

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATIONS OF THE TOURISM AND CULTURE DEPARTMENT, AND APPROVING THE SPECIAL EVENT SPONSORSHIP FUNDING FOR THE FISCAL YEAR 2024/2025 FOR EIGHT (8) SPECIAL EVENT ORGANIZERS, IN THE TOTAL AMOUNT OF \$324,157, TO PROVIDE FINANCIAL ASSISTANCE TO MIAMI BEACH-BASED SPECIAL EVENTS; AND FURTHER AUTHORIZING THE INTERIM CITY MANAGER AND THE CITY CLERK TO EXECUTE THE SPONSORSHIP AGREEMENTS WITH THE EIGHT (8) SPECIAL EVENT ORGANIZERS.

WHEREAS, the Miami Beach Special Event Sponsorship Program (the "Program") was created in June 2021 to assist the City in the review of event sponsorship and fee waiver requests; and

WHEREAS, the Program process is formalized and allows the Administration to properly analyze and budget special event sponsorship requests; and

WHEREAS, the City's current sponsorship process is codified within Section 12-7 of the City Code, which provides that "in considering approval of a Sponsorship for an event, the City Commission may consider:

- i. whether the event organizer has exercised good-faith, diligent efforts to apply for grant funding that may be available from the City's Visitor and Convention Authority ("VCA") or Cultural Arts Council ("CAC");
- ii. the Event organizer's history and performance in delivering quality Events;
- iii. any benefits being directly provided to the general public with respect to the Event, such as free or discounted tickets to persons residing in the City of Miami Beach, seniors, veterans, or member of disadvantaged groups;
- iv. whether the event is accessible to the general public (either as a ticketed event or otherwise);
- v. the demonstrable economic impacts associated with the Event;
- vi. the demonstrable media commitments secured by the Event organizer for the Event; or
- vii. the efforts undertaken by the Event organizer to mitigate any quality of life impacts associated with the Event, including noise, littering, traffic or parking impacts associated with an Event"; and

WHEREAS, sponsorship requests are generally to be reviewed well in advance of the date of each event, either as part of the City Commission's annual budget process, or through applications to the VCA or CAC; and

WHEREAS, any sponsorships request that falls outside of the standard review process is subject to the Finance and Economic Resiliency Committee (FERC) advisory review, as well as a heightened 5/7th approval requirement by the City Commission; and

WHEREAS, the Program addresses these elements and provides a platform for event organizers to apply for City sponsorship in advance, and allows the Administration time to do a proper due diligence and budget planning for the fiscal year; and

WHEREAS, since its inception, the Administration has witnessed an increased interest in the Program, both from producers of large-scale events and community event organizers. To date, the Tourism and Culture Department (TCD) has managed three cycles of the Program. At the July 26, 2023, City Commission meeting, the Mayor and City Commissioners voted to approve the revisions to the Special Event Guidelines via Resolution No. 2023-32701. The approved revisions included the bifurcation of the Special Event Sponsorship Program, to allow the Program to be independent from the guidelines; and

WHEREAS, at the September 12, 2023 City Commission meeting, the Mayor and City Commission voted via Resolution No. 2023-32745 to amend and restate the City's Special Event Sponsorship Program requirements by (1) creating two distinct event sponsorship categories, including minimum requirements and evaluation criteria, for "Major Special Events" and "Community Engagement events," and an evaluation process to review and score sponsorship requests based upon weighted criteria, and (2) establishing maximum sponsorship funding amounts per event; and

WHEREAS, accordingly, in its third year, the program applications opened on January 1, 2024, and closed February 29, 2024. The program is hosted at: MBEventSponsorship.gosmart.org. For each cycle, applicants who meet the requirements are scored by a review panel and subsequently approved by the Mayor and City Commission; and

WHEREAS, for the category of Major Special Event, eleven (11) event organizers opened the application, six (6) event organizers completed the application, and five (5) event organizers were qualified for review. For the category of Community Engagement Event, nine (9) event organizers opened the application, and five (5) event organizers completed the application and qualified for review; and

WHEREAS, the ten (10) applicants who met all requirements, including deadlines, were reviewed, and scored by a panel consisting of City staff, and members of the Greater Miami Convention and Visitors Bureau and the Miami Beach Visitor and Convention Authority. Incomplete applications were disqualified, and applicants were invited to apply during the next session, which launches on January 1, 2025, and will close on February 28, 2025; and

WHEREAS, application scoring included an extensive review process that reviewed non-profit status, length of event, history of event, hotel room block (when applicable), whether attendees are regional, national and/or international, resident/community benefit, marketing, and public relations exposure, utilization of local venues, tax documentation, and more. Applicants were required to have a mandatory dollar for dollar (\$1 to \$1) match and demonstrate this match through cash, other matching sponsorships, and/or in-kind contributions; and

WHEREAS, according to the Special Events Sponsorship Program, an application must score at least 65% on the Sponsorship Score Card for the administration to recommend that the sponsorship be awarded. Only eight (8) met the threshold and one

event subsequently withdrew their proposal for 2025. Based on these guidelines, the administration is making the following funding recommendations:

- Miami Fashion Week in an amount of \$70,300;
- Miami Beach Holiday Festival in an amount of \$82,888;
- Queen & King of the Court Miami Beach in an amount of \$74,575;
- Miami Takeover in an amount of \$33,883;
- Simchas Bais Hashoeiva (SBH) in an amount of \$15,485;
- 2024 Miami Beach World Open in an amount of \$14,250;
- MUNDO Miami Beach in an amount of \$16,293; and
- The Juneteenth Experience in an amount of \$16,483; and

WHEREAS, the Administration recommends the approval of the Miami Beach Special Event Sponsorship recommendation for Fiscal Year 2025, in an amount not to exceed \$324,157 for the eight (8) aforementioned events.

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 accept the recommendations of the Tourism and Culture department, and approve the special event sponsorship funding for the fiscal year 2024/2025 for eight (8) special event organizers, in the total amount of \$324,157, to provide financial assistance to Miami Beach-based special events; and further authorize the Interim City Manager and the City Clerk to execute the sponsorship agreements with the eight (8) special event organizers.

PASSED and **ADOPTED** this ____ day of _____, 2024.

ATTEST:

Steven Meiner, Mayor

Rafael E. Granado, City Clerk

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney *GH* Date 6/15/2024