per hour x 15 hrs per week = \$525 x 6wks (lead time and event = \$3150 x 7 = \$22,050.00 - tax @9.5% = 9.5% \$2037 = \$24,087. Assist. Asst Coordinator @\$18 per hour x 20 hours per wk = \$360 x 6wks = \$2160 + (9.5%) = \$205 = \$2365 x 7 events = \$16,555	40,642
Expense/Equipment/Travel/Supplies/Other	Marketing AD Space \$1,000.00 Marketing Ad space for local publications x 6 events = \$6,000 Social Media/Digital \$1,000.00 Marketing Ad space for local newspaper x 6 events = \$6,000 Playbill order \$68.00 Playbill order copywrite cost \$68.x 2 publications = \$136. Playbill book \$375.00 Playbill book - 375 books @\$375 x 2 printings = \$750 Banner - Event economy retractable banner \$1,200.00 Event Banner @\$650 + Ground Flags x 2 = \$550	15,266
Consultants/Contracted Services/Study	Stipend to Artist @\$150 each x 10 artist = \$1500 Stipend paid to performing Arts Group \$1,500 each x 7 events = \$10,500.00 Publicist paid per monthly event @\$1,000 x 7 = \$7,000 Social media group - manage and promote marketing @\$1000 x 7 = \$7000	24,500
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		
Total State Funds Requested (must equal total from question #6)		134,624



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11. Program Performance

a. What specific purpose or goal will be achieved by the funds requested?

The City of Miami Gardens needs more free art/concert events. In an effort to promote the arts and build an audience base, Alliance for Musical Arts (AFMA) would like to expand their performing arts series featuring local artist and youth performing arts groups. All agencies involved are funded by Miami-Dade Cultural Arts funding and have a long track record. The alliance wants to partner and collaborate with other non-profits to bring their talent to this area.

b. What activities and services will be provided to meet the intended purpose of these funds?

FIND YOUR BEAT! Performing Arts Series will provide 6 monthly art exhibitions and youth performing arts events free and open to the public. For example, this year events will take place during the lead up to Superbowl 2020 in the City of Miami Gardens. There will be more tourists and persons from out-of-town during this period. FDOT plans to build an above ground rail system, which will help to broaden the audience base. Performing Arts Series should be in this community.

c. What direct services will be provided to citizens by the appropriation project?

AFMA would like to establish a performing arts series in Miami Gardens that is focused on providing youth in the area access to the arts. Miami Gardens has limited access to performances and art, leaving the youth in the area with no outlet to develop a taste for the arts. AFMA and its partners, who are funded through the Miami-Dade Cultural Affairs Council and Florida Division of Cultural Affairs, would like to introduce the arts to a new audience. Creating an audience base and an outlet for youth to enjoy access to the arts in Miami Gardens can lead to attracting tourism in the area as well as establishing a safe zone for those interested in the arts.

d. Who is the target population served by this project? How many individuals are expected to be served?

General population with emphasis on persons from low-income households and persons living in Miami Gardens, Florida.

e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

To present a performing arts series and an audience base in the City of Miami Gardens by attracting more persons from out-of-town. To support local artist through MUCE305 Curated Arts Exhibitions from varied backgrounds and culture. To establish a sustainable business model to grow the musical and theater arts as the infrastructure for this area. To partner with other nonprofit organizations in Miami-Dade. Activities: A total of 6-events: 3 curated art exhibitions and 3 concerts featuring the Miami Children's Chorus, 305 All Star Community Band, and South Florida Youth Symphony with a Mini Art Exhibition by MUCE305. Outcome is to increase cultural offerings and attendance. The collaboration would include City of Miami Gardens, the Miami Dade Cultural Arts Council, Miami Dade TDC, and private and corporate donors.

f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for in the contract?

Standard contract penalties are sufficient. This project has great possibilities but the challenges are also great. There are plans to build a performing arts center in the area but as of yet the infrastructure for building an audience base is not there. The penalty should be to work to make the project a success by making the appropriate community connections using local agencies to support this municipality



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12. **The owners of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owners of the facility and the entity.**

N/A

13. **Requestor Contact Information**

- a. First Name Last Name
- b. Organization
- c. E-mail Address
- d. Phone Number Ext.

14. **Recipient Contact Information**

- a. Organization
- b. Municipality and County
- c. Organization Type
- For-profit Entity
 - Non-Profit 501(c) (3)
 - Non-Profit 501(c) (4)
 - Local Entity
 - University or College
 - Other (please specify)
- d. First Name Last Name
- e. E-mail Address
- f. Phone Number

15. **Lobbyist Contact Information**

- a. Name
- b. Firm Name
- c. E-mail Address
- d. Phone Number Ext.