

Miami Beach Gay Pride, Inc.

Project Title: Cultural Arts Program | Miami Beach Pride Festival 2025

Grant Number: 25.c.pr.114.089

Date Submitted: Monday, June 26, 2023

Request Amount: \$25,000.00

A. Cover Page Page 1 of 12

Guidelines

Please read the current Guidelines prior to starting the application: **Specific Cultural Project Grant Guidelines**

Application Type

Proposal Type: Discipline-Based

Funding Category: Level 3

Discipline: Multidisciplinary

Proposal Title: Cultural Arts Program | Miami Beach Pride Festival 2025

B. Contacts (Applicant Information) Page 2 of 12

Applicant Information

- a. Organization Name: Miami Beach Gay Pride, Inc. 
- b. DBA: Miami Beach Gay Pride, Inc.
- c. FEID: 81-3916152
- d. Phone number: 786.362.5232
- e. Principal Address: 1210 Washington Ave Suite 255 Miami Beach, 33139
- f. Mailing Address: 1210 Washington Ave Suite 255 Miami Beach, 33139
- g. Website: www.miamibeachpride.com
- h. Organization Type: Nonprofit Organization
- i. Organization Category: Community Organization
- j. County: MiamiDade
- k. UEI: C1W4KDBXJCV5
- l. Fiscal Year End Date: 07/31

1. Grant Contact *

First Name

Carol

Last Name

Coombes

Phone 786.362.5232**Email** carol.coombes@miamibeachpride.com

2. Additional Contact *

First Name

Matthew

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Thomas

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3. Authorized Official *

First Name

Matthew

Last Name

Thomas

Phone 786.362.5232**Email** matthew.thomas@miamibeachpride.com

4. National Endowment for the Arts Descriptors

4.1. Applicant Status

Organization - Nonprofit

4.2. Institution Type

Fair/Festival

4.3. Applicant Discipline

Multidisciplinary

C. Eligibility Page 3 of 12

1. What is the legal status of your organization?

- Florida Public Entity
- Florida Nonprofit, Tax-Exempt

2. Are all grant activities accessible to all members of the public regardless of sex, race, color, national origin, religion, disability, age or marital status?

- Yes (required for eligibility)
- No

3. Project start date: 7/1/2024 - Project End Date: 6/30/2025 *

- Yes (required for eligibility)
- No

4. How many years of completed programming does your organization have?

- Less than 1 year (not eligible)
- 1-2 years (required for eligibility for GPS and SCP)
- 3 or more years (required minimum to request more than \$50,000 in GPS)

5. Multi Disciplinary

- Yes (required for eligibility)
- No (You should apply to the Presenting discipline)

D. Quality of Offerings Page 4 of 12

1. Applicant Mission Statement - (500 characters) *

Miami Beach Gay Pride, Inc. dba Miami Beach Pride brings together members of the lesbian, gay, bisexual, and transgender community, their friends, allies, and supporters in celebration of the unique spirit and culture of the LGBTQIA+ community. It is our mission to envision, plan and execute a roster of events and activities that are as diverse as the community itself, including activations centering on entertainment, events, arts, culture and civic and social engagement.

2. Project Description - (2000 characters)

Briefly describe the project or program for which you are requesting funding. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

Your funds if successfully awarded, will support the presentation of a robust interdisciplinary LGBTQ+ cultural-arts program that will be offered primarily for FREE as part of the 17th edition of Miami Beach Pride (MBP) Festival & Parade in venues in Miami Beach Sunday, April 6 through Sunday, April 13th, 2025

- Sun. April 6, 10 am - 3 pm. Family-Day|Pride Park, MBP invites you to the 3rd edition of Pride's Family Picnic with fun for the whole family! Meet our Special Guest Unicorn for photo opportunities, and enjoy bounce houses, outdoor games, food, drinks and craft activities for kids. *No alcohol will be available at this event.*
- Mon. April 7, 7 pm - 9 pm. 5th edition of *Queer Art Showcase* featuring 15+ local LGBTQIA+ artists showcasing paintings, photography and more. All art sale proceeds go directly to the artists.
- Tues. April 8 – TBA
- Wed. April 9 - TBA
- Thur. April 10 7 pm – 9 pm Rooftop Cinema Club and MBP in partnership with OUTshine Film Festival present Movie Night – film TBA
- Fri. April 11, 7 pm –11 pm VIP Beach Affair– Lummus Park at 11th & Ocean - One of the most anticipated LGBTQIA+ events in Miami Beach featuring Pride's grand marshals, jaw-dropping surprises, special guests and incredible live entertainment and performances.
- Sat. April 12 & Sun. April 13 | Lummus Park, 11 am – 11 pm. Attendees can enjoy live performances from world-class DJs, musicians and celebrity entertainers on three performance stages. One of the performance stages will focus on Latinx artists on Saturday and international/national pop artists on Sunday. The Community Stage will elevate the artistry of LGBTQIA+ local arts practitioners across disciplines. The Calming Pavilion provides a low-sensory spatial environment for people with Autism, anxiety or disabilities.
- Sun. April 13 12 pm - 2 pm Miami Beach Pride Parade - one of the highlights of the event featuring 100+ floats, and 2,000 walking participants - plus all of the above in Lummus Park.

While it's premature to publicly release the line-up of world-renowned DJs, singers, comedians, performers, and celebrity headline acts, past Pride editions provide a flavor of the caliber of the artists we are looking to secure: Gloria Estefan (2014), Mario Lopez and Nicole Henry (2015), Jordin Sparks (2016), Thelma Houston, Taylor Dayne and Betty Who (2018) Emily Estefan, Icona Pop (2019), Walk the Moon (2021), Raye (2022) and Todrick Hall (2023).

MBP will widely promote and announce its full lineup via its social-media channels in advance of March 1, 2025

2.1. Project Goals (2000 characters)

Please list at least three goals associated with the project or program for which you are requesting funding.

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked.

Sample goal: To provide residents and visitors with increased opportunities to view local art and meet local artists.

Miami Beach Gay Pride, Inc. remains committed to serving the most marginalized and underserved in our community including transgender and non-binary individuals, people of color, people with disabilities, elders, youth, and those who live at the intersections of these many complex identities. Just as we owe our present to the struggles of those who took a stand and rose up before us, we are seeking your support to increase the visibility of LGBTQ+ practitioners and allies across disciplines, to elevate their voices individually and collectively to better serve our constituents.

Goal 1: to continue to champion the voices and visibility of LGBTQ+ Black, Caribbean, Latinx and disabled artists and collectives within the Pride sphere by working with local/national non-profit arts organizations and talent bookers to secure artists that are aligned with the organization's mission to execute a roster of events and activities that are as diverse as the community itself, including activations centering on entertainment, arts, culture and civic and social engagement.

Goal 2: to continue to work closely with Officials from the City of Miami Beach including the Office of the Mayor, City Commissioners, City-wide staff, Police and Fire Chiefs and with local tourism agencies to amplify the message that Miami Beach is an inclusive, diverse and welcoming city for local LGBTQIA+ residents and regional, out-of-state and international visitors.

Goal 3: to work towards becoming the largest LGBTQ+ Pride Festival in the State of Florida by expanding the footprint of our "open-air" entertainment stages and auxiliary cultural arts activities by 10%, relative to prior editions to increase the visibility of LGBTQ+ Florida-based multidisciplinary artists and collectives

Goal 4: to develop year-round educational programming to bring together members of the LGBTQ+ community, their family, friends and allies together to educate and increase the visibility of LGBTQ+ Black, Caribbean, Latinx and minority demographic groups within the Pride sphere.

Goal 5: to develop year-round strategic partnerships with mission-aligned cultural arts nonprofits and individual artists to expand the programming reach and number of constituents served.

2.2. Project Objectives (2000 characters)

Please list the three corresponding objectives for the goals listed above.

Objectives: Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

Sample Objective: At least 300 residents and visitors will view local art and be invited to a "meet the artist reception"

1. to curate and present a minimum of 100 artists/50% from South Florida, drawn from multi-disciplinary art fields to accentuate our core mission to entertain our audience through arts, culture and civic and social engagement by logistically activating a minimum of 16 events including 4 "headline" artists and contractually engaging 100+ local artists for the period April 6 through April 13, 2025, to attract a projected 150K local, regional, national and international visitors to Miami-Dade and a projected 3 million global media impressions.
2. to ensure the safety and well-being of all MBP constituents by offering a safe space, including a stand-alone educational program for younger attendees and their parents, to validate and message that equitability and a culture of belonging are at the core of our festival programming.
3. to take the lead in partnering/collaborating with vibrant mission-aligned cultural arts organizations in Miami-Dade including FUNDarte, Karen Peterson and Dancers, OUTshine Film Festival and others to provide interdisciplinary content and performance space for art practitioners with then the objective of achieving greater visibility and a year-round cultural footprint by 15% relative to our prior edition to better serve and reach the most marginalized and underserved in our community including transgender and non-binary individuals, people of color, people with disabilities, elders, youth, and those who live at the intersections of these many complex identities. And, as funds become available, to provide a quarterly educational outreach program to cater to LGBTQ+ artists, creators, entrepreneurs, educators, low-income residents, and other small POC and non-profit organizations and businesses to institutionalize a climate of respect, dignity, and inclusion from a position of visibility within the broader community in Miami-Dade.

2.3. Project Activities (2000 characters)

Please list the project or program activities.

Activities: These are the specific activities that achieve the objectives.

Sample Activities: Work with local arts and tourism organizations to promote art shows. Communicate with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.

1. Marketing | PR Strategy

- Commencing fall 2024, an aggressive digital advertising, marketing and public relations campaign on mainstream and LGBTQ niche market digital media sites in all markets to attract 150K projected attendees to the event in April 2025.
- From mid-January through April 2025 when most of the U.S. is experiencing cold winter temperatures, MBP will spend \$10,000 on out-of-market digital ads to encourage regional and national visitors in the targeted cities of Baltimore, Denver, Chicago, Dallas, Los Angeles, New York, Orlando, Philadelphia, San Francisco, Tampa and Washington D.C. to book their flights and hotels in advance.
- From March through early April 2025, MBP will schedule talent interviews with mainstream and niche market publications and broadcast media including NBC6, Telemundo, Miami Herald, Miami New Times, Ocean Drive Magazine, South Florida Gay News and more to create excitement and awareness.

1.1 Organic Promotion

- MBP will take the lead in working with local tourism agencies such as the Greater Miami Visitor and Convention Bureau (GMCVB) to amplify and promote the event.
- By partnering with LGBTQ non-profit organizations in South Florida including the Miami Beach LGBT Visitor Center, Save Dade, Pride Center in Wilton Manors, and with LGBTQ+ non-profits that primarily serve marginalized and underserved Black, Caribbean Latinx, transgender and disabled constituents including Transocial, Prism, the Sabrina Cohen Foundation and Arts for Learning Miami, we are positioned to extend our reach.
- MBP will take the lead in cultivating and exploring long-lead curatorial programming opportunities with Miami-Dade mainstream and queer-arts presenters including FUNDarte, O-Cinema and OUTshine Film Festival, among others.

2. General Activities

- Ongoing and new grant sources will be identified and applied for
- Established and new corporate sponsors will be approached to seek their support
- Artists' fees/venue costs will be established within the budget
- Florida-based calls for artists' submissions to Queer Arts Showcase will be made through the MBP website and its social media sites, and through reciprocal email blasts with other local arts organizations
- Seasonal staff will be hired
- Press announcements will begin to roll out in February 2025
- MBP will work with the GMCVB to update its audience survey and work with the City of Miami Beach to pull all necessary event permits

2.4. Partnerships & Collaborations (2000 characters)

Describe any partnerships and/or collaborations with organizations directly related to General Programming (GPS) or the Specific Cultural Project (SCP). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

Since its inaugural event in 2009, Miami Beach Pride has solidified strong relationships with other non-profit, small business and corporate organizations by offering two-day tabling activations in Lummus Park, as part of its Festival Expo, to create goodwill and organic grassroots promotion of the event.

As the largest and most visible Pride event in South Florida the Festival weekend, the Pride Parade and the auxiliary events that surround it address a need to provide a safe, celebratory and welcoming environment for LGBTQIA+ individuals with disabilities, elders, members of the transgender and BIPOC communities and for LGBTQIA+ artists and allies across disciplines, to showcase their craft to elevate their voices and visibility.

The organization participates in tabling opportunities throughout the year to promote and amplify its cultural arts programming at targeted events in Miami-Dade and Broward County including Fort Lauderdale Pride, Gay8 Festival, the Pride Center in Fort Lauderdale and Stonewall Wilton Manors Pride.

Carol Coombes, Pride's Director of Grants and Cultural Affairs, takes the lead in cultivating and exploring long-lead curatorial programming opportunities with Miami-Dade mainstream and queer-arts presenters including FUNDarte/Out in the Tropics, Karen Peterson and Dancers, O-Cinema and OUTshine Film Festival, and also works with hyper-local arts partners including the Arsht Center, Miami Film Festival and New World Symphony to mutually cross-promote each other's work.

MBP works closely with the City of Miami Beach Mayor, City-Manager, Commissioners and City staff, and with other local government agencies in the areas of logistics, parking, permitting, safety, sanitation and security. MBP also works with the Greater Miami Visitor and Convention Bureau to annually activate its "on-site" tourism attendee survey in Lummus Park during the 2-day festival weekend.

Sustained cultural support is provided by the Miami-Dade Department of Cultural Affairs, the City of Miami Beach, Corporate Sponsors and Individual Donations. Through its Angels Program, Miami Beach Pride continues to give back in a tangible way to LGBTQIA+ college-age students in the South Florida community, through its partnership with the Point Foundation, the nation's largest scholarship-granting organization for LGBTQIA+ students of merit <https://www.miamibeachpride.com/angelsprogram>

3. Project/Program Evaluation (2000 characters)

How will you determine if your Goals and Measurable Objectives are achieved? Who will conduct the evaluation, and who will the evaluation target? What methods will be used to collect participant feedback? (Surveys, evaluation forms, interviews, etc.) When will you collect the information, and how will it be used to inform future programming?

All of the following will determine if Miami Beach Pride's projected goals and measurable objectives are achieved for the proposed festival event in 2025:

- **ON-SITE SURVEYS**, an attendee evaluation tool will be updated and passed out to on-the-ground visitors to our auxiliary events from April 6 – 11, 2025. Miami Beach Pride will also work directly with the research team at the Greater Miami Convention & Visitors Bureau to activate on-site digital surveys in Lummus Park, Miami Beach on Sat. April 12 and Sun. April 13, 2025, to solicit and provide valuable demographic and attendee feedback information that will be analyzed and assessed by the Board and staff to provide a model for future arts programming practices for the 18th edition of the event in April 2026.
- **ON-LINE FEEDBACK | SOCIAL MEDIA** - The marketing team at MBP will monitor, collate and present social-media comments and feedback from Facebook, (45K) Instagram (18.2K) and Twitter (2K). Our community engages with us directly through our social media sites (especially Instagram). Both positive and negative feedback will be actively analyzed and discussed at the annual board/staff retreat to help MBP remain nimble and alert to demographic changes, and program needs as the staff and board advance plan the event from year to year.
- **QUALITY**, artists' testimonials, vendor and sponsorship feedback, television interviews and press articles as well as video documentation will critically assess the quality of our event with the goal of learning what we did very well, and what we can improve as part of our cultural programming in 2026.
- **MEDIA INDEXING**, for the fourth consecutive season, we will contract with GreenRoom, a veteran PR agency based in Downtown Miami, <https://grnrm.com/> to provide detailed and verified analytic reports that deep-dive into the extent and depth of international, national, regional and local media coverage through collated media impression numbers across print/online/TV/Radio/social-media outlets and partnered podcasts.
- **BOOKED ROOM NIGHTS**, - MBP will determine final room-night numbers post-event as part of our final reporting to enable the City of Miami Beach, Miami-Dade County Tourism Development Committee and the GMCVB to gauge the number of visiting tourists to MBP 2025.
- **ANNUAL RETREAT**, the Board of Directors and staff will host a retreat in order to ascertain and evaluate the successes and failures to inform future programming.

E. Impact - Reach Page 5 of 12

For questions 1-6, do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

Total number of individuals who will be engaged?

150000

1. What is the estimated number of events related to this proposal?

20

2. What is the estimated number of opportunities for public participation for the events?

20

3. How many Adults will participate in the proposed events?

148,400

4. How many K-12 students will participate in the proposed events through their school?

0

5. How many individuals under the age of 18 will participate in the proposed events outside of their school?

1,500

6. How many artists will be directly involved?

Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This figure should reflect a portion of the total individuals benefiting. If no artists were directly involved in providing artistic services enter 0.

6.1. Number of artists directly involved?

100

6.2. Number of Florida artists directly involved?

70

7. Proposed Beneficiaries of Project

Select all groups of people that your project intends to serve directly. For each group, you can select more than one answer if applicable. If your project/program served the general public without a specific focus on reaching distinct populations, then select the “No Specific Group” options.

7.1. Race Ethnicity: (Choose all that apply) *

No specific racial/ethnic group

7.2. Age Ranges (Choose all that apply): *

No specific age group.

7.3. Underserved/Distinct Groups: *

No specific underserved/distinct group

8. Describe the demographics of your service area. (2000 characters)*

Demographics are distinct characteristics of a population. Examples include but are not limited to: age, race, ethnicity, religion, gender, income, family status, education, veteran, disability status, and employment.

Miami Beach Pride celebrates the unique spirit and culture of who we are and where we have come from by executing a roster of LGBTQ+ cultural and educational events that are as diverse as the community we serve. We are committed to serving the most marginalized and underserved in our community including transgender and non-binary individuals, members of the BIPOC community, people with disabilities, elders, youth, and those who live at the intersections of these many complex identities by keeping our annual Festival event free and open to all.

While our demographic leans 21-45 years we attract all ages from families with children attracted to Pride’s stand-alone Family Day, to seniors who participate in our Pride Parade on our dedicated Legacy Couples Float. Though we are an LGBTQ+ cultural arts organization our marketing and brand messaging crisscrosses mainstream and niche markets to serve everyone in South Florida and beyond.

Of the 150K+ attendees anticipated to attend the 17th-anniversary edition of Miami Beach Pride’s Festival cultural arts offerings in 2025, based on verified demographics from our festival event in 2023, 72% are expected to be from the LGBTQIA+ communities, 28% heterosexual and 47% women. Our geographic location in Miami enables us to attract a majority (48%) Latinx audience.

We anticipate that 78% of Pride attendees will be residents of the tri-county area of South Florida, 20% will be regional/national tourists and 23% will be international visitors from countries across the globe to experience the warm welcome that the City of Miami Beach and our Festival and Pride Parade offers.

We are anticipating 100 artists from the LGBTQ+/allied community – over 50% of which will be local/regional artists and 4-5 of which will be disabled arts practitioners. We will engage the same demographic groups as listed above by providing a wide variety of cross-discipline entertainment including comedy, dance, live music, spoken word and poetry across three performance stages in Lummus Park on Saturday, April 12th and Sunday, April 13th, 2025.

We recognize that it’s vital for our event to be accessible and welcoming not only to people with differing sexualities but also to those of differing abilities. While it’s impossible to survey everyone at an open-air free event, out of 170K attendees, 31,500 (18%), responded that they had a disability at Pride’s Festival event in April 2023, a 2% jump from 2022.

9. Additional impact/participation numbers information (optional) (1500 characters)

Use this space to provide the panel with additional detail or information about the impact/participation numbers. Describe what makes your organization/programming unique.

Pride Festivals and Parades are among the places and spaces that have long championed social and self-acceptance, achievements, legal rights and visibility. Creating a safe and welcoming space to foster camaraderie and community among LGBTQIA+ humans their friends and allies is central to our mission, vision, and values. As the largest Pride Festival in the South East, Miami Beach Pride has steadfastly signaled to the global community at large through strategic messaging in English and Spanish that the City of Miami Beach is a safe place to live, work and play, a place where LGBTQIA+ diversity and self-identity is celebrated and lived openly rather than in the shadows.

Each year, the scope and size of the event provides seasonal employment for local residents and vendors including bar staff, security personnel, AV companies, stage managers, artists and more. Over the last 15 seasons, Miami Beach Pride has presented 310 local, national, and international artists and ballparked event attendance has grown 700% from 25,000 attendees in 2009 to 170,000 in 2023.

In 2021 Miami Beach Pride launched its inaugural Queer Arts Showcase for LGBTQ+ artists to display their work. In 2022, the Calming Pavilion was introduced for LGBTQIA+ constituents who experience the world through cognitive, hearing, visual and mobility challenges. In 2023, MBP launched its first stand-alone Family Day in Pride Park, with bouncy castles and craft activities for the whole family to enjoy.

By championing the voices and visibility of LGBTQIA+ BIPOC and disabled artists and collectives within the Pride sphere and by working with local/national non-profit arts organizations and talent bookers to secure mission-aligned artists we are exceptionally well-positioned to provide an inclusive programming mix for all our constituents.

10. In what counties will the project/program actually take place? (Select a minimum of one) *

Miami-Dade

11. What counties does your organization serve? (Select a minimum of one)*

Miami-Dade

12. Describe your virtual programming. Only for applicants with virtual programming. (2500 characters)

Briefly describe any virtual programming that you provide to the public. This information should include who is able to access the programming and any payment structure.

Miami Beach Pride is planning a full-on-the-ground program for its 2025 festival event.

The organization does not have the staffing capability or resources at the time of this application to say with certainty that we plan to have live virtual programming from our three stages in April 2025.

As in past years, edited video highlights of the Pride Parade and the headline artists performing on all our stages will be captured by videographers and added to Miami Beach Pride's dedicated YouTube site for members of the public to watch across the globe.

As in past years, it is our intention, as part of our wrap-up for the event, to create an edited sizzle reel of all the captured footage to support future grant and corporate support solicitations. The sizzle reel will also be used in our marketing materials in advance of our 2026 event to give visitors to our website and social media channels a taste of our 2025 event.

13. Proposal Impact (3500 characters)

How is your organization benefitting your community .What is the economic impact of your organization?

Organizations: Include education and outreach activities.

Solo or Individual Artists: Include any positive social elements and community engagement anticipated from the project.

In striving to produce an all-inclusive, family-friendly event that brings together members of the LGBTQ+ community in Miami-Dade County, Miami Beach Gay Pride Inc. better known as Miami Beach Pride, has since its formation in 2008 and beginning with its first festival and parade in April 2009, consistently surveyed and responded to its constituents to

continually evolve to meet the needs of the community it serves.

Diversity, equitability and a culture of belonging are at the heart of the organization's mission, vision and recruitment practices. The board and staff of the organization have worked diligently to provide a safe space for all ages and demographics to come together in the heart of Miami Beach by developing an inclusive, diverse and welcoming experience rooted in its two-day festival in Lummus Park and Pride Parade along Ocean Drive. To ensure the safety and well-being of all our attendees, the organization will continue, as we did in April 2023, to separate out its promoted child-friendly craft-centered programming, positioning Pride's Family Day the first weekend of our 10-day event in Pride Park.

As the event has matured, the expansion of the program from a weekend experience to a dynamic interdisciplinary 10-day festival has enabled the organization to create a more vibrant programming menu to engage with LGBTQ+ Miami-Dade residents to elevate their voices individually and collectively.

While our demographic skews 21-44 years, the staff and board remain fully committed to serving the most marginalized and underserved in our local community including transgender and non-binary individuals, people of color, people with disabilities, families and elders, and those who live at the intersections of these many complex identities. Miami Beach Pride remains committed to servicing low-and-moderate income populations through the organizations founding principle to keep the weekend festival and the majority of auxiliary events open to the public for free to provide a sense of community to thousands of festivalgoers, both residents and visitors, in the heart of Miami Beach.

Thanks to the continual support from its community partners and diligent fundraising, Miami Beach Pride has consistently produced high-quality events with a lineup of talent as diverse as the community it serves.

Miami Beach Pride will continue to service low to moderate-income local non-profit businesses and entrepreneurial start-ups by enabling them to have a visible tabling presence at the Festival Expo in Lummus Park from April 12th through 13th to generate exposure and new leads from tens of thousands of attendees.

The Mayor and Commissioners of the City of Miami Beach (CMB), the staff at the CMB Special Events Department and local tourism agencies champion Miami Beach Pride Festival and Parade each season because the economic footprint and LGBTQIA+ tourism impact in Miami Beach are extremely strong and have been strengthened by past successes and positive global media coverage. The City of Miami Beach provides substantial financial and in-kind support and has been unwavering and vocal in its support of the event.

As in past years, 100% of the 20 proposed festival events will be geo-located in Miami Beach in April 2025. While it is difficult to assign a precise dollar amount, attendees to Miami Beach Pride directly support

- festival expo vendors including food & beverage mom & pop businesses
- local restaurants
- nightclubs and bars
- metered parking facilities/on-street parking in the City of Miami Beach
- car-rental services/local car-sharing services and or Miami-Dade public transit
- cultural attractions in the Greater Miami area such as galleries and museums
- water sports such as kayak and paddle-board rentals
- retail shopping on Lincoln Road, at 5th and Alton shops and also on the mainland in Wynwood and the Miami Design District
- seasonal employment for local residents and vendors including bar staff, security personnel, AV companies, stage managers, artists and more.

14. Marketing and Promotion

14.1. How are your marketing and promoting your organizations offerings? *

- Billboards
- Brochures
- Collaborations
- Email Marketing
- Magazine
- Newsletter
- Newspaper
- Pay Per Click (PPC) Advertising
- Podcast
- Radio
- Organic Social Media

- Paid Social Media
- Television
- Other

14.2. What steps are you taking in order to build your audience and expand your reach? (3500 characters)

How are you marketing and promoting your organizations offerings?

While it's too early in the programming cycle to determine a marketing theme for 2025, a strong tagline will be echoed through press releases, social media posts and engagement through direct email, blogs and the Miami Beach Pride website.

To aid in the implementation of our advanced marketing/PR strategy, MBP will onboard the Green Room Agency - who successfully delivered MBP 2023 marketing and PR objectives - to maximize the potential of earned media and out-of-market reach.

MBP has a significant print, digital, radio, and broadcast media plan which utilizes local, regional, national and global media entities that will gain momentum as the event gets closer in April 2025. The marketing strategy will target general and niche LGBTQ+ audiences via English and Spanish-language media. MBP is currently anticipated to secure an earned ad value of \$900,000 in media sponsorship agreements with WSVN (television and digital media), NBC 6, Telemundo 51 and Comcast Spotlight (television and digital media), Equal Pride conglomerate - Out, The Advocate, Out Traveler, South Florida Gay News and Wire Magazine (print and digital). We also plan to finalize a sponsorship with Outfront Media to provide a static billboard on the 395/95 interchange to promote the event with a guaranteed 4 million impressions.

MBP has allocated \$5,000 for nationally targeted media ad buys, to generate more impressions than typical rotating advertisements. Digital advertising (banner and social media ads) is planned for targeted audiences in Atlanta, Baltimore, Chicago, Dallas, Denver, New York, Orlando and Washington, D.C. These ads will be running from January through late March 2025 to encourage visitors to book their flights and hotels in advance.

Organic grassroots marketing will be enhanced and amplified through local community partnerships including the Miami-Dade Gay & Lesbian Chamber of Commerce, Pride Center Fort Lauderdale and the GMCVB. These organizations will promote MBP to their constituents through partner email blasts and social media postings. It is our intention to also participate in tabling opportunities at local LGBTQ+ events in the run-up to April 2025.

We plan to work again with the City of Miami Beach to provide fully wrapped transit trolleys decorated with the Pride festival theme, dates and times for a month leading up to the event. We are anticipating the placement of light-pole banners in partnership with Lincoln Road Business Improvement District in March-April 2025.

Our media placements with media sponsors will inspire national and international audiences to join Miami Beach Pride in fostering an inclusive LGBTQ+ community here at home. Through our marketing efforts - press releases, and social media posts across all our sites (Facebook - 45K reach and Instagram 18.3K), we are able to engage with our constituents. Through direct-flyer campaigns, reciprocal emails with other mission-aligned arts organizations in our local market, and blogs on our consistently updated website www.miamibeachpride.com we are able to reach thousands of people. Instagram remains our most effective marketing tool, up another 43.5% since the date of our last application in May 2022.

Based on actual attendee numbers from the 2023 event we are projecting that the festival in April 2025 will attract 150K attendees of which 78% will be residents/visitors of the tri-county area, 20% will be regional/national tourists and 23% will be international visitors from countries across the globe to experience the warm welcome that the City of Miami Beach and our Festival and Pride Parade offers.

We are anticipating over 2 million broadcast media impressions and 500 million global digital impressions – see the verified tourism impressions attachment for Miami Beach Pride 2023 from the Greater Miami Convention & Visitors Bureau.

Miami Beach Pride's online digital festival program guide will once again be available on our website in March 2025. In 2023 our digital program guide analytics were 3,297 Reads & 4,758 impressions up 29%+ in a 12-month period.

Ultimately positive press and the professionalism of the event remain our super-power marketing tool with 86% of all surveyed recipients stating that they plan to come back next year.

F. Impact - Access for All Page 6 of 12

1. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility. In addition to your facility, what specific step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community? (3500 characters)

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at dos.myflorida.com/cultural/info-and-opportunities/resources-by-topic/accessibility. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

For disabled members of our community, their disability identity is as much a part of their identity as being a part of the LGBTQIA+ community. Perhaps more than anyone else, they want to be heard and invited into a welcoming space both physically and attitudinally.

Since its first event in 2009, Miami Beach Pride is proud to affirm that its main festival footprint in Lummus Park has been 98% ADA-compliant. The industrial matting, we provide extends from all major entrances and arteries to allow easy access to all restrooms, the food court, dance floors, and performance stages allowing for an easy and enjoyable experience. Additional venues used for auxiliary programming events are 100% ADA-compliant.

Miami Beach Pride actively partners with the Boucher Brothers who work with the city of Miami Beach to offer the rental of Beach access wheelchairs. The wheelchairs are equipped with large wide wheels which can roll across the sand at ease without sinking. Attendees should call ahead and reserve their beach wheelchair since quantities are limited. The number is (305) 673-7714 and you can pick it up at the Beach Patrol Headquarters located at 1001 Ocean Drive, Miami Beach.

Bus Accessibility - All Miami Beach and the City of Miami buses are ADA accessible, and drivers are trained to assist those with disabilities. Miami-Dade Transit also offers door-to-door paratransit service for passengers who are unable to use the fixed-route service. Guests requiring this service must apply at least 2-weeks before the Festival. For further information about paratransit service and for an ADA Eligibility Application, contact the Paratransit Customer Service Office at 786- 469-5000 or e-mail paratransit@miamidadegov or call Florida Relay Service (TTY) - 1(800) 955-8771 or SEE <http://www.miamidadegov/transit/contact.asp>

Parking - Limited accessible parking is available at venues and at city parking spaces/parking structures in Miami Beach. Car-sharing services offer door-to-door service.

Miami Beach Pride has a dedicated staffer who is the point person for all accessibility questions <https://www.miamibeachpride.com/accessibilitycontact> Carol Coombes at admin@miamibeachpride.com

d/Deaf/hard-of-hearing Service: Beach Pride has a longstanding relationship with Brian Gauci Interpreting Services to provide tri-lingual performance interpreting services.

Family Programming Pride Park – all craft activities are led by professional teaching artists and are specifically curated to be hands-on and accessible to children of all abilities

By offering its events for free Miami Beach Pride is positioned to support, promote, and advocate the rights to live an open and happy life as an individual regardless of sexual orientation, *and* as an individual with a disability to serve the most marginalized and underserved in our community including transgender and non-binary individuals, people of color, people with disabilities, elders and youth and those who live at the intersections of these many complex identities.

2. Policies and Procedures

Yes

No

3. Staff Person for Accessibility Compliance

Yes No**3.1. If yes, what is the name of the staff person responsible for accessibility compliance?**

Carol Coombes

4. Section 504 Self Evaluation Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts. Yes, the applicant completed the Abbreviated Accessibility Checklist. No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.**4.1. If yes, when was the evaluation completed? 5/1/2022****5. What efforts has your organization made to provide programming for all? (2000 characters)**

Miami Beach Gay Pride, Inc. does not discriminate on the basis of race, color, religion, gender, gender expression, age, national origin, disability, marital status, sexual orientation, or military status, in any of its activities or operations.

Launched in April 2022 as part of the 14th edition of Miami Beach Pride's festival, the *Calming Pavilion* is a pop-up pavilion in Lummus Park where attendees can find an assortment of available fidgets, noise-cancelling headsets, coloring books and complimentary water. This safe space serves as an inclusive oasis for constituents drawn from the blind/low-visioned, deaf/Deaf/hard-of-hearing community and for individuals with intellectual and/or developmental disabilities and/or mobility challenges.

To ensure the safety and well-being of all our attendees, the organization will continue, as we did in April 2023, to separate out its promoted child-friendly craft-centered programming geared for all abilities, the first weekend of our 10-day event in Pride Park, Miami Beach.

Miami Beach Pride utilizes ASL interpreters on its performance stages during the festival weekend in Lummus Park to service its d/Deaf, hard-of-hearing community members to provide access to our entertainment line-up for all.

Miami Beach Pride will continue to service its Legacy Couples – LGBTQ elders, <https://www.miamibeachpride.com/legacy-couples> some of which have been together 50+ years by providing them with year-round programming opportunities including get-togethers, brunches and visibility in the Pride Parade atop then Legacy Couples Float serving as role models for future generations

To accomplish both artistic and community service goals that might otherwise be far more difficult to achieve we are committed to working with local arts organizations and educational non-arts groups to connect to new communities of potential participants to widen our reach and promote our creative work.

G. Management and Operating Budget Page 7 of 12

1. Organization History (2000 characters)

Briefly describe your organization's history including founding dates and significant changes in management, location, mission, etc. Also, include major accomplishments and program growth, adaptation to external factors and significant relationships and partnerships.

2009 – 2015 - the inaugural 2-day Festival in April 2009, brought together an estimated 15K spectators, far surpassing the organizers' expectations. The event represented the first successful Pride celebration in Miami-Dade in over a decade. Over the next 7 years, the event grew exponentially to 80K attendees attracting major sponsors and celebrity artists. In 2014, the Grand Marshal was Gloria Estefan.

2018 – on the occasion of its 10th-anniversary, the event expanded to 7-days. The event culminated with headline appearances by Grammy-nominated Thelma Houston, Taylor Dayne and Betty Who.

2019 –The festival attracted an estimated 170K attendees and the Pride Parade featured a record-breaking 100 parade contingencies, 30 floats and over 4,500 participants. Emily Estefan was the headline artist.

2020 – In March 2020 the pandemic forced the cancellation of the 12th edition of the Festival and Parade. Pivoting quickly, MBP joined alliances with other impacted local non-profit Pride Agencies to present the first South Florida Pride Collective Virtual Festival. The two-day event, May 9-10, streamed on Facebook Live featured 90 performing artists including Melanie C, two-time Grammy and Emmy-recipient, Albita among others.

2021 – Repositioned in September 2021, the 10-day festival featured a new cultural arts activation - Queer Arts Showcase - to provide a space for local LGBTQ+ artists to show/sell their work. Mexican Pop-Icon Singer/Songwriter Paulina Rubio and Grammy Award-Winning entertainer Mya and others wowed 65K attendees during the Festival weekend in Lummus Park.

2022 – Back in its regular April slot, the 10-day festival was incredibly successful attracting 125K attendees and over 50 Parade/float entries. The exhibit the Legacy Couples Project:400+ Years of LGBTQ Love, and the launch of the Calming Pavilion were both positively received. Latin pop sensation Srta Dayana, international house recording artist Beth Sacks and UK singer-songwriter Raya headlined Pride's main stages.

2023 – For its 15th-anniversary edition the theme "Growing Stronger Together" was amplified as a positive media message to rise above the onslaught of damaging LGBTQIA+ bills moving through the Florida legislature. Ultimately the community responded in their thousands - 170K attendees across 17 days of celebratory events. MBP launched its inaugural Family Day. Palamo Mami and Todrick Hall headlined Prides main stage.

2. Fiscal Condition and Sustainability (2000 characters)

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

Miami Beach Gay Pride, Inc. has been operating on the whole, in a healthy manner since its foundation in 2008.

It is important to note that the operating budget for FY21-22 reflects the revenue and expenses for TWO annual festivals because of where our year-end (July 31st) falls:

- the 13th edition of the festival was scheduled to take place in April 2021 but had to be pushed forward five months because of stakeholder concerns around the pandemic.
- no festival event occurred in the fiscal year ending July 31, 2020, AND July 31, 2021. The 990 reporting for FY21/22 reports revenue and expenses for TWO festivals (Sept 2021 and April 2022) that fell into one operating budget year FY21/22.
- all festival expenses were radically cut in FY21/22 to reduce the deficit carried forward from FY20/21 due to the timing of pandemic restrictions - the 12th annual event scheduled for April 1, 2020, was cancelled on March 12, 2020, when a considerable amount of ad and marketing expenses had already been paid
- the staff and board had 6 months to turn around two festivals in FY21/22 which was a tremendous amount of work. By putting the brakes on expenses and through increased sponsorship and grant support the organization

reported a net profit of \$156,774 on July 31, 2022.

- the surplus has 100% been placed into a separate rainy-day account. This same fund was depleted and zeroed out during the pandemic.
- the organization continues to be successful in grant and corporate solicitations - for FY22-23 we secured \$745,000 in corporate sponsorship and we have cash on hand to pay staff, contractors and vendors as we start to plan our 16th-anniversary event in 2024.
- The City of Miami Beach is one of the organization's major grant supporters providing \$188K in public monies from its Tourism/Special Events Fund (the 2021 total is aggregated with the 2022 total for FY21/22). MBP is also perennially grant-supported and sustained by the Miami- Dade Department of Cultural Affairs and the Florida State Division of Arts and Culture.

Grant revenue provides a small portion of support towards the organization's operating expenses. For a majority free event of this size and scope Miami Beach Pride leans on corporate sponsors, expo-vendors, community pride-parade registrations, and day-off bar and event ticket sales to cover the majority of its projected expenses to ensure longevity and success way beyond the end of its 16th edition in 2024 and beyond into 2025.

3. Completed Fiscal Year End Date (m/d/yyyy) * 7/31/2022

4. Operating Budget Summary

Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1. Personnel: Administrative	\$111,593	\$72,000	\$77,000
2. Personnel: Programmatic			
3. Personnel: Technical/Production	\$15,100	\$11,595	\$11,595
4. Outside Fees and Services: Programmatic	\$277,535	\$182,982	\$200,000
5. Outside Fees and Services: Other	\$269,533	\$204,666	\$239,602
6. Space Rental, Rent or Mortgage	\$45,609	\$52,000	\$34,000
7. Travel	\$42,862	\$18,277	\$15,000
8. Marketing	\$73,809	\$84,562	\$95,100
9. Remaining Operating Expenses	\$1,407,608	\$1,006,640	\$973,703
A. Total Cash Expenses	\$2,243,649	\$1,632,722	\$1,646,000
B. In-kind Contributions	\$38,000	\$45,000	\$50,000
C. Total Operating Expenses	\$2,281,649	\$1,677,722	\$1,696,000
Income	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
10. Revenue: Admissions	\$165,714	\$94,855	\$61,000

11. Revenue: Contracted Services			
12. Revenue: Other	\$131,877	\$91,571	\$90,000
13. Private Support: Corporate	\$894,649	\$745,591	\$792,000
14. Private Support: Foundation	\$15,000		
15. Private Support: Other	\$667,683	\$353,205	\$347,000
16. Government Support: Federal			
17. Government Support: State/Regional	\$30,000	\$25,000	\$25,000
18. Government Support: Local/County	\$495,500	\$322,500	\$331,000
19. Applicant Cash			
D. Total Cash Income	\$2,400,423	\$1,632,722	\$1,646,000
B. In-kind Contributions	\$38,000	\$45,000	\$50,000
E. Total Operating Income	\$2,438,423	\$1,677,722	\$1,696,000

5. Additional Operating Budget Information (1000 characters)

Use this space to provide the panel with additional detail or information about the operating budget. Please explain any deficits, excess revenue, or major changes to any line items or budget totals. If not applicable, then write "not applicable."

It costs over \$1.6 million to stage a free 10-day event for the communities we serve in Miami- Dade. Major government grant support comes from the City of Miami Beach which also subsidizes extensive security and safety logistics for our open-air LGBTQ+ event (police, fire, and paramedics). We also secure Florida-licensed private security for all our auxiliary events and festival weekend in Lummus Park at a considerable cost to ensure the safety and well-being of all our attendees in a political climate that has become increasingly toxic and hostile to the very communities we seek to serve.

Mindful that law to carry concealed weapons without a government-issued permit, HB 543 goes into effect on July 1, 2023, we have budgeted accordingly under Outside Fees and Services for both the 2024 and 2025 festival events.

The expenses for equipment rental and labor for all our stage and AV logistics are considerable and all prices including fuel to operate generators for our entertainment stages and food vendors have risen considerably in the last 6 months as well.

The organization is operating with three seasonal contractual employees from August to May each year and one-year-round management staff member

6. Paid Staff

- Organization has no paid management staff.
- Organization has at least one part-time paid management staff member (but no full-time)
- Organization has one full-time paid management staff member

Organization has more than one full-time paid management staff member

7. Hours *

Organization is open full-time

Organization is open part-time

8. Does your organization have a strategic or long range plan?

Yes

No

H. Management and Proposal Budget Page 8 of 12

1. Rural Economic Development Initiative (REDI) and Underserved Waiver

Yes

No

2. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at dos.myflorida.com/cultural/grants/grant-programs.

The expense section contains three columns:

- a. Grant funds (these are the funds you are requesting from the state)
- b. Cash Match (these are earned or contributed funds supplied by your organization)
- c. In-kind (the value of donated goods and services)

Save each individual line within the budget.

To update budget totals, save each page.

Do not include any non-allowable expenses in the proposal budget. (See: non-allowable expenses).

For General Program Support the Proposal Budget should match the operating budget minus any non-allowable expenses (see non-allowable expenses).

For Specific Cultural Projects the Proposal Budget expenses must equal the Proposal Budget income.

2.1. Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Director of Grants & Cultural Affairs	\$0	\$77,000	\$0	\$77,000
Totals:		\$0	\$77,000	\$0	\$77,000

2.2. Personnel: Programmatic *

2.3. Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Technical Stage Production x 3	\$0	\$11,595	\$0	\$11,595
Totals:		\$0	\$11,595	\$0	\$11,595

2.4. Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Artists Fees	\$12,500	\$187,500	\$0	\$200,000
Totals:		\$12,500	\$187,500	\$0	\$200,000

2.5. Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	ASL Interpreters	\$0	\$3,000	\$0	\$3,000
2	Contractual Staff - Sponsorship Director Festival Director Volunteer Coordinator Operations Assistant	\$0	\$100,000	\$0	\$100,000
3	Seasonal Security & Safety Personnel (Fire/Police/Paramedics)	\$0	\$85,000	\$0	\$85,000
Totals:		\$0	\$188,000	\$0	\$188,000

2.6. Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Space Rental	\$5,000	\$5,000	\$10,000
Totals:		\$5,000	\$5,000	\$10,000

2.7. Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Travel & Accommodations	\$5,000	\$10,000	\$15,000
Totals:		\$5,000	\$10,000	\$15,000

2.8. Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Marketing & Graphics Designer	\$6,250	\$35,250	\$0	\$41,500
2	Green Room PR	\$6,250	\$9,750	\$0	\$16,000
3	Media/Ad Buy	\$0	\$5,000	\$0	\$5,000
4	Photographers	\$0	\$5,000	\$0	\$5,000
5	Videographers	\$0	\$5,000	\$0	\$5,000
6	Social Media Meta	\$0	\$2,500	\$0	\$2,500
7	Signage/Flyers/Step&Repeats/Print and Design	\$0	\$7,500	\$2,500	\$10,000
Totals:		\$12,500	\$70,000	\$2,500	\$85,000

2.9. Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Equipment Rental - Staging, AV and labor and ADA matting	\$0	\$163,500	\$0	\$163,500
2	Festival Supplies - Decor	\$0	\$25,000	\$0	\$25,000
3	Event Insurance	\$0	\$60,000	\$0	\$60,000
4	Misc Expenses - volunteer costs, permitting and sanitation fees	\$0	\$27,500	\$12,500	\$40,000
Totals:		\$0	\$276,000	\$12,500	\$288,500

2.10. Amount of Grant Funding Requested:

\$25,000

2.11. Cash Match:

\$820,095

2.12. In-Kind Match:

\$30,000

2.13. Match Amount:

\$850,095

2.14. Total Project Cost:

\$875,095

3. Proposal Budget Income:

Detail the expected source of the cash match (middle column) your organization will be using in order to match the state funds (first column) outlined in the expense section. Use the budget categories listed below. Do not include your grant request (first column) or in-kind (third column). Include only income that specifically relates to the proposal. The Proposal Budget income must equal to the Proposal Budget cash match in the expenses.

3.1. Revenue: Admissions *

#	Description	Cash Match	Total
1	Ticket Revenue Auxiliary Fest Events	\$17,000	\$17,000
Totals:		\$0	\$17,000

3.2. Revenue: Contracted Services *

#	Description	Cash Match	Total
1	Vendor Fees Festival Craft Village	\$25,000	\$25,000
Totals:		\$0	\$25,000

3.3. Revenue: Other *

#	Description	Cash Match	Total
1	Day of Bar-Sales Parade Entry Fees	\$87,000	\$87,000
Totals:		\$0	\$87,000

3.4. Private Support: Corporate *

#	Description	Cash Match	Total
1	Corporate Support aligned with entertainment Stages and Parade/cultural activations	\$362,600	\$362,600
Totals:		\$0	\$362,600

3.5. Private Support: Foundation *

3.6. Private Support: Other *

#	Description	Cash Match	Total
1	Donor Support	\$3,495	\$3,495
Totals:		\$0	\$3,495

3.7. Government Support: Federal *

3.8. Government Support: Regional *

3.9. Government Support: Local/County *

#	Description	Cash Match	Total
1	City of Miami Beach Economic Tourism Development Fund	\$200,000	\$200,000
2	Miami-Dade County Dept of Cultural Affairs FEST grant	\$95,000	\$95,000
3	Miami-Dade County Dept of Cultural Affairs TDC Grant	\$25,500	\$25,500
4	Greater Miami Convention & Visitors Bureau	\$4,500	\$4,500
Totals:		\$0	\$325,000

3.10. Applicant Cash *

3.11. Total Project Income:

\$875,095

3.12. Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	\$25,000	\$25,000	3%

Line	Item	Expenses	Income	%
B.	Cash Match	\$820,095	\$820,095	94%
	Total Cash	\$845,095	\$845,095	97%
C.	In-Kind	\$30,000	\$30,000	3%
	Total Proposal Budget	\$875,095	\$875,095	100%

4. Additional Proposal Budget Information (optional) (1000 characters)

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

Projected In-Kind Revenue: \$30,000

1. \$10,000 | Delta Airlines: in-kind flight vouchers to offset air-travel expenses for U.S. and international artists to perform on our stages in Lummus Park the weekend of April 12– 13, 2025
2. \$5,000 | Moxy Hotel South Beach: in-kind venue rental for the 2025 edition of Queer Art Showcase
3. \$2,500 | PlanetPrinter: to partially offset marketing/promotional costs for signage design and the printing of flyers, banners, foam-core signage
4. \$12,500 | The City of Miami Beach Special Event Fund: - governmental in-kind support from the City of Miami Beach to partially offset permitting fees for sanitation and permit fees for the use of Pride Park and Lummus Park in Miami Beach

I. Attachments and Support Materials Page 9 of 12

Complete the support materials list using the following definitions.

- **Title:** A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description:** (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DAC credit statement and/or logo.
- **File:** The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content Type	Format/extension	Maximum size
Images	.jpg, .gif, .png, or .tiff	5 MB
documents	.pdf, .txt, .doc, or .docx	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

MacOS productivity files such as Pages, Keynote, and Numbers are not acceptable formats. Please save files into .pdf format before submission.

1. Required Attachment List

Please upload your required attachments in the spaces provided.

1.1. Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
W9_updated_MBP_2024-2025.pdf	30 [KB]	5/29/2023 6:29:10 PM	View file

1.2. Federal 990 Form (most recently completed)

File Name	File Size	Uploaded On	View (opens in new window)
Miami_Bach_Gay_Pride_Inc_2021_990.pdf	2206 [KB]	5/29/2023 6:31:23 PM	View file

2. Support materials (required)*

File	Title	Description	Size	Type	View (opens in new window)
2023 Miami Beach Pride_GMCVB.pdf	2023 Miami Beach Pride Event Performance Report	Independently verified report from the Greater Miami Convention & Visitors Bureau research team	1288 [KB]		View file
MiamiBeachPride_YouTubeLinks_2023.pdf	15th Anniversary Sizzle Reeles	includes (a) VIP Affair Kick-Off to the Festival Weekend, (b) Day 1 of MBP and (c) Day 2 featuring the Pride Parade	4045 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
MBP2023_onlineprogram guide.pdf	MBP 2023 digital program guide	for the full online guide visit https://www.miamibeachpride.com/2023-pride-guide	25136 [KB]		View file
2025 Miami Beach Pride Marketing Strategy.pdf	Marketing Deck 2025	proposed for the 17th edition of Miami Beach Pride Festival & Parade	33704 [KB]		View file
PRIDEPARK_2023.pdf	Family Day - Miami Beach Pride 2023	Inaugural Family Day in Pride Park the weekend prior to the main festival in Lummus Park - free for all the family to enjoy	9121 [KB]		View file

2.1.

J. Notification of International Travel Page 10 of 12

Notification of International Travel

In accordance with Section 15.182, Florida Statutes, the grantee shall notify the Department of State of any international travel at least 30 days before the date the international travel is to commence or, when an intention to travel internationally is not formed at least 30 days in advance of the date the travel is to commence, as soon as feasible after forming such travel intention. Notification shall include date, time, and location of each appearance.

1. Notification of International Travel

I hereby certify that I have read and understand the above statement and will comply with Section 15.182, Florida Statutes, International travel by state-funded musical, cultural, or artistic organizations; notification to the Division of Arts and Culture.

K. Single Audit Act Page 11 of 12

Single Audit Act

In accordance with 2 CFR 200, Subpart F - Audit Requirements; Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes; and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN 81-3916152 expended \$750,000 or more from all combined state sources and all combined federal sources during your organization's fiscal year. If your organization has exceeded the threshold of \$750,000, your organization will be required to comply with the Single Audit Act. You will be required to complete a separate certification form in dosgrants.com following the close of your fiscal year.

1. Single Audit Act

I hereby acknowledge that I have read and understand the above statement and will comply with: 2 CFR 200, Subpart F - Audit Requirements; Section 215.197, Florida Statutes, Florida Single Audit Act; and the policies and procedures established by the Division of Arts and Culture.

L. Review & Submit Page 12 of 12

1. Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.286, Florida Statutes and incorporated by reference into Rule 1T-1.036, Florida Administrative Code.

2. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Miami Beach Gay Pride, Inc. and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third-degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

2.1. Signature (Enter first and last name)

Carol Coombes

