

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, 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 LATIN GRAMMY AWARDS WEEK FROM NOVEMBER 11 -14, 2024 IN AN AMOUNT NOT TO EXCEED \$25,000.

RECOMMENDATION

The Administration recommends the Mayor and City Commission adopt the resolution to waive city services fees associated with the Latin Grammy Awards event activations in Miami Beach during Latin Grammy Awards week from November 11-14, 2024.

BACKGROUND/HISTORY

The Latin Grammy Awards (the “Event”) was founded in 2000 by the Latin Recording Academy to celebrate excellence in the Latin music industry. The inaugural ceremony took place in Los Angeles on September 13, 2000. Drawing inspiration from the Grammy Awards, the Latin Grammy Awards was created to honor the diverse spectrum of Latin music, encompassing genres such as salsa, reggaeton, and Latin pop.

Over the years, the Event has broadened to include numerous categories, reflecting the increasing popularity and influence of Latin music on a global scale. Noteworthy winners have included artists like Juanes, Shakira, and Alejandro Sanz, showcasing both established icons and rising stars.

The Event serves as a vital platform for promoting Latin music and culture, featuring performances from top artists and celebrating the vibrancy of the Latin music scene. As the genre evolves, the Latin Grammy Awards continue to play an essential role in recognizing and supporting its artists and their contributions.

The Event has been held in major cities, including Miami, Los Angeles, Houston, New York City and Las Vegas. In 2023, the 24th Annual Latin Grammy Awards was held in Seville, Spain, making it the first time the event was held outside of the United States.

In April 2024, The Latin Recording Academy announced that the 2024 Event, officially known as the “25th Latin Grammy Awards,” will take place on Thursday, November 14, 2024, at the Kaseya Center in Miami, in collaboration with Miami-Dade County and the Greater Miami Convention & Visitors Bureau (GMCVB). Nominations for the 2024 Event were revealed on Tuesday, September 17, 2024.

Leading up to the Event, the Latin Recording Academy will host several official Latin Grammy Week 2024 activities and events throughout Miami-Dade County, including Leading Ladies of Entertainment, the Best New Artist Showcase, Special Awards Presentation, Nominee Reception, Person of the Year, and the Premiere Ceremony before the televised show.

The return of the Latin Grammy Awards to Miami-Dade County is a homecoming for the awards returning to where the Latin Recording Academy was founded and where its headquarters still reside. This marks the third occasion the Latin Grammys will be held in Miami, with previous ceremonies in 2003 and 2020, the latter being closed to the public due to the COVID-19 pandemic.

ANALYSIS

Miami-Dade County is the host of the 25th Latin Grammy Awards. The Miami-Dade County Office of Innovation and Economic Development is managing Event logistics and coordination on behalf of the County and has been in communication with the Tourism and Culture Department for special event permitting and the identification of city services costs for activations in Miami Beach. The Latin Grammy and County teams have also been coordinating with Miami Beach Convention Center (MBCC) management and the Economic Development Department regarding activating the MBCC.

Below are details for Latin Grammy signature events taking place in Miami Beach.

LEADING LADIES OF ENTERTAINMENT

Monday, November 11, 2024

Loews Hotel

11:00am-3:00pm

BEST NEW ARTIST SHOWCASE

Tuesday, November 12, 2024

Faena Forum

7:30pm – 11:00pm

PERSON OF THE YEAR

Wednesday, November 13, 2024

Miami Beach Convention Center

6:00pm – 11:00pm

PREMIERE CEREMONY

Thursday, November 14, 2024

Miami Beach Convention Center

12:00pm – 4:00pm

The Latin Grammys will also have a pop-up photo activation on Lincoln Road open to the public during the week as a method to promote community engagement.

The city services for this Event include Fire Inspector staffing in an estimated amount of \$5,435. City Services also includes Police detail for the Faena Forum, Loews Hotel, Miami Beach Convention Center, and escort detail in an estimated amount of \$18,988.

Latin Grammys City Services Estimate

Fire	
Location	Amount
Loews Hotel	\$ 500.00
Faena Forum	\$ 975.00
MBCC	\$ 3,960.00
Fire Total	\$ 5,435.00

Police	
Location	Amount
Faena Forum	\$ 2,760.00
Loews Hotel	\$ 945.00
MBCC	\$ 13,090.00
MBCC Motor Escorts	\$ 2,193.00
Police Total	\$ 18,988.00

City Services Total	\$ 24,423.00
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FISCAL IMPACT STATEMENT

City services for the Fire and Police Departments during Latin Grammy Awards Week is estimated in the amount of \$24,423.00.

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

Click or tap here to enter text.

CONCLUSION

The Administration recommends the Mayor and City Commission adopt the resolution to waive city services fees associated with the Latin Grammy Awards event activations in Miami Beach during Latin Grammy week from November 11-14, 2024.

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?

If so, specify the name of lobbyist(s) and principal(s):

Department

Tourism and Culture

Sponsor(s)

Commissioner Alex Fernandez

Co-sponsor(s)

Condensed Title

Approve City Services Waiver During Latin Grammy's Week in November 2024. (Fernandez)
TC