



Village of Biscayne Park

Commission Agenda Report

Village Commission Meeting Date: August 4, 2015

Subject: Holiday Home Tour Fundraiser
Discussion

Prepared By: Commissioner Barbara Watts

Sponsored By: Commission

Background

Who isn't curious about the interiors of certain homes in Biscayne Park, the *Village of Homes*? I know I am.

Biscayne Park has a number of beautiful and historically and/or architecturally notable residences; and I imagine that many residents would love to see these homes' interiors, especially when they are decorated for the holiday season. I propose that the Village of BP (perhaps with the Foundation) initiate an annual "Winter Fest Home Tour" fundraiser, in this instance, to offset the cost the Village has incurred for the restoration of the Log Cabin.

Many organizations affiliated with municipalities sponsor annual home or garden tours that are successful and that are eagerly anticipated by many. The Historic Morningside Home Tour, the Villagers Garden Tour, the Home Tour organized by the Coral Gables Garden Club, and the Miami Shores "Home for the Holidays" Walk and Tour organized by a chapter of the University of Miami's Women's Cancer Association are but four examples. Most of these fund raisers are for charities or not for profit organizations. We might use this as a fund raiser solely for the purpose of Biscayne Park projects that need funding (after the costs incurred by the Log Cabin's restoration have been raised), or, in the spirit of the holiday season, be generous and choose a charity (such as Pelican Harbor or the Soffer and Fine Humane Society Center) for half or some percentage of the funds raised.

August 4, 2015

Commission Agenda Report

Holiday Home Tours

In a nutshell: the event would occur on a Sunday afternoon in mid-December for 3-4 hours. The tour would comprise five (?) homes (ideally, diverse in style); light refreshments, donated by local stores, would be offered; live music would be played at one of the houses (donated by a resident musician); perhaps, like the Coral Gables Garden Tour, baskets of home-made desserts and plants can be offered for sale; a bus or trolley will make a continuous circuit of the houses on the tour. Cost per ticket: \$20, 25 or \$30. Volunteers would be on hand at each home to help and to ensure that private areas are not entered.

For sponsors, I think that we should begin with local real estate agents. Perhaps, those who have houses listed in the Village would want to schedule an "Open House" on the day of the tour.

I think that we need an ad hoc committee to work with the Administration on this. A committee, rather than a Board, would not be burdened by the Sunshine Laws, which so often delay the planning process.

The Miami Shores Holiday Tour, which raised \$27,000 last year, might serve as our model. I do not expect that we would raise this amount, but whatever we raise would help. Now is the time to organize this event. For this first house tour event, I think we should keep it simple. Embellishments can come later.

Attached are the sponsorship letters, forms et cetera developed by the Heidi Hewes Chapter of the Woman's Cancer Association of the University of Miami, graciously provided by Councilwoman Ivonne Ledesma. These may serve as models for the forms we develop for our own Holiday Home Tour.

Fiscal / Budget Impact

Staff and Police time.

Recommendation

Approval and consensus to draft and adopt a resolution.

Attachments

- Heidi Hewes Chapter of the Woman's Cancer Association of UM Cover
- Home Tour - About the Walk
- Sponsorship Form
- Sponsorship Letter Friend
- Sponsorship Letter Personalized



**The Heidi Hewes Chapter
of the Woman's Cancer Association of UM
Presents:**

24th Annual "Home For The Holidays" Walking Tour



Sunday, December 13, 2015 from 4:00 to 7:00 PM

2015 Sponsorship

**Proceeds benefit cancer research
at Sylvester Comprehensive Cancer Center
& UM Miller School of Medicine**



UNIVERSITY OF MIAMI
MILLER SCHOOL
of MEDICINE

HEIDI HEWES CHAPTER, WCA of UM



24th Annual “HOME FOR THE HOLIDAYS” WALKING TOUR

WHAT: Five Miami Shores homes open for guests to tour. Entertainment provided in each home. Included are wine and cheese, homemade cookies, sparkling cider or coffee, information and sponsor boards. Homes decorated by the Homeowner.

WHEN: Sunday, December 13 from 4:00 PM to 7:00 PM.

Cost: \$35 per person

WHY: Proceeds benefit cancer research at Sylvester Comprehensive Cancer Center.

**LAST YEAR WE AND OUR SPONSORS HELPED
THESE DOCTORS IN THEIR CANCER RESEARCH
AND TREATMENT OF CANCER PATIENTS.**

WCA GRANTS 2014-2015

Macarena Ines De La Fuente, MD - Brain Cancer - \$30,342.48.

Arlene Garcia-Soto, MD, & Brian M. Slomovitz, MD - Endometrial Cancer - \$50,000.

Nagi Ayad, PhD, Stephan Schurer, PhD, Ronan Swords, MD, PhD, & Arthur Zelent, PhD - Acute Myelogenous Leukemia - \$50,000.

Kerry L. Burnstein, PhD - Metastatic Prostate Cancer - \$50,000.

Francisco Vega, MD, PhD, & Chase Hwa Kim, MD - Large B Cell Lymphoma - \$50,000.

Noriyuki Kasahara, MD, PhD - Brain-Metastatic Breast Cancer - \$50,000

G. Patricia Cantwell, MD - Pediatric Palliative Care Program - \$5,000.

\$285,342.48 was donated by the Woman’s Cancer Association of UM fundraisers.

Heidi Hewes Chapter WCA contributed **\$99,777.33.**

THIS YEAR YOU TOO CAN BECOME A SPONSOR. THANK YOU.



UNIVERSITY OF MIAMI
MILLER SCHOOL
of MEDICINE



*Heidi Hewes Chapter
Woman's Cancer Association
University of Miami*



~"Home for the Holidays" Walk and Tour 2015~

December 13, 2015

Sponsorship Level Information

House Sponsor Contribution of \$3,000 or More

- Sponsor a featured Home on the Walk with individual signage in that Home.
- Page in the event booklet/ticket.
- *Your sponsorship will include 6 tickets to this event.*

Premier Sponsor Contribution of \$2,500.

- Name and/or logo will be on prominent display
- Name and/or logo will be in the event booklet/ticket
- *Your sponsorship will include 6 tickets to this event*

Diamond Sponsor Contribution of \$1,500.

- Name will be on prominent display and in the event booklet
- *Your sponsorship will include 4 tickets to this event*

Platinum Sponsor Contribution of \$1,000.

- Name will be on prominent display and in the event booklet
- *Your sponsorship will include 4 tickets to this event*

"Gold Sponsor" Contribution of \$750.

- Name will be on prominent display and in the event booklet
- *Your sponsorship will include 2 tickets to this event*

"Silver Sponsor" Contribution of \$500.

- Name will be on prominent display and in the event booklet
- *Your sponsorship will include 2 tickets to this event*

"Bronze Sponsor" Contribution of \$250.

- Sponsor board and in the event booklet
- *Your sponsorship will include 1 ticket to this event*

"Friend" of Heidi Hewes Contribution of \$100.

- Sponsor board and in the event booklet

"Celebrating" the Holiday Walk by contributing the following amount: \$_____

- Sponsor board and in the event booklet

Please make checks payable to: Heidi Hewes WCA

Mail to: Nora Tenney, 1183 N.E. 99th Street Miami Shores, FL 33138

Contact: (305) 494-6066 ~ norabob.tenney@gmail.com

YOUR RESPONSE IS REQUESTED BY **OCTOBER 26, 2015**



UNIVERSITY OF MIAMI
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of MEDICINE



*Heidi Hewes Chapter
Woman's Cancer Association
University of Miami*



~"Home for the Holidays" Walk and Tour 2015~

Sponsorship Level Application

Choose level – check appropriate box

CHECK



House Sponsor	\$ _____ Minimum of \$3,000	<input type="checkbox"/>
Premier Sponsor	\$2,500	<input type="checkbox"/>
Diamond Sponsor	\$1,500	<input type="checkbox"/>
Platinum Sponsor	\$1,000	<input type="checkbox"/>
Gold Sponsor	\$750	<input type="checkbox"/>
SILVER SPONSOR	\$500	<input type="checkbox"/>
Bronze Sponsor	\$250	<input type="checkbox"/>
Friend	\$100	<input type="checkbox"/>
Celebrating	\$ _____	<input type="checkbox"/>

Extra tickets are \$35.00 - # _____ amount \$ _____

I would like my sponsorship to be listed as follows on display and in the event booklet:

Name or Business for mailings: _____

Address: _____

Telephone _____ Email _____

Payment Information Payment Type: ___ Visa ___ Master Card ___ AMEX ___ *Check

Total Amount of Check or Charge: \$ _____

Card Number: _____ Name on Card: _____

Expiration Date: _____ Security Code: _____ Signature: _____

Please make checks payable to: Heidi Hewes WCA

Mail to: Nora Tenney, 1183 N.E. 99th Street, Miami Shores, FL 33138

Contact: (305) 494-6066 ~ norabob.tenney@gmail.com

YOUR RESPONSE IS REQUESTED BY **OCTOBER 26, 2015 to be in the Event Booklet/Ticket**

**Proceeds benefit cancer research at
Sylvester Comprehensive Cancer Center and UM Miller School of Medicine.**



*Heidi Hewes Chapter
Woman's Cancer Association
University of Miami*



August 7, 2015

Dear Friends,

Over the past twenty-three years, our friends and neighbors have opened their hearts and homes for the Heidi Hewes Chapter of the WCA's "Home for the Holidays" Walking Tour that has raised a half million dollars for the fight against cancer. This annual event is a local Miami Shores tradition embracing the spirit of the holidays while celebrating the beautiful homes in our neighborhood. This event is made possible by the hard work of our members, the continuous support of our community, and the financial commitment of our sponsors.

The 24th Annual Holiday Walk will be held on **Sunday, December 13, 2015**. It is our hope that with your help we will exceed our goal of \$20,000 in sponsorship. Proceeds from your sponsorship benefits cancer research at Sylvester Comprehensive Cancer Center. As a supporter, your commitment will be published in the event booklet and acknowledged on signage during the tour.

The Heidi Hewes Chapter of the WCA is aligned with the University of Miami Miller School of Medicine/Sylvester Comprehensive Cancer Center. Heidi Hewes is a 100% volunteer organization with a mission to fight and overcome cancer by providing funds for cancer research, cancer education and patient welfare.

Please use the enclosed application to determine your level of sponsorship. In order to be included in the event booklet/ticket, your response must be received no later than **October 26, 2015**.

We look forward to having you as a sponsor. Please know that your support is valued and essential to our goal as an organization.

Kindest Regards,

Nora Tenney

24th Annual Heidi Hewes Holiday Walk and Tour

Sponsorship Chair

305-494-6066

norabob.tenney@gmail.com

Note: All donations are tax deductible. Federal # 501 (C)(3) 59-0871128



*Heidi Hewes Chapter
Woman's Cancer Association
University of Miami*



August 7, 2015

Dear

Thanks to sponsors like you, the Heidi Hewes Chapter of the WCA has held the "Home for the Holidays" Walking Tour and has raised a half of a million dollars for the fight against cancer. This annual event is a local Miami Shores tradition embracing the spirit of the holidays while celebrating the beautiful homes in our neighborhood. Your Holiday Walk sponsorship helped us raise over \$30,000 in 2014, and contributed to making this Miami Shores holiday event an outstanding success. The event is made possible by the continuous support from our sponsors, community, and members.

The 24th Annual Holiday Walk will be held on **Sunday, December 13, 2015**. Proceeds from your sponsorship benefits cancer research at Sylvester Comprehensive Cancer Center. As a supporter, your commitment will be published in the event booklet and acknowledged on signage during the tour.

The Heidi Hewes Chapter of the WCA is aligned with the University of Miami Miller School of Medicine/Sylvester Comprehensive Cancer Center. Heidi Hewes is a 100% volunteer organization with a mission to fight and overcome cancer by providing funds for cancer research, cancer education and patient welfare.

Please use the enclosed application to determine your level of sponsorship. In order to be included in the event booklet/ticket, your response must be received no later than **October 26, 2015**.

We look forward to having you as a sponsor again. Please know that your support is valued and essential to our goal as an organization.

Kindest Regards,

Nora Tenney

24th Annual Heidi Hewes Holiday Walk and Tour

Sponsorship Chair

305-494-6066

[*norabob.tenney@gmail.com*](mailto:norabob.tenney@gmail.com)

Note: All donations are tax deductible – Federal # 501 (C)(3) 59-0871128