

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager 

DATE: December 11, 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 ROOM RENTAL FEES, FOR THE LUBAVITCH EDUCATIONAL CENTER, IN AN AMOUNT NOT TO EXCEED \$33,484, FOR USE OF THE GRAND BALLROOM FOR THE 2025 CHABAD GALA, TO BE HELD ON FEBRUARY 25, 2025.

### **RECOMMENDATION**

The Administration recommends approval of the resolution authorizing waiver of the Miami Beach Convention Center room rental fee for the Lubavitch Educational Center 2025 Chabad Gala ("Chabad Gala") in an amount not to exceed \$33,484.

### **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 Lubavitch Educational Center is South Florida's premier Jewish day school educating Jewish boys and girls from preschool through high school and rabbinical college. The primary goals of Lubavitch Educational Center programs are to form the foundation for a child's educational future and build knowledge and awareness of Jewish heritage through grades K-12 and provide opportunities for parent involvement to strengthen and increase shared goals and values.

The Lubavitch Educational Center Chabad Gala is a fundraising program to support educational programs.

### **ANALYSIS**

The Chabad Gala plans to host more than 1,000 attendees from the Miami-Dade County community in the Grand Ballroom of the MBCC on February 24-25, 2025 including event load-in and load-out. The Lubavitch Educational Center requested that the City waive MBCC room rental fees in an amount not to exceed \$33,484, and have 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 \$33,484, 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-notice/>

### **FINANCIAL INFORMATION**

### **CONCLUSION**

The Administration recommends approval of the MBCC rental fee waiver for the Lubavitch Educational Center Chabad Gala in an amount not to exceed \$33,484.

### **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 Joseph Magazine

### **Co-sponsor(s)**

**Condensed Title**

Waive MBCC Rental Fees for Lubavitch Educational Center. ED



## RENTAL DISCOUNT / WAIVER APPLICATION

On November 9, 2018, the City of Miami Beach approved rental fee waiver guidelines for the Miami Beach Convention Center ("MBCC"). The waiver will be administered by the Economic Development Department, which will review and recommend qualifying applications to the City of Miami Beach City Manager, who may then make 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 will be 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, security, food and beverage, corkage fees, room set-up and cleaning.

**NOTE:** Incomplete applications will not be considered until all requested information is provided. An application received less than 120 days/four (4) months prior to the event will be deemed a late application and may not be considered. Events may only apply within a 180 days /six (6) months prior to the event.

DATE OF REQUEST: November 27, 2024

NAME OF EVENT: Lubavitch Educational Center Annual Gala Dinner

DATE(S) OF EVENT: February 25, 2025

TIME OF EVENT: 6:30 PM

ESTIMATED ATTENDANCE: 1000

REQUESTED MBCC ROOM(S) AND PREFUNCTION SPACE(S): Main Ball Room and Cocktail Hour Space

NON-PROFIT 501(C)3 ORGANIZATION NAME: (as it appears on Articles of Incorporation): Lubavitch Educational Center

FEDERAL ID# 46-4197978

EXECUTIVE DIRECTOR: Benzion Korf

PHONE: 305-216-9047

EMAIL: bkorf@lecfl.com

MAILING ADDRESS: 17330 NW 7th Avenue

CITY: Miami

STATE: FL

ZIP CODE: 33169

TOTAL EVENT ROOM/SPACE RENTAL FEE: ? 33,484

REQUESTED ROOM/SPACE RENTAL FEE WAIVER AMOUNT: ? Grand Ballroom



TICKET PRICE(S): \$250

NUMBER OF FREE OR DISCOUNT RATE TICKETS FOR MIAMI BEACH RESIDENTS: 100

WHAT IS THE DISCOUNT TICKET RATE, IF APPLICABLE: \$75

PLEASE PROVIDE WHAT OTHER LOCATIONS HAVE HOSTED YOUR EVENT(S) BEFORE AND WHY THE EVENT WILL NOT BE HOSTED AT THAT LOCATION:

Arsht Center, Miami Heat Arena, Top Golf  
Either they cannot accommodate our size or event date. However, it would be quite special to host our event in the new Convention Center

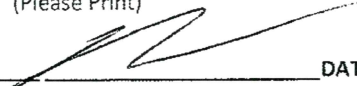
PLEASE PROVIDE AN EXPLANATION WHY A MIAMI BEACH HOTEL OR OTHER VENUE CANNOT ACCOMMODATE THE EVENT: size and availability

PLEASE DESCRIBE THE EVENT, ITS HISTORY, AND THE PUBLIC BENEFIT TO MIAMI BEACH RESIDENTS:

Our flagship location is in Miami Beach and has been there for 57 years, starting in 1967.  
CERTIFICATION / SIGNATURE We have thousands of students from the Miami Beach community, that we give scholarships to, that otherwise could not afford a Jewish Education.

I certify that all information contained in this application and attachments are true and accurate, and that I am authorized by the applicant hereto to execute this application. Further, I agree to cover all MBCC out-of-pocket costs as outlined in the MBCC estimate attached.

NAME Benzion Korf TITLE Executive Director  
(Please Print)

SIGNATURE  DATE 11/27/24

REQUIRED ATTACHMENTS:

- A copy of 501(c)3 letter of determination, dated within the past two (2) years. Updated letter can be obtained from the Internal Revenue Service.
- Most recent audited financial statement or IRS Form 990
- CPA prepared Compilation, Review or Audited financial statement for the same period as the Form 990, above. The financial statement must include a Balance Sheet, Profit and Loss and Statement of Cash Flow.
- Event budget for the requested discount or waiver. The budget must disclose all sources and uses of funds related to the event, including the use of the requested rent discount or waiver.
- List of all corporate and private sponsorships and in-kind contributions to be used for the event. Backup materials for the sponsorships and in-kind contributions must be included.

SPONSORSHIP RECOGNITION:

1. City shall receive sponsorship recognition on all media or promotional platforms related to the Event, at the same sponsorship level as other sponsors providing financial or other support comparable to the City's sponsorship. Event Organizer will also tag City on all Event-related postings on digital distribution platforms, also referred to as social media platforms. Event Organizer's Event-related postings shall include high quality content relevant to the Event and its targeted audiences. Digital distribution postings shall be issued in English and Spanish, wherever relevant.
2. Event Organizer will use logo provided by City on all Event-related advertising. This includes local television partners, social media campaigns, radio efforts, and local newspapers.
3. All promotional materials which include the City's name or logo, including, without limitation, advertising, telecasts, signage and social media publications shall be subject to City's prior written approval, which approval may be withheld at City's discretion. Event Organizer shall cease using all logos or other City marks upon the expiration of the Term. Additionally, City reserves the right to require the removal of its logo/marks from any promotional materials. This paragraph shall survive the expiration of this Agreement.

Please submit completed application with required attachments to:

City of Miami Beach  
1755 Meridian Avenue, 2<sup>nd</sup> Floor  
Miami Beach, Florida 33139  
Email: [HeatherShaw@miamibeachfl.gov](mailto:HeatherShaw@miamibeachfl.gov)

\*Any changes to the event details in this application (tickets prices, dates, discounts, etc.) must be approved in writing prior to the event. Failure to secure approval will result in revocation of the Rental Waiver. An organization may apply more than once per calendar year. This waiver covers MBCC rental fees only. All events must provide equal access and equal opportunity in employment and services and may not discriminate on the basis of disability, race or ethnicity, color, creed, national origin, religion, age, gender or sexual preference, in accordance with Title VI and Title VII of the Civil Rights Act of 1964, the Age Discrimination Act of 1975 and Title IX of the Education Amendments of 1972 as amended (42 U.S.C. 2000 et seq.), the Americans with Disabilities Act (ADA) of 1990, and Section 504 of the Rehabilitation Act of 1973.

\*If waiver is approved, event must acknowledge the City of Miami Beach as a sponsor, including city logo, in all marketing and publicity materials, as well as the following credit line in all promotional and marketing materials: "With the support of the City of Miami Beach.". Failure to include the credit line and/or logo will result in revocation of the waiver.

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**FOR MBCC ONLY:**

DATE(S) OF EVENT AVAILABLE: Y / Y / N

TIME OF EVENT AVAILABLE: Y / Y / N

**REQUIRED FINANCIAL INFORMATION**

- \_\_\_\_\_ Provided Form 990 signed by an entity officer, not dated more than one year, and has an affirmation for the preparer that it has been timely filed with the Internal Revenue Service.
- \_\_\_\_\_ Provided CPA prepared Compilation, Review or Audited financial statement for the same period as the Form 990, above. The financial statement must include a Balance Sheet, Profit and Loss and Statement of Cash Flow.
- \_\_\_\_\_ Provided the event budget for the requested discount or waiver. The budget must disclose all sources and uses of funds related to the event, including the use of the requested rent discount or waiver.
- \_\_\_\_\_ Disclose all corporate and private sponsorships and in-kind contributions to be used for the event. Back-up materials for the sponsorships and in-kind contributions must be included.

**Resident Community Impact Criteria for Consideration**

- \_\_\_\_\_ Event is a major countywide special event.
- \_\_\_\_\_ Event demonstrates Priority 1 room night generation in Miami Beach hotels.
- ✓ \_\_\_\_\_ Event is produced by an organization based in Miami Beach or provides most services to the residents of Miami Beach.
- ✓ \_\_\_\_\_ If a ticketed event, the event provides free entry or a discounted rate to Miami Beach residents, students, and/or seniors.

**Civic/Social Benefit**

- \_\_\_\_\_ Demonstrated no other venue is available due to size.
- ✓ \_\_\_\_\_ Demonstrated previous venues utilized for event are not suitable or available.

12.05.24  
Date Approved/Denied

[Signature]  
Staff Initials

Comments: \_\_\_\_\_

**City Manager approval/decline date:** \_\_\_\_\_

**City Commission approval/decline date:** \_\_\_\_\_

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **SEP 18 2014**

LUBAVITCH EDUCATIONAL CENTER INC  
C/O BENZION KORF  
17330 NW 7TH AVE  
MIAMI, FL 33169

Employer Identification Number:  
46-4197978  
DLN:  
17053008319024  
Contact Person:  
TRACI D BERRY ID# 95129  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
June 30  
Public Charity Status:  
170(b)(1)(A)(i)  
Form 990 Required:  
No  
Effective Date of Exemption:  
December 2, 2013  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,



Director, Exempt Organizations





[Department of State](#) / [Division of Corporations](#) / [Search Records](#) / [Search by Entity Name](#) /

## Detail by Entity Name

Florida Not For Profit Corporation

LUBAVITCH EDUCATIONAL CENTER, INC.

### Filing Information

**Document Number** N13000010739  
**FEI/EIN Number** 46-4197978  
**Date Filed** 12/02/2013  
**State** FL  
**Status** ACTIVE  
**Last Event** AMENDED AND RESTATED ARTICLES  
**Event Date Filed** 03/02/2020  
**Event Effective Date** NONE

### Principal Address

17330 NW 7TH AVENUE  
MIAMI, FL 33169

### Mailing Address

17330 NW 7TH AVENUE  
MIAMI, FL 33169

### Registered Agent Name & Address

LIPKIND, JENNIFER  
17330 NW 7TH AVENUE  
MIAMI, FL 33169

Name Changed: 10/17/2019

### Officer/Director Detail

#### **Name & Address**

Title D

KORF, BENZION, RABBI  
6100 PINE TREE DR  
MIAMI BEACH, FL 33140

Title D



KORF, ABRAHAM, RABBI  
1257 ALTON RD.  
MIAMI BEACH, FL 33139

Title D

CASS, MENACHEM, RABBI  
5401 COLLINS AVE #534  
MIAMI BEACH, FL 33140

Title D

KORF, MENACHEM  
1410 LENOX AVE  
MIAMI BEACH, FL 33139

#### Annual Reports

Report Year	Filed Date
2022	02/01/2022
2023	03/06/2023
2024	02/05/2024

#### Document Images

<a href="#">02/05/2024 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/06/2023 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/01/2022 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/02/2021 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/02/2020 -- Amended and Restated Articles</a>	<a href="#">View image in PDF format</a>
<a href="#">01/27/2020 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">10/17/2019 -- REINSTATEMENT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/18/2018 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/09/2017 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/19/2016 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/12/2015 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">09/04/2014 -- Amendment</a>	<a href="#">View image in PDF format</a>
<a href="#">02/27/2014 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">12/02/2013 -- Domestic Non-Profit</a>	<a href="#">View image in PDF format</a>