

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, AUTHORIZING A ONE-TIME SPONSORSHIP IN THE AMOUNT NOT TO EXCEED \$25,000.00 FOR THE ANNUAL GROUNDUP MUSIC FESTIVAL TO BE HELD ON FEBRUARY 8-9, 2025, AT THE MIAMI BEACH BANDSHELL AND FURTHER, AUTHORIZING THE ELIGIBILITY OF THE EVENT ORGANIZER TO APPLY FOR A GRANT FROM THE MIAMI BEACH VISITOR AND CONVENTION AUTHORITY (VCA) AND APPLY FOR FUNDING THROUGH THE A CITY'S SPECIAL EVENT SPONSORSHIP PROGRAM, STARTING FROM FISCAL YEAR 2026-27 IN LIGHT OF ITS IMPACTFUL, FAMILY-FRIENDLY CULTURAL PROGRAMMING IN THE CITY.

WHEREAS, the GroundUP Music Foundation, Inc., the applicant for the GroundUP Music Festival, is a Florida not-for-profit corporation seeking a special event sponsorship in the amount of \$25,000.00; and

WHEREAS, the GroundUP Music Festival takes place on February 8-9, 2025, at the iconic Miami Beach Bandshell, and the adjacent Bandshell Park, delivering an immersive, authentic and optimal experience for both musicians and fans with a line-up of artists such as Snarky Puppy, John Scofield Trio featuring Vicente Archer and Bill Stewart, Ms. Lisa Fischer, Gaby Moreno, Eric Gales, Bill Frisell Trio featuring Thomas Morgan & Rudy Royston, and others; and

WHEREAS, one of the most central aspects to the GroundUP ethos is diversity in every sense of the word – diversity of genre, style, geography, culture, race, age, and gender – as well as remarkable diversity among artists and attendees, with the Festival drawing regularly crowds of passionate music lovers and musicians from 50 states and 55+ countries; and

WHEREAS, the Mayor and City Commission wish to approve a one-time sponsorship request in the amount not to exceed \$25,000.00; and

WHEREAS, furthermore, the City's current funding guidelines restrict organizations that receive funding from the Miami Beach Visitor and Convention Authority (VCA) from applying for Special Event Sponsorships and Cultural Arts Council grants, however, the Special Event Sponsorship Program guidelines allow an applicant to seek both VCA grant and a Special Event Sponsorship if approved by the Mayor and City Commission; and

WHEREAS, authorizing the GroundUP Festival to obtain approval to access both a VCA grant and a Special Event Sponsorship would significantly enhance the scope and quality of its events; and

WHEREAS, thus, the Mayor and City Commission authorize the eligibility of the GroundUP Music Festival, Inc., to apply for a grant from the VCA and to seek funding through the City's Special Event Sponsorship Program, starting from Fiscal Year 2026.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby authorizing a sponsorship in the amount not to exceed \$25,000.00 for GroundUP Music Festival to be held February 8-9, 2025, at the Miami Beach Bandshell, and

further, authorize the eligibility of the Event Organizer to apply for a grant from the Miami Beach Visitor and Convention Authority (VCA) and seek funding through the City's Special Event Sponsorship Program, starting from Fiscal Year 2026-27, in light of its impactful, family-friendly cultural programming in the City.

PASSED AND ADOPTED this ____ day of February 2025.

ATTEST:

Steven Meiner, Mayor

Rafael E. Granado, City Clerk

(Sponsored by Mayor Steven Meiner)

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney

1/21/2025
Date