

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, AUTHORIZING THE CITY MANAGER TO EXECUTE A SPONSORSHIP AGREEMENT WITH MIAMI DESIGN PRESERVATION LEAGUE, INC., IN THE AMOUNT NOT TO EXCEED \$150,000.00, FOR THE PRODUCTION OF THE 2025 ART DECO WEEKEND EVENT.

RECOMMENDATION

The Administration recommends adopting the resolution to authorize the City Manager and City Clerk to execute a sponsorship agreement with the Miami Dade Preservation League, Inc., in the amount not to exceed \$150,000 for the 2025 Art Deco Weekend Event.

BACKGROUND/HISTORY

On September 28, 2023, the Mayor and City Commission adopted Resolution No. 2023-32785 which included sponsorship funding for the Miami Design Preservation League ("MDPL") 2024 Art Deco Weekend event in an amount not to exceed \$150,000.00 ("City's Contribution").

The 2024 sponsorship agreement waived all special event fees related to the event, which include the application and permit fees, vehicle beach access pass fees, square footage fees, Lummus Park user fees, and provided funding in an amount not to exceed \$150,000.00 for Police off-duty fees, Fire off-duty fees, Parking meter fees, and other City service costs associated with the Event, including the Event's marketing needs. The agreement required MDPL to provide a final report including, but not limited to, marketing and media efforts, audience attendance and demographics, and details of public benefit.

MDPL has requested funding assistance from the City, in the amount of \$150,000.00 for the 2025 Event.

On September 25, 2024, the Mayor and City Commission adopted the FY 2025 budget that included the requested funding for the 2025 Event series in the Resort Tax Fund.

ANALYSIS

The 2025 Art Deco Weekend event is presented by MDPL in partnership with the City of Miami Beach. The event is scheduled to take place primarily on Ocean Drive between 6th and 14th Streets, from Saturday, January 18 through Monday, January 20, 2025.

2025 City Sponsorship Request:

- City shall provide funding in an amount not to exceed \$150,000.00, to be used for City of Miami Beach departments for Police off-duty fees, Fire off-duty fees, Parking meter fees, other City service costs associated with the Event, and marketing needs for the event

- Up to \$125,000 to be paid directly by the City for Police off-duty fees, Fire off-duty fees, parking meter fees, and other City services associated with the Event. All remaining Cash Sponsorship payments up to \$25,000 shall be made on a reimbursement basis for marketing expenses relating to the Event, following the conclusion of the event, and upon MDPL's submission, and the City's acceptance, of the final report referenced in the Agreement.
- City shall waive all special event permit fees related to the event, including the application fee, permit fee, vehicle beach access passes, square footage fees, and Lummus Park user fees.

Community Benefits:

- Event Organizer shall provide a public benefit program to create a positive impact to the City of Miami Beach. The Event's public benefit program shall include the following, wherever permissible and applicable within the Event footprint:
 - Free Events: Dozens of free events spanning the weekend, accessible to both city residents and employees.
 - Themed Lectures: Sessions centered on the theme "Art Deco Centennial 1925-2025"
 - Celebration of Martin Luther King (MLK) day in collaboration with the Black Affairs Advisory Committee
 - Music and Dance: Live music open to the public and dance sessions offered throughout Saturday and Sunday.
 - Kids Club Area: Inflatable slides, bounce houses, and/or other activities, sponsored by MDPL with all proceeds benefiting Fienberg-Fisher K-8 PTA
 - VIP Event including Elected Officials: An exclusive event on Saturday night where elected officials receive complimentary passes for themselves and guests, and a live music performance.
 - Complimentary Tents on Ocean Drive: No-charge tents provided to community organizations, Miami Beach Ocean Rescue, and other interested city departments.

Programming:

- Educational Lectures
- Guided Walking Tours
- Jazz Age Stage and Live Music
- Artisan Market
- Classic Car Show and Parade
- Community Organization Led Events and Tents
- Curated Food Plaza
- Dancing Lessons and Competitions
- Deco Kids Zone
- Pet Related Events
- Ribbon Cutting with City and Elected Officials

The event organizers have proposed a new event schedule for 2025 shifting the activation dates from Friday through Sunday to Saturday through Monday in observance of the Dr. Martin Luther King, Jr. holiday. The shift will allow for the thoughtful programming in celebration of the holiday. MDPL met with the City's Black Affairs Advisory Committee (BAAC) on September 10, 2024, to share the schedule and programming update. The BAAC reacted favorably to this change and provided feedback on programming. MDPL is scheduled to return to the November BAAC meeting to provide an update on the Event programming.

FISCAL IMPACT STATEMENT

Sponsorship agreement for the 2025 Art Deco Weekend in amount not to exceed \$150,000. In addition, the City will be providing additional funding support for artistic talent in an amount not to exceed \$25,000 from the OnStage! program budget.

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

\$150,000.00 for the 2025 MDPL Art Deco Weekend is funded from the Resort Tax Fund 160-0380-000349-25-406-548-00-00-00-

CONCLUSION

The Administration recommends adopting the resolution to authorize the City Manager and City Clerk to execute a sponsorship agreement with the Miami Dade Preservation League, Inc., in the amount not to exceed \$150,000 for the 2025 Art Deco Weekend Event.

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

Tourism and Culture

Sponsor(s)

Commissioner Alex Fernandez

Co-sponsor(s)

Commissioner Laura Dominguez
Commissioner Tanya K. Bhatt

Condensed Title

Execute Sponsorship Agreement w/ MDPL for the 2025 Art Deco Weekend.
(Fernandez/Dominguez/Bhatt) TC