

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: October 30, 2024

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING A WAIVER OF MIAMI BEACH CONVENTION CENTER RENTAL FEES, FOR THE 5000 ROLE MODELS OF EXCELLENCE PROJECT, INC. IN AN AMOUNT NOT TO EXCEED \$28,925 FOR USE OF THE GRAND BALLROOM FOR THE 2025 ANNUAL DR. MARTIN LUTHER KING, JR. UNITY SCHOLARSHIP BREAKFAST TO BE HELD ON JANUARY 14-15, 2025.

RECOMMENDATION

The Administration recommends approval of the resolution authorizing waiver of the Miami Beach Convention Center rental fee for the 5000 Role Models of Excellence Project, Inc. 2025 Annual Dr. Martin Luther King, Jr. Unity Scholarship Breakfast.

BACKGROUND/HISTORY

In November 2018, the City of Miami Beach established Miami Beach Convention Center ("MBCC") Rental Waiver Guidelines including an application, review and approval process. The waiver is administered by the Administration, with a recommendation to the Mayor and City Commission.

The rental discount/waiver is specific to room and space rental fees only. The event producer/organizer is solely responsible for any and all other associated MBCC fees as assessed for the event, including but not limited to, audio, visual, utilities, furniture rentals, equipment, security, food and beverage, corkage fees, room set-up and cleaning.

The City received an application for a rental fee waiver for the use of the MBCC. The application has a resident community impact and/or a civic or social benefit to the residents of Miami Beach.

The 5000 Role Models of Excellence Project Annual Dr. Martin Luther King, Jr. Unity Scholarship Breakfast ("Scholarship Breakfast") is part of a larger mentoring program committed to closing the minority male achievement gap. The primary goals of the 5000 Role Models of Excellence Project ("5000 Role Models") is to guide minority male students along a carefully charted path through grades K-12 and college or ensuring the attainment of other post-secondary credentials, and increasing their employability in higher wage, high skill jobs within high demand industries.

The Scholarship Breakfast is a fundraising program to fund scholarships to 50 young minority males in the 5000 Role Models of Excellence Project.

ANALYSIS

The Scholarship Breakfast plans to host more than 2,500 attendees from the Miami-Dade County community in the Grand Ballroom of the MBCC on January 14-15, 2023, including event load-in and load-out. The 5000 Role Models requested that the City waive MBCC rental fees in an amount

not to exceed \$28,925. The 5000 Role Models satisfied the MBCC rental waiver application criteria by providing a resident community impact through its delivery of services to the residents of Miami Beach.

MBCC rental waiver application documents and requirements include, but are not limited to, proof of not-for-profit status, financial information, program budget and sponsor list. Additionally, the event must be either a major countywide special event, demonstrate priority 1 room night generation in Miami Beach hotels, be produced by an organization based in Miami Beach or provide most services to the residents of Miami Beach. If ticketed, the event provides free entry or a discounted rate to Miami Beach residents, students and/or seniors and the City receives sponsorship recognition.

FISCAL IMPACT STATEMENT

The waiver, if approved, is valued at \$28,925, and reflects a loss of MBCC revenue.

Does this Ordinance require a Business Impact Estimate? (FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:
See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notices/>

FINANCIAL INFORMATION

CONCLUSION

The Administration recommends approval of the MBCC rental fee waiver for the 5000 Role Models of Excellence Project, Inc. 2025 Annual Dr. Martin Luther King, Jr. Unity Scholarship Breakfast.

Applicable Area

South Beach

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?

No

Is this item related to a G.O. Bond Project?

No

Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying? No

If so, specify the name of lobbyist(s) and principal(s):

Department

Economic Development

Sponsor(s)

Commissioner Alex Fernandez

Co-sponsor(s)

Commissioner Joseph Magazine

Condensed Title

Waive MBCC Rental Fees for 5000 Role Models of Excellence Event. (Fernandez/Magazine)
ED