

Tourism Event Sponsorship Application

For an event to be considered for funding, all sections of the application must be completed. Missing information will delay review. Additional supporting documentation (such as prior year's performance of room nights generated) are strongly encouraged.

Section 1. Profile

Legal name of company	City of Miami Gardens
State the company was incorporated/organized in	2003

Contact name	Samuel Randle
Title	Events Manager
Phone #	786-443-9961
Contact email	srandle@miamigardens-fl.gov
Address	18605 NW 27th ave
City/St/Zip	Miami Gardens, Florida 33056

About your company

Tell us about your organization. How many years has the company been in business? Describe what experience the company and the management team have in producing similar events. Describe other events the company has produced in South Florida.

The City of Miami Gardens celebrated its 20th anniversary in 2023, since its incorporation. With a population of approximately 113,000, it is the third-largest city in Miami-Dade County. Miami Gardens is a solid professional community of unique diversity. It is the largest predominantly African-American municipality in Florida and boasts thousands of Caribbean and Hispanic residents. The City is the home of the Hard Rock Stadium, Miami Dolphins football team, University of Miami Hurricanes football team, Orange Bowl football game, 2020 Super Bowl, Miami Tennis Open, the Miami Dolphins Training Facility, and the Formula One Miami Grand Prix Race. Additionally, Miami Gardens is the future host of the 2026 College Football Playoff National Championship and one of the host cities of FIFA World Cup 2026. The City has demonstrated steady in the areas of community and economic development and has gained a reputation for being a premier destination in South Florida. Miami Gardens is a 2020 All-America City.

Miami Gardens' signature multicultural celebration, Jazz in the Gardens Music Festival,

Name of Event	Women's Impact Luncheon and JITG Opening Night Party
Event Date(s)	March 8th, 2024
Event venue(s)	Hard Rock Casino & Guitar Hotel

Proposed amount of sponsorship investment:	100,0000
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Section 2. About the event

Describe the event and how the local tourism industry is involved.

Describe who the event appeals to and why it would be a good fit for Broward County. Describe what tourism partners are involved. (For example, are you partnering with local hotels for promotions? Are local restaurants participating?)

In honor of Women's History Month, in conjunction with the Jazz in the Gardens Music Festival, the City of Miami Gardens presents the Women's Impact Luncheon. This inspirational experience is designed to inspire women to live fulfilled and balanced lives. Attendees are entertained and engaged by distinguished speakers and artists who deliver powerful messages of inspiration. Studies have shown that women make more than 75% of the financial decisions in a household - this includes where to vacation and where to dine. This powerful event is perfect for sponsors looking to connect with an educated and engaged female consumer.

The Opening Night Party provides a relaxing environment for festival guests to enjoy the nightlife of Broward County. Sponsors will have a platform to engage with guests in a more intimate setting.

Is one of the main purposes of this event to attract tourists to Broward County?

Yes

No

Explain why:

Jazz in the Gardens attracts guests from across the nation. We are explicitly bringing people to Broward County by hosting Women's Impact and Opening Night Party and partnering with hotels throughout Broward County.

Describe the event's budget

What is the total budget? List all sources of revenue (ex. ticket sales, sponsors, etc.) What is your lowest priced ticket? Describe how this sponsorship funding will be used.

Event Budget Total -\$186,852
Women's Impact Total - \$106,700
Opening Night Total -\$80,152

Women Impact Luncheon
Early Bird - \$80
Regular Ticket Price - \$100
Opening Night
Early Bird Ticket -\$30
Regular Ticket Price - \$40


If Visit Lauderdale does not fund this event, what impact does that have on the event?

The events will still occur in Broward County as contracts have been executed with Hard Rock. However, it will affect our reach to attract visitors to hotels, restaurants, and points of interest in Broward County.

Section 3. Event metrics

Total projected attendance:	600 Women's Impact/ 1800 Opening Night Party Total- 2400
What percentage of your attendees will stay overnight in Broward County?	10
What percentage of projected attendees reside <u>outside</u> of Broward/Palm Beach/Miami-Dade counties?	30


Do you have hotel or other lodging partners for this event?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
If yes, please list the hotel partner(s): (If you need more room, you can attach a list of hotels here instead).	Hard Rock Hotel and Casino	
Contracted room nights: (Total number of hotel nights contracted with hotel partners located <u>in Broward County</u>).	40	
Estimated non-contracted room nights: (Estimated total number of non-contracted hotel nights attendees will use at hotels located <u>in Broward County</u>).	30	

Why do you expect these numbers?	
If this is an established event, please detail the prior performance of the event (room nights and/or attendance). If this is a new event, explain in detail why you anticipate the numbers above.	
Please refer to attached 2022 jazz in The Gardens Event performance survey results	
Attach documentation showing prior year's performance. <ul style="list-style-type: none"> • If this event occurred in the past, this information is required. • If this is a new event, information from a comparable event is recommended. 	

Section 4: Event promotion

Will the event marketing target audiences outside of South Florida?	x Yes	No
Describe the marketing / promotional plan for the event. Description should include marketing budget, media outlets, execution methods as well as how Broward County will be promoted.		
Overall Jazz in the Gardens Music Festival Marketing budget = \$200,000, of which a portion covers the women's Impact Luncheon and Opening Night Party: -Local, Regional and National Radio -Billboard Ad across key markets throughout nation -Social Media across all platforms -Local, Regional, and Nation ad placement		
Specify all proposed deliverables Broward County will receive with this sponsorship. (Examples: Visit Lauderdale logo included in six-month digital marketing campaign; Visit Lauderdale logo in email blasts to 200k audience; etc.)		
For both Opening Night Party and Women's Impact Luncheon, assets will be deployed up approval of funding, through April 2024: -Logo inclusion in Social Media Marketing -Logo inclusion on events Flyers and Marketing Material -Logo inclusion on event website		
Metrics to Evaluate Success Specifically identify how you propose Visit Lauderdale should measure a successful investment of sponsorship funds with respect to your event. Outline the metrics that will be used and identify how you will provide proof-of-performance prior to payment. (Examples: 3rd party certified study demonstrating number of hotel room nights consumed and attendee demographics; ticket sales numbers including zip code information; gate entrance counter with surveys to determine number of out-of-town visitors; etc.)		
Our metrics will be measured as follows: <ul style="list-style-type: none"> • Geo Fencing Software • Hotel Pickup Reports • Event Participation Survey 		

Attach any additional information here:

	11/3/2023 5:46:45 PM EDT
Signature	Date

2022 Jazz In The Gardens Event Performance



www.MiamiandMiamiBeach.com



Origin of Attendee

Residence	%
Elsewhere in the US	33%
Miami-Dade County	29%
Broward County	21%
Elsewhere in Florida	12%
Palm Beach County	4%
Outside the US	2%

DMA (excluding Broward / Miami)*	%
Atlanta	20%
Orlando - Daytona Beach - Melbourne	12%
West Palm Beach – Ft. Pierce	11%
Boston	5%
Los Angeles	4%
Minneapolis	4%
Tampa	4%
Chicago	4%
Houston	4%
Nashville	2%
New York	2%
Philadelphia	2%
Ft. Myers - Naples	2%
Jacksonville	2%
Richmond	2%



*using mobile data geofencing

Origin of Attendee – Historical

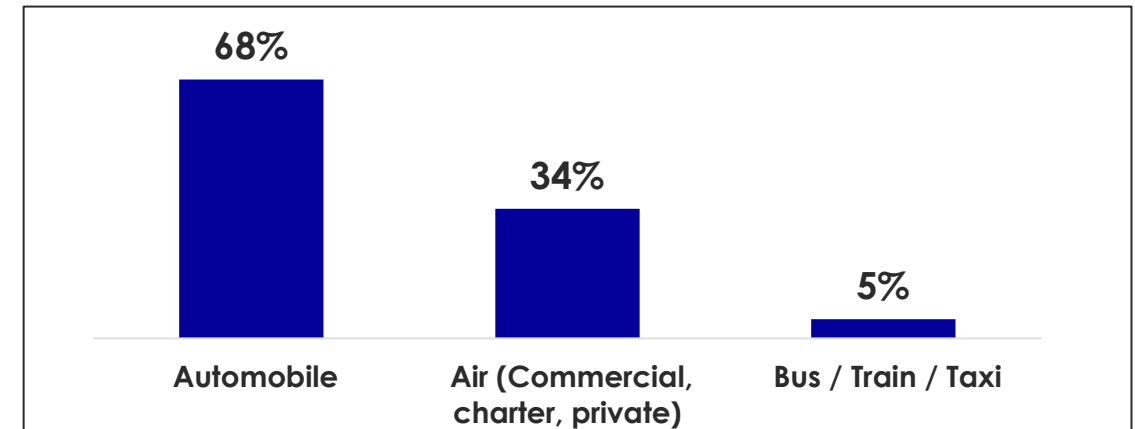
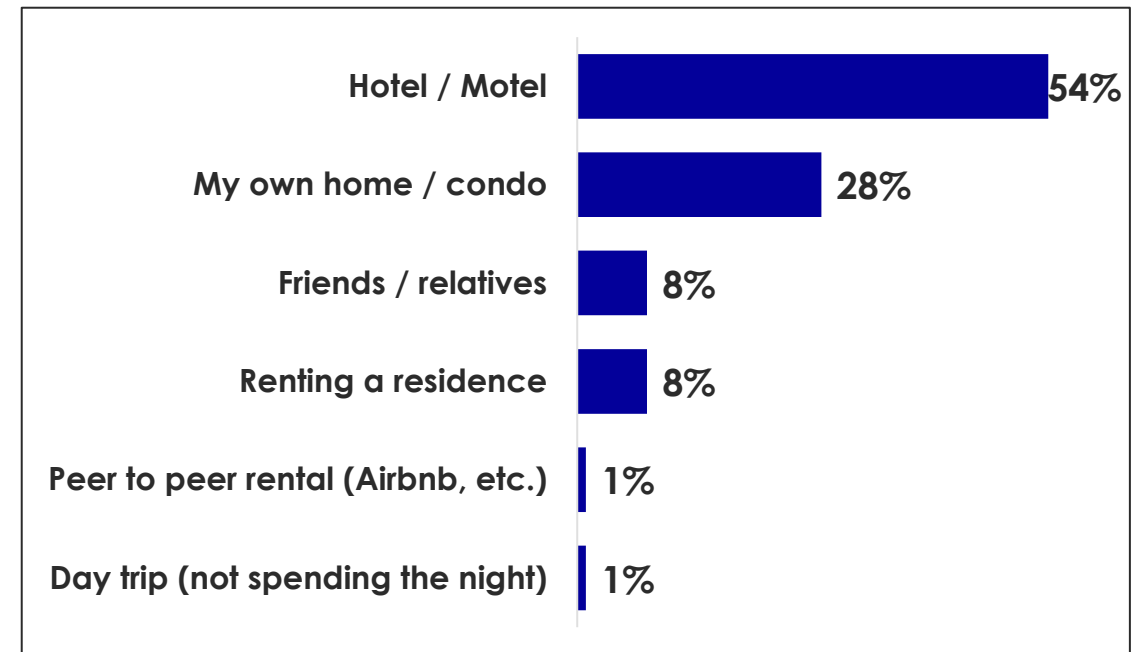
Area	2015	2016	2017	2018	2019	2022
Miami-Dade County	36%	35%	36%	31%	42%	29%
Broward County	25%	26%	27%	27%	25%	21%
Palm Beach County	6%	7%	4%	5%	3%	4%
Elsewhere in Florida	14%	16%	17%	14%	12%	13%
Elsewhere in the USA	16%	14%	15%	21%	16%	31%
Outside the USA	2%	2%	1%	1%	2%	2%

Lodging and Transportation (do not reside in Miami-Dade County)

Type of lodging	%
Hotel / Motel	54%
My own home / condo	28%
Renting a residence	8%
Friends / relatives	8%
Day trip (not spending the night)	1%
Peer to peer rental (Airbnb, etc.)	1%

Total visitors using paid lodging 63%

Mode	%
Automobile	68%
Air (Commercial, charter, private)	34%
Bus / Train / Taxi	5%



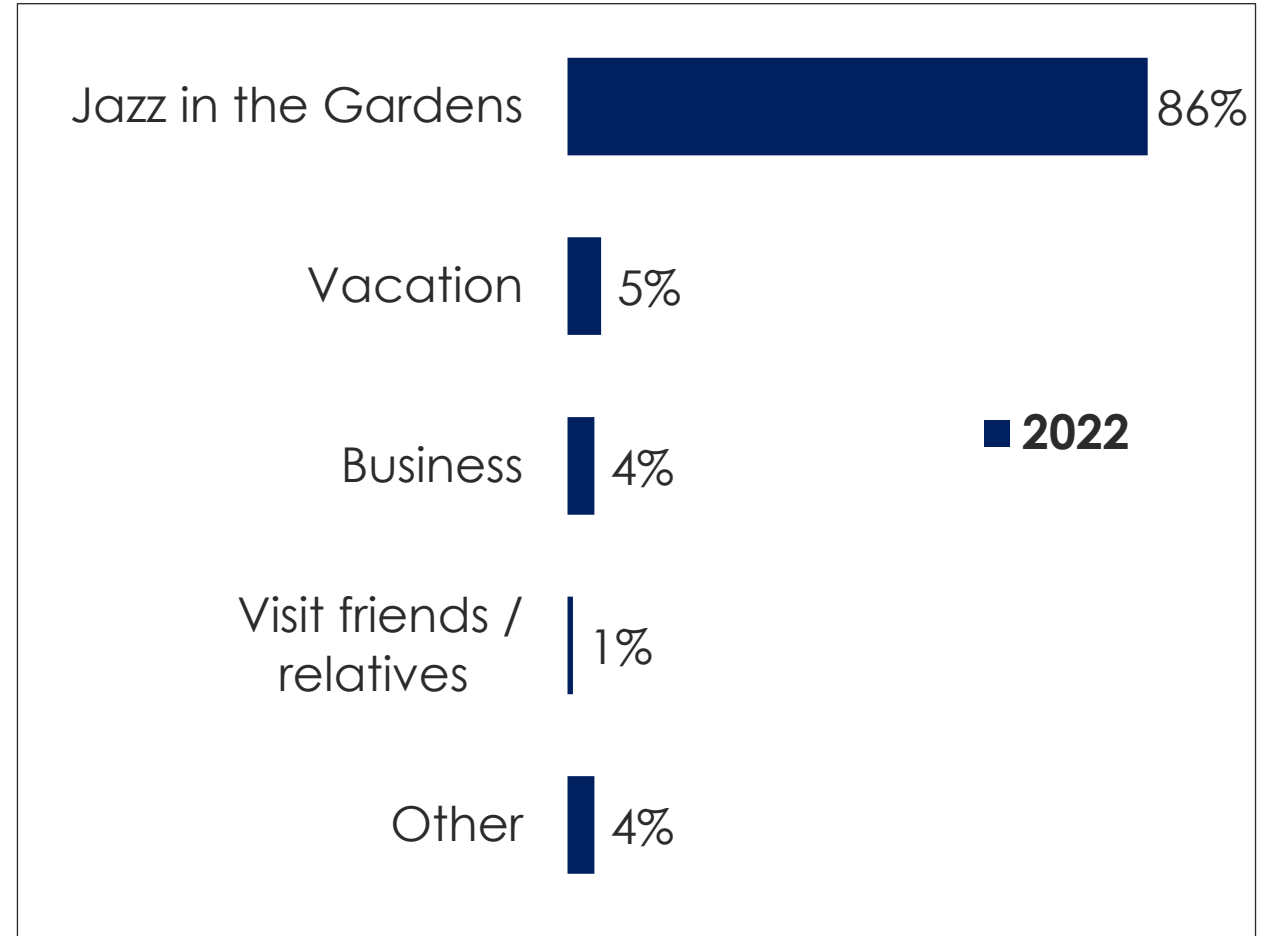
Lodging – Historical

Lodging (no residents)	2015	2016	2017	2018	2019	2022
Hotel / Motel	58%	54%	55%	40%	35%	54%
Rented a residence	--*	4%	5%	7%	7%	8%
Peer-to-peer (Airbnb, etc)	--*	--*	--*	2%	2%	1%
Friends / relatives	28%	22%	24%	12%	13%	8%
Own home	8%	6%	6%	35%	40%	28%
Day trip (not spending the night)	6%	13%	10%	4%	3%	1%
Total visitors using paid lodging	58%	58%	60%	49%	44%	63%

*not asked

Purpose Of Visit

Historical	2018	2019	2022
Jazz in the Gardens	85%	86%	86%
Vacation	8%	6%	5%
Business	0%	1%	4%
Visit friends / relatives	6%	5%	1%
Other	1%	2%	4%

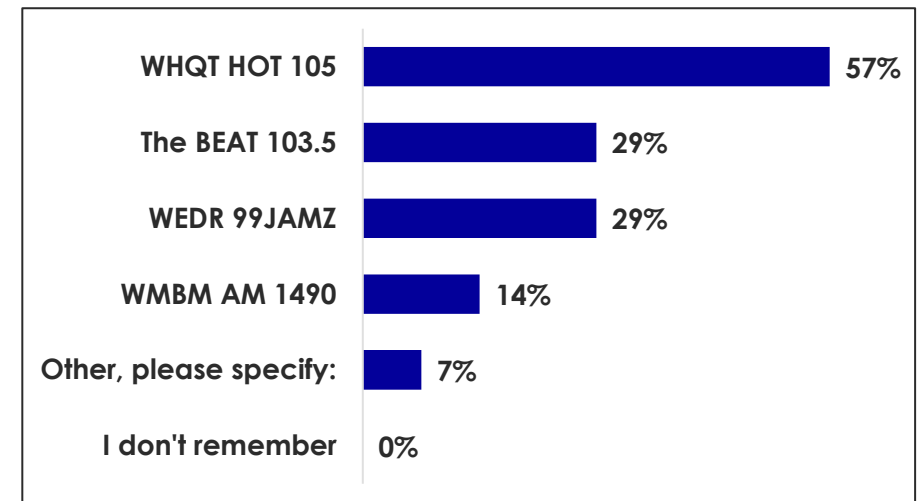
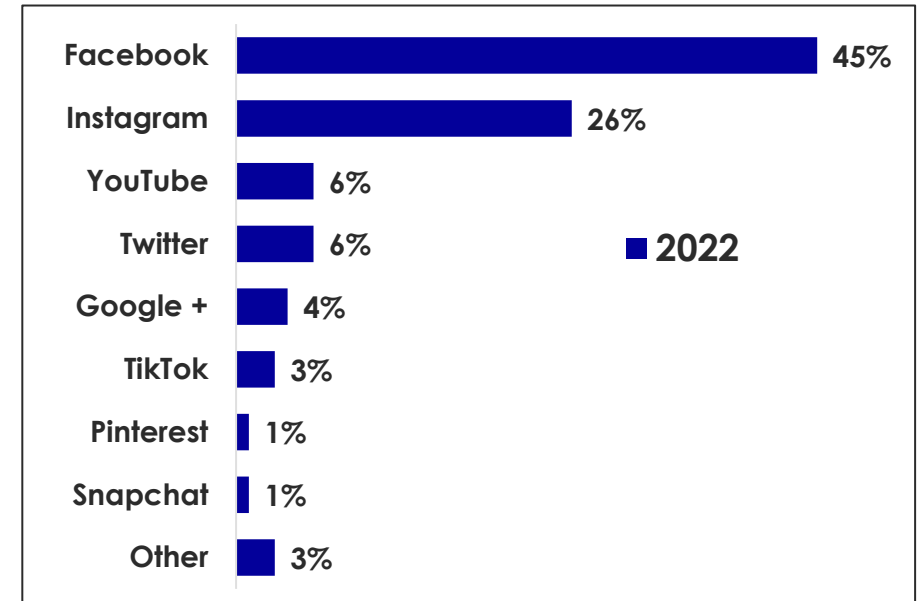


Event Awareness - Historical

	2015	2016	2017	2018	2019	2022
Attended previously	41%	35%	37%	26%	37%	32%
Word of mouth	40%	41%	36%	29%	28%	29%
Social media	4%	4%	14%	20%	17%	22%
The Jazz in the Gardens website	14%	13%	16%	18%	14%	18%
<i>-found the website helpful</i>	98%	96%	95%	100%	97%	95%
Radio advertisement	19%	21%	21%	25%	27%	13%
TV advertisement	4%	6%	6%	5%	6%	7%
Banners / Billboards	3%	2%	2%	3%	4%	3%
Magazine	1%	1%	1%	1%	3%	0%
Other	5%	5%	6%	6%	6%	8%

Social Media and Radio*

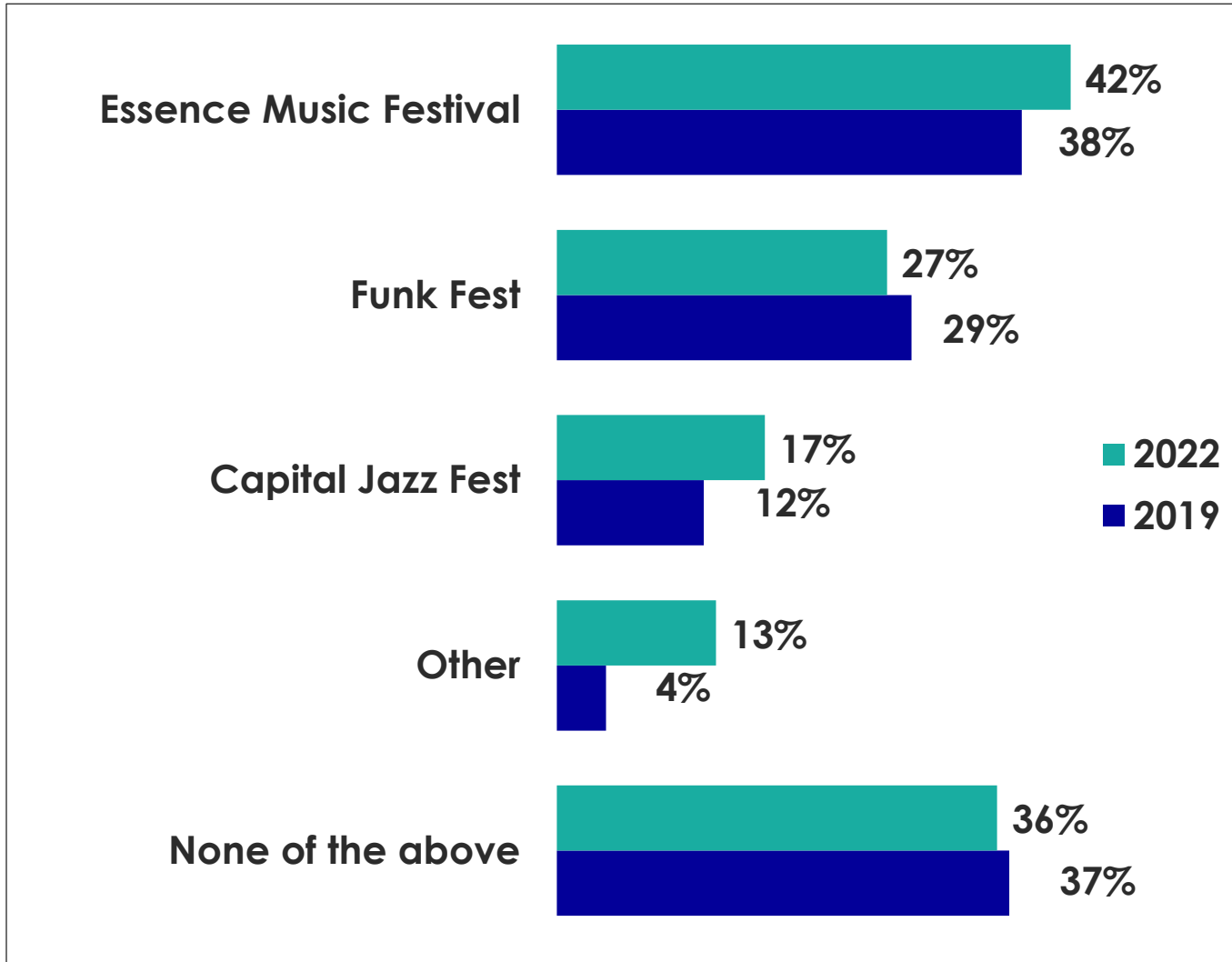
	2018	2019	2022
Facebook	75%	79%	45%
Instagram	19%	27%	26%
Twitter	8%	7%	6%
YouTube	7%	10%	6%
Google +	10%	15%	4%
TikTok	--**	--**	3%
Snapchat	5%	1%	1%
Pinterest	0%	4%	1%
Other	3%	3%	3%



*asked of those aware of radio

**not asked

Other Festivals Attended



Other Music Festivals Attended
City of Lights
Jamaican Fest
Jazz and Blues
Jazz in the Park Lauderhill
Life Lux Jazz
Melton Mustafa
Nomi Fest
Rolling Loud
San Diego Jazz Fest
Seabreeze
Tortuga

Demographics

Gender	%
Male	19%
Female	77%
Prefer not to answer	4%

Household income	%
Less than \$20,000	4%
\$20,000 - \$59,999	10%
\$60,000 - \$99,999	30%
\$100,000 - \$139,999	23%
\$140,000 or more	19%
Prefer not to answer	14%

Age	%
Under 21	1%
26 – 35	7%
36 – 45	22%
46 – 55	28%
56 – 65	30%
Over 65	11%

Education	%
Some high school	1%
High school graduate or equivalent	7%
Some college (includes 2-year degree)	15%
College (4-year degree)	37%
Graduate or professional degree	37%
Other education	2%

Ethnicity	%
Asian / Pacific Islander	1%
American Indian / Native American	3%
Black / African American	91%
Caucasian / White	1%
Hispanic / Latino	1%
Multi-Racial	2%
Other	2%

Economic Impact

Business Sales (Direct): \$8,978,507

Business Sales (Total): \$14,898,744

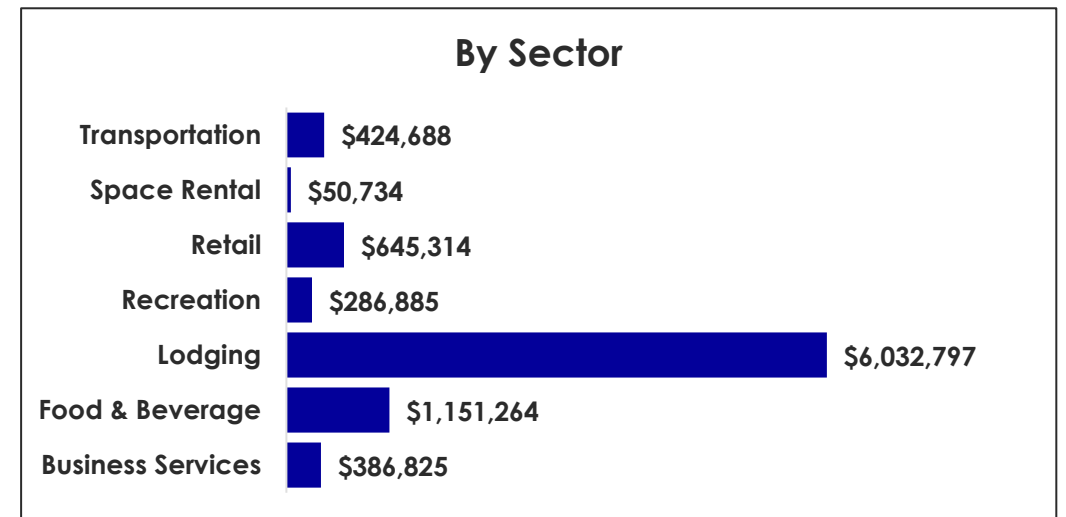
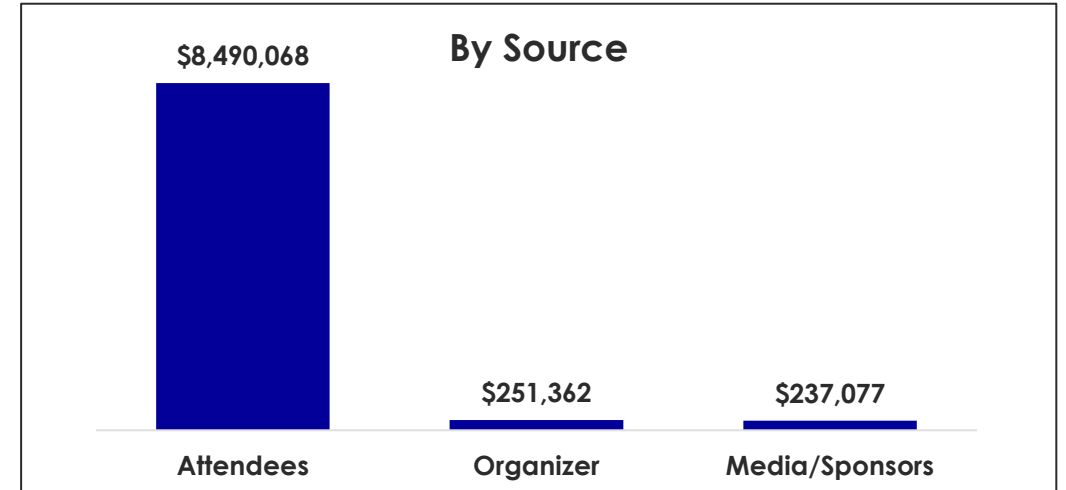
Jobs Supported (Direct): 3,345

Jobs Supported (Total): 4,592

Local Taxes (Total): \$677,772

Net Direct Tax ROI: \$601,873

Direct Business Sales





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<https://www.miamiandbeaches.com/gmcvb-partners/tools-resources/research-statistics-reporting>

