

RESOLUTION NO. 2024-32885

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING SPONSORSHIP OF THE 2024 MIAMI BEACH PRIDE FESTIVAL, WHICH WILL TAKE PLACE FROM APRIL 12, 2024 THROUGH APRIL 14, 2024, WHICH INCLUDES CASH SPONSORSHIP IN AN AMOUNT NOT TO EXCEED \$250,000, AS PREVIOUSLY APPROVED BY THE CITY COMMISSION IN THE FY 2024 OPERATING BUDGET, AND WAIVER OF SPECIAL EVENT AND CITY SERVICES FEES, IN AN ESTIMATED AMOUNT OF \$52,995.38; AND FURTHER, AUTHORIZING THE CITY MANAGER TO EXECUTE A SPONSORSHIP AGREEMENT WITH THE EVENT ORGANIZER, MIAMI BEACH PRIDE, INC.

WHEREAS, Miami Beach Gay Pride brings people together to recognize and celebrate members of the lesbian, gay, bisexual, and transgender ("LGBTQ") community, as well as their friends, allies, and supporters in celebration of the LGBTQ community; and

WHEREAS, Miami Beach Gay Pride celebrates Miami-Dade County's LGBTQ community with week-long festivities along Ocean Drive is well attended; and

WHEREAS, since 2009, the Miami Beach Gay Pride has taken place in Lummus Park, between 11th and 14th Streets during the month of April; and

WHEREAS, on September 27, 2023, the Mayor and City Commission adopted the FY 2024 budget that included the requested funding for the 2024 Event in the Resort Tax Fund.

WHEREAS, the 2024 Miami Beach Gay Pride event is presented by Miami Beach Gay Pride Inc. in partnership with the City of Miami Beach. The event is scheduled to take place primarily in Lummus Park from 9th to 14th streets and Ocean Drive from 5th to 15th streets on April 12-14, 2024.

WHEREAS, on March 27, 2023, the City Commission adopted resolution 2023-32537 authorizing a cash sponsorship in the amount not to exceed \$188,000 and a waiver of special event and City Service fees for the 2023 event.

WHEREAS, for the upcoming 2024 Miami Beach Gay Pride event, the Mayor and City Commission wish to authorize a cash sponsorship in an amount not to exceed \$250,000, as previously approved by the City Commission in the FY 2024 Operating Budget.

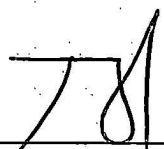
WHEREAS, for the 2024 event, a waiver of special event and City services fees would be approximately \$52,995.38, which includes a special event application fee of \$315, special event permit fee in the amount of \$627, Lummus Park user fees in the approximate amount of \$12,034.38, Vehicle Beach Access passes in the approximate amount of \$3,820, square footage fees in the approximate amount of \$23,595.00, Police Department Administrative fees in the approximate amount of \$5,988, Fire Department fees in the approximate amount of \$6,000, and sanitation fees in the amount of \$616.

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 sponsorship of the 2024 Miami Beach Pride Festival, which will take place from April 12, 2024 through April 14, 2024, which includes cash sponsorship in an amount not to exceed \$250,000, as previously approved by the City Commission in the FY 2024 Operating Budget, and waiver of special event and City services fees, in an estimated amount of \$52,995.38; and further, authorize the City Manager to execute a sponsorship agreement with the event organizer, Miami Beach Pride, Inc.

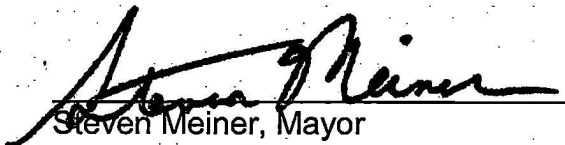
PASSED and **ADOPTED** this 31 day of January, 2024.

ATTEST:



Rafael E. Granado, City Clerk

FEB 06 2024

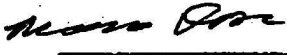



Steven Weiner, Mayor



Sponsored by Commissioner Alex J. Fernandez

**APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION**



For City Attorney 

1/29/2024

Date

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Alina T. Hudak, City Manager
DATE: January 31, 2024

SUBJECT: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING SPONSORSHIP OF THE 2024 MIAMI BEACH PRIDE FESTIVAL, WHICH WILL TAKE PLACE FROM APRIL 12, 2024 THROUGH APRIL 14, 2024, WHICH INCLUDES CASH SPONSORSHIP IN AN AMOUNT NOT TO EXCEED \$250,000, AS PREVIOUSLY APPROVED BY THE CITY COMMISSION IN THE FY 2024 OPERATING BUDGET, AND WAIVER OF SPECIAL EVENT AND CITY SERVICES FEES, IN AN ESTIMATED AMOUNT OF \$52,995.38; AND FURTHER, AUTHORIZING THE CITY MANAGER TO EXECUTE A SPONSORSHIP AGREEMENT WITH THE EVENT ORGANIZER, MIAMI BEACH PRIDE, INC.

RECOMMENDATION

Adopt the Resolution.

BACKGROUND/HISTORY

Miami Beach Pride brings people together to recognize and celebrate members of the lesbian, gay, bisexual, and transgender ("LGBTQ") community, as well as their friends, allies, and supporters in celebration of the LGBTQ community.

Miami Beach Pride celebrates Miami-Dade County's LGBTQ community with week-long festivities, along Ocean Drive, including the Miami Beach Pride Festival, which drew more than 170,000 attendees in 2019.

Since 2009, the Miami Beach Pride Festival has taken place in Lummus Park, between 11th and 14th Streets during the month of April.

ANALYSIS

The 2024 Miami Beach Pride Festival is presented by Miami Beach Gay Pride Inc. in partnership with the City of Miami Beach. The event is scheduled to take place primarily in Lummus Park from 9th to 14th streets and Ocean Drive from 5th to 15th streets on April 12-14, 2024.

On March 27, 2023, the City Commission adopted resolution 2023-32537 authorizing a cash sponsorship in the amount not to exceed \$188,000 and a waiver of special event and City Service fees for the 2023 event.

On September 28, 2023, the Mayor and City Commission adopted resolution 2023-32785 adopting the FY 2024 budget that included an increase in cash sponsorship funding for the 2024 Event from \$188,000 to \$250,000.

For the 2024 event, a waiver of special event and City services fees would be approximately \$52,995.38, which includes a special event application fee of \$315, special event permit fee in the amount of \$627, Lummus Park user fees in the approximate amount of \$12,034.38, Vehicle Beach Access passes in the approximate amount of \$3,820, square footage fees in the approximate amount of \$23,595.00, Police Department Administrative fees in the approximate amount of \$5,988, Fire Department fees in the approximate amount of \$6,000, and sanitation fees in the amount of \$616.

SUPPORTING SURVEY DATA

In the 2022 City of Miami Beach Resident Survey, 86% of residents agreed that free or City sponsored art and cultural activities contribute to their quality of life in Miami Beach and 86% of residents agreed that Miami Beach Cultural Activities (such as art shows, film festivals, musicals, and live performances) contribute to the quality of life in Miami Beach.

FINANCIAL INFORMATION

\$250,000.00 for the 2024 Miami Beach Pride Festival is funded from the Resort Tax Fund.

Amount(s)/Account(s):

\$250,000 - 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 Miami Beach Gay Pride, Inc., in the amount not to exceed \$250,000 in a reimbursable cash sponsorship in addition to the aforementioned special event fee waivers and City Services for the Miami Beach Pride Festival 2024 Event.

Applicable Area

South Beach

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?

Yes

Does this item utilize G.O. Bond Funds?

No

Strategic Connection

Prosperity - Market and promote Miami Beach as a world class arts, culture, and quality entertainment destination.

Legislative Tracking

Tourism and Culture