

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AUTHORIZING THE CITY MANAGER TO EXECUTE A SPONSORSHIP AGREEMENT WITH OCEAN DRIVE IMPROVEMENT ASSOCIATION, INC, IN THE AMOUNT NOT TO EXCEED \$100,450.00, FOR THE FISCAL YEAR 2025 SEASON OF THE OCEAN DRIVE PROMENADE MUSIC SERIES.**

**WHEREAS**, the Ocean Drive Promenade Music Series (the "Event") is a free weekly Sunday afternoon public event, celebrating, through careful activation, the Ocean Drive Promenade; building a community for residents in the Art Deco Cultural District; and amplifying a positive message about Ocean Drive and the Miami Beach community through musical performances; and

**WHEREAS**, the Ocean Drive Improvement Association, Inc. ("ODA"), as the event organizer, in partnership with the City and the Greater Miami Convention and Visitors Bureau, features live concerts that showcases jazz and classical musicians on the Ocean Drive Promenade; and

**WHEREAS**, on October 18, 2023, the Mayor and City Commission adopted resolution 2023-32815 approving ODA's funding request for the 2024 Ocean Drive Promenade Music Series, in an amount not to exceed \$100,450.00 ("City's Contribution"); authorizing the City Manager to execute a sponsorship agreement; requiring ODA to provide a final report depicting audience attendance and demographics; and requiring that future funding requests for this Event require a 1:1 match; and

**WHEREAS**, the ODA has requested funding assistance from the City, in the amount of \$100,450.00, for the 2025 Ocean Drive Promenade Music series ("Event series"); and

**WHEREAS**, funding for the Fiscal Year 2025 Event series is currently included in the FY 2025 Proposed Operating Budget and is subject to Mayor and Commission approval at the 2nd Commission Budget Hearing on September 25, 2024; and

**WHEREAS**, the City's sponsorship will be funded from Resort Tax funds; and

**WHEREAS**, the Fiscal Year 2025 Event series is scheduled to take place every Sunday evening, from October 1, 2024, through September 30, 2025, in the Ocean Drive Promenade, between 14th Street and 14th Place on Ocean Drive; and

**WHEREAS**, the City Manager recommends approving the sponsorship and authorizing the City Manager to enter into a sponsorship agreement with ODA for the 2025 Ocean Drive Promenade Music Series.

**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 authorize the City Manager and City Clerk to execute a sponsorship agreement with the Ocean Drive Improvement Association, Inc., in an amount not to exceed \$100,450, for the Fiscal Year 2025 Ocean Drive Promenade Music Series.

**PASSED AND ADOPTED** this \_\_\_\_\_ day of \_\_\_\_\_ 2024.

**ATTEST:**

\_\_\_\_\_  
Rafael E. Granado, City Clerk

\_\_\_\_\_  
Steven Meiner, Mayor

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION



\_\_\_\_\_  
City Attorney

9/3/2024

\_\_\_\_\_  
Date