

**EXHIBIT A**

ILLUMINATE

C O R A L G A B L E S

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*Mission Statement: Illuminate Coral Gables will enhance awareness and appreciation of public, light based, fine art installations, bolster the economic climate of Downtown Coral Gables, and increase collaboration between the City of Coral Gables, Coral Gables based non-profit community organizations, business owners and residents.*

## Introduction

Illuminate Coral Gables (ICG) is a world-class fine art light-based exhibition that will debut in Downtown Coral Gables in January 2021. Designed to bring the City to life with stunning interactive-art displays, video projections, and light sculptures, 'Illuminate' will showcase Coral Gables' position as a leader in innovation, technology, and culture. The exhibition will highlight Coral Gables' unique architectural treasures, its natural beauty, and its important role in global business through the marriage of innovation and art.

ICG is a three-night event scheduled to begin on Friday January 15, 2021 and is proposed between 6:00PM and 10:00PM. The largest crowds are expected over this Friday-Sunday debut of the exhibition. This is the Martin Luther King, JR. holiday weekend.

The more performative works and video projection pieces will be installed over the initial three-day event, with many of the larger, site-specific, works remaining for the following four weeks with deinstallation occurring after the President's Day Holiday weekend.

ICG will be an annual, citywide exhibition with artworks primarily in the public realm with a few additional artworks located in interior settings. All artworks are meant to be seen in the daytime but through the use of 'light' will be transformed after dark and provide a completely different experience for the visitor.

Illuminate Coral Gables is very ambitious, especially for a new initiative. That being said, the team aims to embed an arts education component by partnering with Miami-Dade County Public Schools so as to reach primary school students from the district. The team also hopes to partner with the local universities offering mentorship and internships providing hands on experience while also being active in the fields of art research, curatorial work, assisting artists, graphic design, documentation, promotions, arts administration, tourism management, event planning, and any general assistance for the month-long event as well as the year build up.

The goal is to provide an innovative, first-of-its-kind, robust art experience for those living in South Florida that is uniquely Coral Gables. Over time, a wider audience will follow and visit the annual exhibition.

## Illuminate Coral Gables Participants

<b>Board of Directors</b>			
Board Member	Title	Organization/Affiliation	Job Title
Venny Torre	President	CG BID	President
Patrick O'Connell	Secretary	CG Chamber of Commerce	Senior Vice President
Mary Snow Tellam	Treasurer	CG Community Foundation	Executive Director
Stacy Conde	Director	Community Member	Gallerist -Conde Contemporary
Olga Granda	Director	Community Member/Sanctuary	Artistic Director and CEO
Laura Russo	Director	CG Community Foundation	Attorney
Mark Trowbridge	Director	CG Chamber of Commerce	President and CEO
John Allen	Director	CG Museum	Executive Director
Mayor Raul Valdes-Fauli	Ex Officio	City of Coral Gables	Mayor
Francesca Madeo Valdes	Ex Officio	City of Coral Gables	Retail Advocate
Catherine Cathers	Ex Officio	City of Coral Gables	Arts & Cultural Specialist
Taciana Amador	Director	CG BID	Executive Director
Dionne Simmons	Staff	CG BID	Executive Assistant
<b>Director/Curator</b>			
Name	Title	Organization/Affiliation	Job Title
Lance Fung	Curator	The Fung Collaboratives	Curator
John Talley	Director	The Fung Collaboratives	Executive Director
<b>Arts Advisory Committee</b>			
Committee Member	Title	Organization/Affiliation	Job Title
Catherine Cathers	Chair	City of Coral Gables	Arts & Culture Specialist
Stacy Conde	Vice-Chair	Community Member	Gallerist -Conde Contemporary
Jill Deupi	Member	Lowe Art Museum	Director
Carol Damian	Member	FIU	Director, Frost Art Museum & Professor
John Stuart	Member	FIU, CARTA	Associate Dean for Culture and Community Engagement & Executive Director of CARTA

## Key Accomplishments as of December 2019

- Established a Board of Directors
- Approved organizational By-Laws
- Obtained fiscal sponsorship through the Coral Gables Community Foundation
- Received pledge of support from the GMCVB for press trips and other marketing support
- Motion of support from the CG Arts Advisory Council
- Motion of support from the CG Cultural Development Board
- Worldwide RFP for the Curator/Director position posted August 2019
- 42 responses received to RFP for Curator/Director position
- The Fung Collaboratives retained as Curator/Director of ICG
- Miami Today – November 14 press – ‘Illuminated sculptures future Coral Gables visitor magnets’ story, page 3.
- Secured illuminatecoralgables.com, .net, .org. Website under development, already paid in full
- ICG Facebook – 216 ‘likes’ in first 5 days of existence with no marketing or major content
- Promotional video completed by ‘The Welcome Channel’
- The Fung Collaboratives is working with 6 world famous artists, 8 mid-career artists, and 5 emerging artists from USA and abroad and will focus on S Florida artists in January.
- In discussion with internationally recognized artists: Cai Guo-Qiang, Paola Pivi, Conrad Shawcross among others
- Hosted a community wide reception on December 6<sup>th</sup> to announce the initiative and garner support
- Received a \$50,000 grant from the Coral Gables BID with another \$50,000 pledged for October 2020

## Draft Budget

The estimated cost to produce Illuminate Coral Gables in 2021 is at least \$1,000,000.

Here is a rough breakdown of expenses:

Curatorial / Project Management fee :	100k
Artist travel:	50k
Artwork: (production, shipping, installation de-installation, return, artist fees)	630K
PR and Promotion:	75k
Insurance:	CGCF
Art Insurance:	20K
Legal:	10k
Photographer/Videographer:	15k
Contingency:	100k
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TOTAL:	\$ 1,000,000

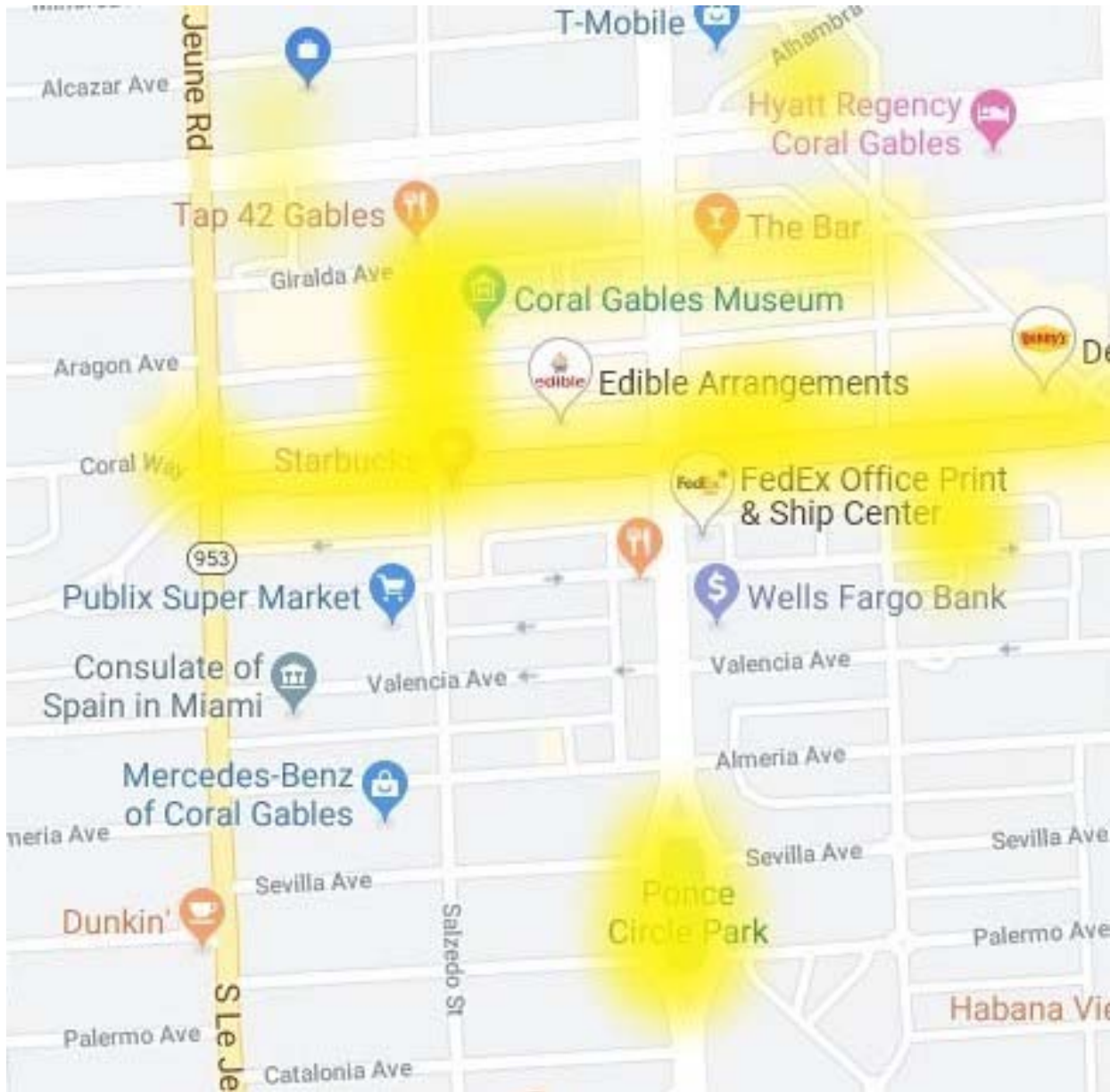
This budget is subject to change once artists and specific works have been selected or commissioned.

This budget anticipates funds secured through corporate sponsorships, private property owners, local art patrons, community stakeholder organizations, the City of Coral Gables and The Coral Gables Business Improvement District.

This budget does not contemplate in-kind donations from community organizations or the City of Coral Gables.

In-kind donations have been received from Giralda Place Condominium, The Welcome Channel, The Torre Companies, The Community Foundation, Berkshire Hathaway HomeServices EWM Realty and Conde Contemporary Gallery. Many local organizations and companies have also expressed interest in participating.

## Potential and Proposed Locations for Illuminated Installations



Illuminate Coral Gables launch in front of City Hall with installations focused on Miracle Mile, The Museum, Giralda Plaza and potentially Hartnett Park and McBride Park. These are proposed locations, although the Curator may include other sites within the CBD including Alhambra Circle.

## Logistics

- Illuminate Coral Gables will work with The Fung Collaboratives to apply for all permits necessary for site preparation and installation of all exhibits.
- Illuminate Coral Gables is requesting a waiver of expenses related to the special events permit process including the permit fees, barricades, inspection fees, etc.
- Security expenses will be paid by Illuminate Coral Gables as needed
- Street cleaning and waste removal requested from the City
- Insurance for the event is being provided by The Coral Gables Community Foundation and The Fung Collaboratives with \$2,000,000 in liability insurance per organization.
- Insurance for individual art exhibits will be paid by Illuminate Coral Gables



## Metrics from Similar Events

### Napa Lighted Art Festival

35,000+ visitors

15 sites

9 nights

21 artists

28 sponsors

1.8M economic impact

### Amsterdam Light Festival

750,000 visitors

45 installations

Over 50 nights

Budget of 2.3M Euros

2/3 of the visitors are tourists

### Lumiere London

240,000 visitors

4 nights

Budget of 1.8M pounds

7.5MM economic impact

### Light City Baltimore

442,500 visitors

8 nights

\$19.72M impact on local businesses

\$384,851 direct impact for the City of Baltimore

1.58M social media impressions

## The Benefits

- Further establish CORAL GABLES as a city dedicated to fine art, culture and technology
- Create a world class, annual exhibition that links CORAL GABLES to Miami, NYC and the rest of the world
- Create a lasting bridge between the City, non-profits, businesses, and residents
- Drive tourism
- Highlight the local art galleries and their artists
- Attract a new local crowd to downtown CORAL GABLES in the day and evening
- Provide a month long, free, city activation with a sense of joy and discovery
- Develop educational opportunities for children and residents about contemporary art
- Showcase the City, it's unique architecture, and museum
- Discover and mentor CORAL GABLES and South Florida students and artists
- Increase CORAL GABLES visibility through visitors, online presence, and press coverage
- Direct and indirect economic development -revenue anticipated through parking and increased tax revenue
- Bring in world famous artists to be inspired by CORAL GABLES and to make site-specific artwork
- Add to the ongoing CORAL GABLES public art program
- Partner with local, national and international organizations, museums, patrons
- Provide Instagram inspirations
- Create a legacy event for CORAL GABLES

