

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: September 11, 2024

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AUTHORIZING 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.

RECOMMENDATION

The Administration recommends the Mayor and City Commission adopt the resolution to 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 (FY) 2025 Ocean Drive Promenade Music Series.

BACKGROUND/HISTORY

The Ocean Drive Promenade Music Series (“the Event”) is presented by the Ocean Drive Improvement Association, commonly referred to as the Ocean Drive Association (“ODA”) in partnership with the City of Miami Beach and the Greater Miami Convention and Visitors Bureau. The music series is scheduled every Sunday at 5:00 PM in the temporary Ocean Drive Promenade, between 14th Street and 14th Place on Ocean Drive.

The mission and vision of the Event is to provide a thoughtfully curated activation of the Ocean Drive Promenade, build community for residents and a great environment for tourists, while amplifying positive messaging about Ocean Drive and Miami Beach.

On October 18, 2023, the Mayor and City Commission adopted Resolution No. 2023-32815 approving the ODA’s funding request for the FY 2024 Ocean Drive Promenade Music Series, in an amount not to exceed \$100,450, authorizing the City Manager to execute a sponsorship agreement, requiring the 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. The ODA has not yet provided the City with the final report for FY 2024 as programming is still ongoing through September 2024.

ANALYSIS

On May 4, 2022, the Mayor and City Commission adopted Resolution No. 2022-32154, accepting the Finance and Economic Resiliency Committee’s recommendation from the April 29, 2022, meeting to fund the inaugural Event in the amount of \$100,450, requiring the ODA to include a final report depicting audience attendance and demographics for the Event and to secure a 1:1 match for future funding requests.

On September 28, 2022, the Mayor and City Commission adopted Resolution No. 2022-32334, approving the FY 2023 budget, which included a one-time funding enhancement for the 2023

Event. On April 28, 2023, the Mayor and City Commission adopted Resolution No. 2023-32577, authorizing the City Manager to execute a sponsorship agreement with the ODA for the FY 2023 event.

On September 27, 2023, the Mayor and City Commission adopted Resolution No. 2023-32785, approving the FY 2024 budget, which included a recurring funding enhancement for the FY 2024 Event. On October 18, 2023, the Mayor and City Commission adopted Resolution No. 2023-32815, authorizing the City Manager to execute a sponsorship agreement with the ODA for the FY 2024 Event.

Funding for the 2025 Event is currently included in the FY 2025 Proposed Operating Budget (on a recurring basis) from the Resort Tax Fund. It is subject to Mayor and Commission approval at the 2nd Commission Budget Hearing on September 25, 2024. The funding request for artist fees and sound services will be earmarked below.

ODA Budget for FY 2025 Season:

| | Total Budget | Matching Funds | Funding Request |
|-------------------------|---------------------|-----------------------|------------------------|
| Executive Director, ODA | \$30,000 | \$30,000 | \$0 |
| Betsy Artist Management | \$25,000 | \$25,000 | \$0 |
| Artist Fees | \$77,500 | \$13,450 | \$64,050 |
| Sound Services | \$41,400 | \$5,000 | \$36,400 |
| Event Support | \$16,800 | \$16,800 | \$0 |
| Design and Branding | \$6,600 | \$6,600 | \$0 |
| Generator Rental | \$26,000 | \$26,000 | \$0 |
| Insurance | \$3,600 | \$3,600 | \$0 |
| Parking | \$5,800 | \$5,800 | \$0 |
| Totals | \$232,700 | \$132,250 | \$100,450 |

FISCAL IMPACT STATEMENT

\$100,450 for the 2025 Ocean Drive Promenade Music Series which is to be funded from the Resort Tax Fund.

Does this Ordinance require a Business Impact Estimate? Click or tap here to enter text.
(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

\$100,450.00 – 160-4300-000349-37-406-555-00-00-00-

CONCLUSION

The Administration recommends the Mayor and City Commission adopt the resolution to 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 FY 2025 Ocean Drive Promenade Music Series.

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)

Co-sponsor(s)

Condensed Title

Authorize FY 2025 Ocean Drive Promenade Music Series Sponsorship Agreement. TC