

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE AT ITS SEPTEMBER 20, 2024 MEETING, TO SPONSOR THE WOLFSONIAN-FIU AUDIOVISUAL UPGRADE TO SUPPORT LOCAL CINEMA PROGRAMMING; AND FURTHER AUTHORIZING THE CITY MANAGER AND CITY CLERK TO EXECUTE A SPONSORSHIP AGREEMENT, SUBJECT TO BUDGET APPROPRIATION.

WHEREAS, on July 24, 2024, the Mayor and City Commission approved a referral to the Finance and Economic Resiliency Committee to discuss sponsoring The Wolfsonian-Florida International University ("The Wolfsonian-FIU") audiovisual upgrade to support local cinema programming; and

WHEREAS, The Wolfsonian-FIU, located in the heart of the Art Deco District of Miami Beach, Florida, is a prominent museum, library, and research center that illustrates the persuasive power of art and design, and has served as a Miami Beach Cultural Anchor institution since 1997; and

WHEREAS, for Fiscal Year 2024, the City funded The Wolfsonian-FIU in the amount of \$31,065 through the City's Cultural Arts Council grant program; and

WHEREAS, The Wolfsonian-FIU plans to offer a new venue for screenings, supporting local festivals and increasing the diversity of film offerings for Miami Beach residents; and

WHEREAS, at the September 20, 2024, Finance and Economic Resiliency Committee (FERC) meeting, the Committee recommended that The Wolfsonian-FIU present weekly film screenings throughout the year, and requested City staff to discuss with the Greater Miami Convention and Visitors Bureau (GMCVB) potential funding for upgrading the audiovisual equipment, with reductions if outside funding was obtained; and

WHEREAS, The Wolfsonian-FIU submitted a funding request for \$26,511.64 to Florida International University's Tech Fee fund, which was not approved, emphasizing the need for City sponsorship; and

WHEREAS, staff discussed the funding request with the GMCVB, who indicated that audio-visual equipment funding would not qualify as a marketing expense; and

WHEREAS, the proposed programming based on FERC recommendations includes monthly free Friday evening films, Saturday matinees, and Sunday matinees, increasing the total from eighteen (18) to thirty-six (36) potential film showings yearly; and

WHEREAS, on October 24, 2024, The Wolfsonian-FIU resubmitted a Cinema Upgrade Proposal to upgrade its existing audiovisual equipment, with the budget for the upgrade (including installation) being \$86,513.86, excluding seating; and

WHEREAS, the annual programming budget to support thirty-six (36) potential monthly film showings is \$34,444, inclusive of all programming and operations costs; and

WHEREAS, the total sponsorship request for audiovisual equipment upgrade and programming amounts to \$120,958; and

WHEREAS, the Administration recommends approval of the resolution, authorizing the sponsorship agreement with The Wolfsonian-FIU to support local cinema programming, with funding to be considered as part of the Fiscal Year 2026 budget process.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, accept the recommendation of the Finance and Economic Resiliency Committee at its September 20, 2024 meeting, to sponsor the Wolfsonian-FIU audiovisual upgrade to support local cinema programming; and further authorize the City Manager and City Clerk to execute a sponsorship agreement, subject to budget appropriation.


PASSED and ADOPTED this _____ day of _____, 2025.

ATTEST:

Rafael E. Granado, City Clerk

Steven Meiner, Mayor

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

 1/29/2025

City Attorney *SH* Date