

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING AND AUTHORIZING THE LATIN GRAMMY AWARDS REQUEST FOR SPONSORSHIP IN THE FORM OF A WAIVER OF CITY SERVICES FEES ASSOCIATED WITH THE EVENT ACTIVATIONS IN MIAMI BEACH DURING THE LATIN GRAMMY AWARDS WEEK FROM NOVEMBER 11-14, 2024, IN AN AMOUNT NOT TO EXCEED \$25,000.

WHEREAS, the Latin Grammy Awards (the "Event") were founded in 2000 by the Latin Recording Academy to celebrate excellence in the Latin music industry, with the inaugural ceremony taking place in Los Angeles on September 13, 2000; and

WHEREAS, the Event has grown to encompass a wide range of Latin music genres, including salsa, reggaeton, and Latin pop, honoring both established icons and rising stars, and has featured notable winners such as Juanes, Shakira, and Alejandro Sanz; and

WHEREAS, the 25th Latin Grammy Awards will be held at the Kaseya Center in the City of Miami on November 14, 2024, in collaboration with Miami-Dade County and the Greater Miami Convention & Visitors Bureau (GMCVB); and

WHEREAS, the Latin Recording Academy will host a series of activities during Latin Grammy Week 2024 throughout Miami-Dade County, including events such as the Leading Ladies of Entertainment, Best New Artist Showcase, Special Awards Presentation, Nominee Reception, Person of the Year event, and the Premiere Ceremony; and

WHEREAS, the Latin Grammy Awards serve as a vital platform for promoting Latin music and culture, enhancing Miami's reputation as a vibrant cultural hub; and

WHEREAS, City services necessary for the Event include Fire Inspector staffing, at an estimated cost of \$5,435, and Police detail for the Faena Forum, Loews Hotel, Miami Beach Convention Center, and escort detail, at an estimated cost of \$18,988.

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 approve and authorize the Latin Grammy Awards request for sponsorship in the form of a waiver of City services fees associated with the event activations in Miami Beach during the Latin Grammy Awards week from November 11-14, 2024 in an amount not to exceed \$25,000.

PASSED AND ADOPTED this _____ day of _____ 2024.

Steven Meiner, Mayor

ATTEST:

Rafael E. Granado, City Clerk

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

City Attorney
RS

10/29/24

Date