

C7 U 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.

Applicable Area:

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



25TH ANNUAL LATIN GRAMMY AWARDS[®] CELEBRATION

2024 PROGRAMS & PLATFORMS

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THE LATIN RECORDING ACADEMY®

Established as the global authority on Latin music, the most revered standard of excellence, and the world's leading member-based society of Latin music professionals, we work year-round to foster a more inspiring world for creators.

International
NON-PROFIT
organization

Reputable
VOTING
process

YEAR-ROUND
experiential & digital
programming

Members across
43 COUNTRIES
singers, producers,
engineers and more



LATIN GRAMMY SIZZLE REEL



Please click [here](#) to watch the 24th Annual Latin GRAMMY Awards® Sizzle Reel

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IN-MARKET

LATIN GRAMMY®
SESSIONS



DE&I INITIATIVES

LEADING LADIES
OF ENTERTAINMENT



PHILANTHROPY

LATIN GRAMMY®
CULTURAL FOUNDATION



INNOVATION

SOCIAL & DIGITAL
PLATFORMS



TENTPOLE EVENTS

LATIN GRAMMY®
WEEK



25TH ANNIVERSARY

The Latin Recording Academy is celebrating its milestone 25th Anniversary and the transformation of the Latin music landscape since its inception. The Latin GRAMMYs has become a global event and the broadcast of the awards consistently ranks among the highest-rated in the eighty countries where it is aired. As a testament to the substantial growth of Latin Music, the 25th Annual Latin GRAMMY Awards will recognize 56 categories honoring excellence, 16 categories more than its first edition.

The Road to the landmark 25th Annual Latin GRAMMY Awards

will consist of events across the globe including Acoustic Sessions, Ancillary Events and bespoke Digital Content. In addition, The Biggest Night in Latin Music will mark the culmination of a week of activities and events attended by artists, Academy members, industry VIPs and worldwide press.

In celebration of the 25th Anniversary we wanted to return to the city we call home, where The Latin Academy's journey commenced, and headquarters remain. This November the 14th, we are coming back to:

MIAMI, FL



Watch the reveal of **Miami, FL** as the 2024 Host City



LATIN GRAMMY® ACOUSTIC SESSIONS

EVENT CONCEPT

Our Latin GRAMMY® Sessions are intimate concerts showcasing Latin GRAMMY artists at distinctive locations around the world. In 2024, The Latin Recording Academy® will bring these unique music showcases back to the United States for the first time since the pandemic, as a celebration of the 25th anniversary milestone.

PAST TALENT

Juanes, Carlos Vives, Camilo, Becky G, Maluma, Alejandro Sanz, Franco de Vita, Jesse & Joy

CONFIRMED 2024 LOCATIONS

- Malaga, Spain – May 2024
- Los Angeles, CA – October 2024



Watch the **2022** Latin GRAMMY Acoustic Session in **Madrid, Spain**

LEADING LADIES OF ENTERTAINMENT

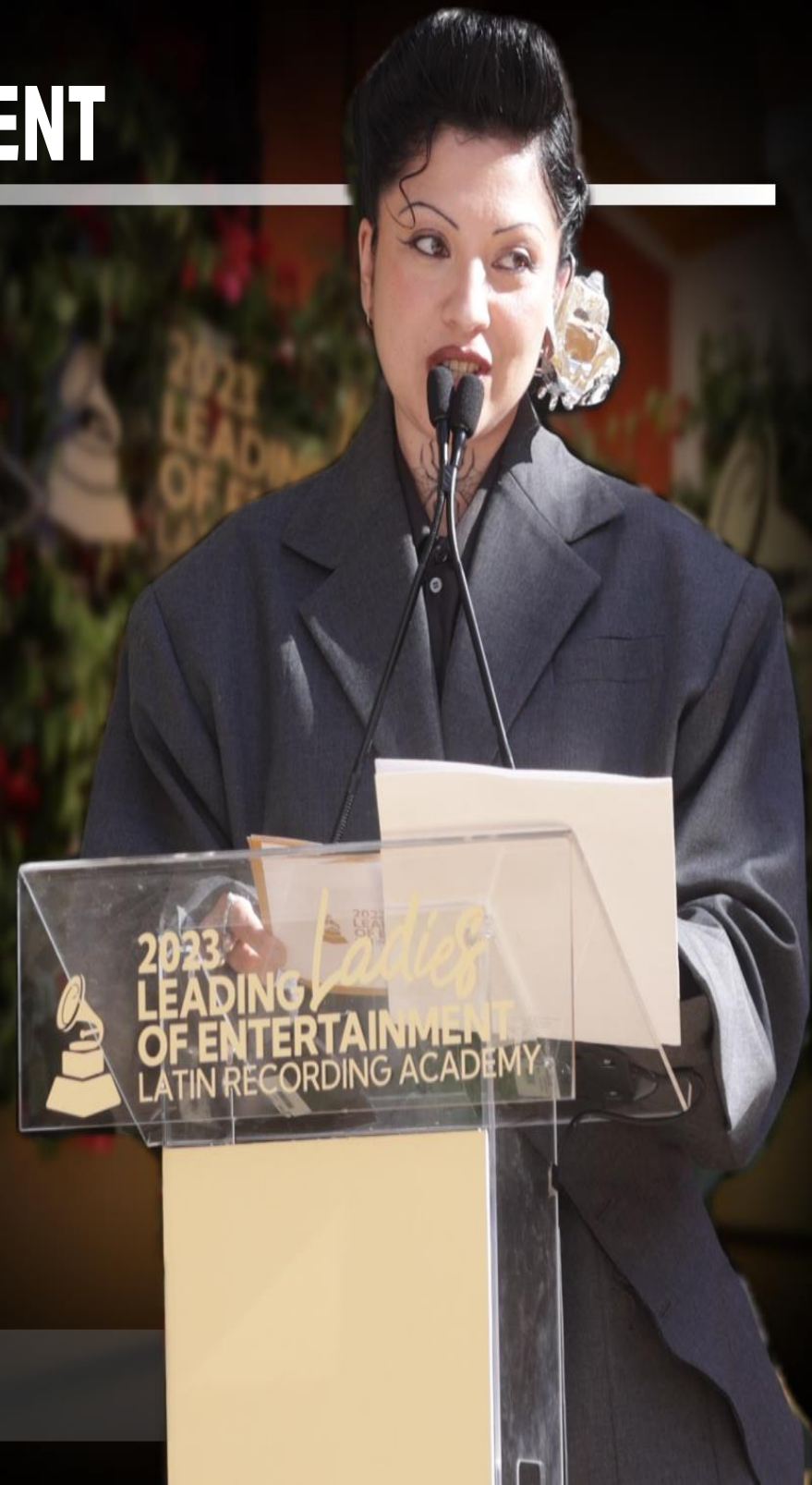
EVENT CONCEPT

Leading Ladies of Entertainment is an initiative which recognizes professional, socially conscious women within the arts and Latin entertainment fields who have made indelible contributions to their industry.

The event celebrates female leaders and creates opportunities for the next generation of women in entertainment through the creation of female-specific scholarship.

PAST HONOREE EXAMPLES

Kany Garcia, Janina Rosado, Rocio Guerrero, Rosa Lagarrigue, Selena Gomez and Becky G, Erika Ender, Leila Cobo , Rebeca Leon, to name a few.



Watch a short sizzle of the **2023 Leading Ladies** event

LATIN GRAMMY CULTURAL FOUNDATION®

The Foundation promotes and supports positive impact through music by providing educational scholarships, fellowships, grants and in-kind donations of musical instruments to schools in need

SCHOLARSHIPS & GRANTS

In 2024, the LGCF will award 44 scholarships, including the Prodigy Scholarship in partnership with Sebastian Yatra.

LATIN GRAMMY IN THE SCHOOLS™

The LGCF provides grants to support researchers, scholars, non-profit organizations and institutions and increase opportunities.

DIGITAL & SOCIAL CONTENT

The team works year-round, on a global scale to deliver creative high-quality content showcasing unique partnerships and initiatives.

\$7.6M+

Awarded in
scholarships to
date

34K+

students to date have
benefited from LGCF

\$700K+

in instruments donated
to schools in U.S. &
LatAm



CONTENT & INNOVATION

DIGITAL CONTENT OPPORTUNITIES

BEHIND THE MUSIC



GRWM for the
Latin GRAMMYs



¿Dónde Está
Mi Latin GRAMMY?



Nominee
Diaries Series



25th Anniversary
Memorable
Moments



Category
In a Flash



Nominations
Announcement
Livestream



Best New Artist
Showcases
Livestream



Latin GRAMMY
Sessions
Livestream

DIVERSITY & INCLUSION



Leading Ladies of
Entertainment
Profiles



Leading Ladies
Mentorship Program



Al Ritmo
Afro-latino



Voces De
Orgullo



TikTok
Diversity Panel

MUSIC IN EDUCATION



Scholar Journey



Master
Series



Get to know your
Person of the Year



LATIN GRAMMY® WEEK

SIGNATURE EVENTS



GIFT LOUNGE



SPECIAL AWARDS



LEADING LADIES OF
ENTERTAINMENT



NOMINEE
RECEPTION



BEST NEW ARTIST
SHOWCASE



LATIN GRAMMY®
IN THE SCHOOLS



PERSON OF THE
YEAR GALA



PREMIERE
CEREMONY



RED CARPET



LATIN GRAMMY®
AWARDS



LATIN GRAMMY®
OFFICIAL PARTY



LATIN GRAMMY® WEEK

AS SEEN BY OUR AUDIENCE

SPECIAL AWARDS



LEADING LADIES



NOMINEE RECEPTION



BEST NEW ARTIST



PERSON OF THE YEAR



LATIN GRAMMY AWARDS®

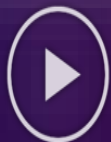
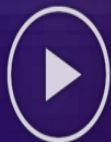
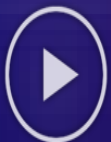


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SOCIAL & DIGITAL

SOCIAL PLATFORM STATISTICS

#1 Most social Spanish-language Entertainment program in the US
year-to-date (1/1/23-11/17/23)

#LatinGRAMMY

Most mentioned worldwide by X (Twitter)
audiences during the telecast
with 66% of all conversation.

10.8M

Interactions

3.3M

Video Views

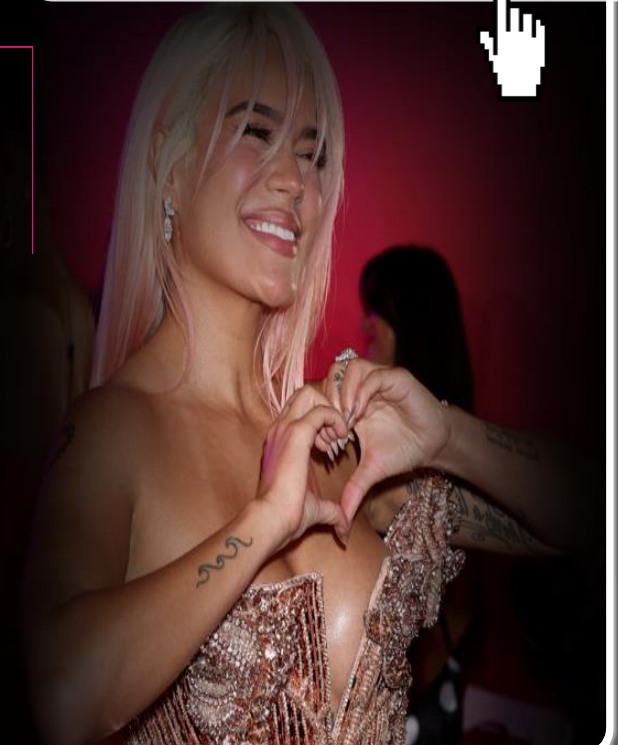
Globally during the show (3 hours prior to,
during, and 3 hours after airtime)

TOP COUNTRIES

visiting

Q LatinGRAMMY.com

- 1 United States
- 2 México
- 3 Spain
- 4 Colombia
- 5 Argentina
- 6 Perú
- 7 Chile
- 8 Venezuela
- 9 Brazil
- 10 Guatemala



BROADCAST PARTNERS

24TH ANNUAL LATIN GRAMMY AWARDS®

U.S. | SPAIN | MEXICO



Televisa
Univision



rtve

VIX

1

rtve play

BRAZIL | LATAM CABLE



globoplay

HBOmax

INT'L LOCAL NETWORKS



la red



MEDIA HIGHLIGHTS

TELECAST ANALYSIS

18.9 M viewers reached across
United States, Spain and Mexico, up +44% vs. 2022 edition

U.S. Hispanic Audience Share highest since 2010 and up
+2.6 percent share points vs. 2022 edition

#1

+33%

Network on All of TV in the U.S.
ahead of ABC, CBS, NBC, FOX,
The CW, Telemundo and all
cable networks

10.8 M

Million Total Interactions in U.S.
most social tv program for the
seventh straight year, +6% more vs.
2022 edition

MEDIA HIGHLIGHTS

U.S. TELECAST ANALYSIS

Reached **5.2 MILLION** Total Viewers 2+
during three-hour broadcast on Univision, UniMas and Galavision

**LATIN
GRAMMY
2023**



DELIVERED AN AVERAGE AUDIENCE OF

2.5M

Viewers 2+

834K

Adults 18-49

327K

Adults 18-34

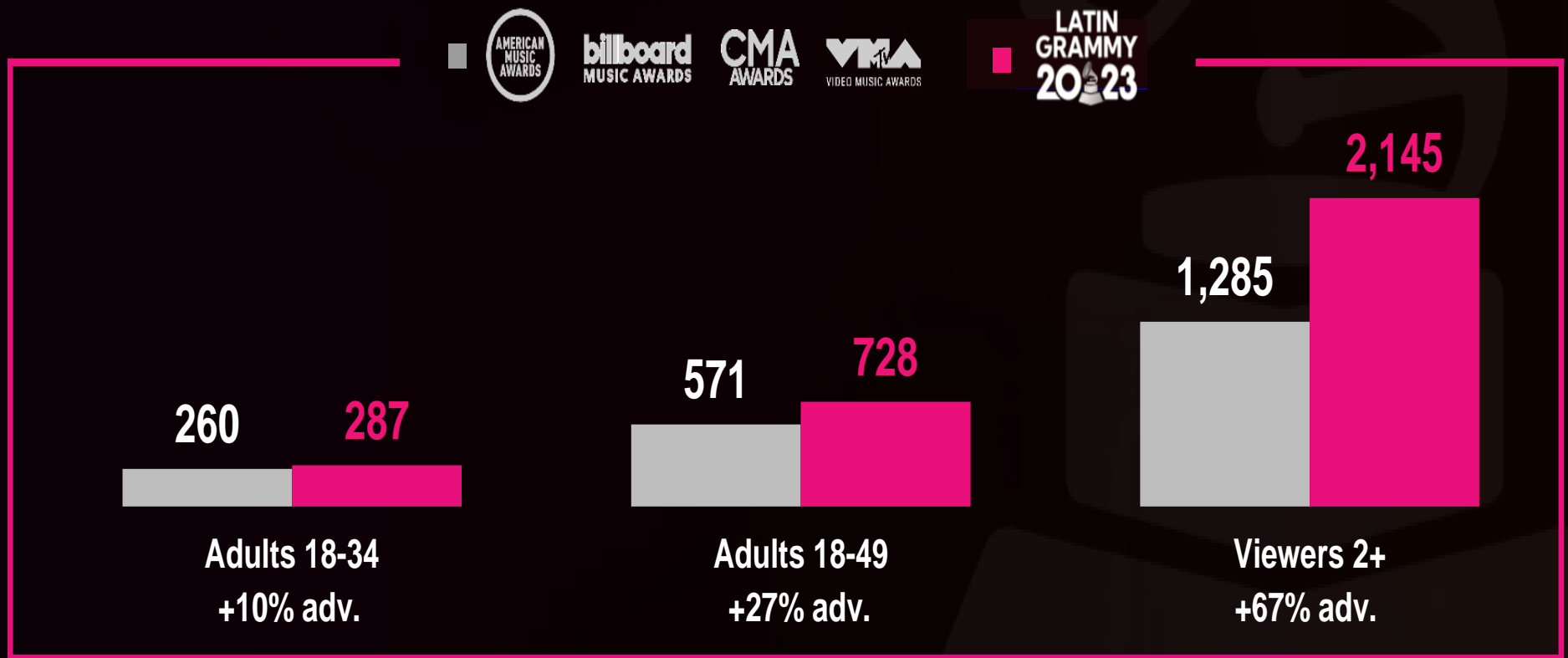
Source: Nielsen, NPM (11/16/2023) Thu 8pm-11pm, Live+SD. Based on the airing across Univision, UniMas and Galavision. Reach based on 1+ minutes qualifier.

MEDIA HIGHLIGHTS

U.S. TELECAST ANALYSIS

MORE U.S. HISPANIC VIEWERS than the combined audience of the American Music Awards, Billboard Music Awards, CMA Awards and Video Music Awards

U.S. Hispanic Average Audience (000)



Source: Nielsen, NPM-H (11/16/2023) Thu 8pm-11pm, Live+SD. Based on the airing on Univision (inclusive of the simulcast on Galavision) and on the latest editions of the American Music Awards (11/20/2022), Billboard Music Awards (05/15/2022), Country Music Association Awards (11/08/2023) and Video Music Awards (09/12/2023).

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— LEVERAGING SPONSORSHIP —

CONTENT CAPTURE



PUBLIC RELATIONS



GIFTING OPPORTUNITIES



CREATIVE INTEGRATION



PRODUCT DEVELOPMENT



IN-MARKET EVENTS



HOSPITALITY PACKAGE



EVENT SIGNAGE



BRANDING & LOGO RIGHTS



BEST-IN-CLASS

PAST SPONSOR EXAMPLES

CAMPAIGNS

Global sponsors activate and promote their Latin GRAMMY partnership through contests, television spots, digital campaigns and other innovative efforts.



ACTIVATIONS

Sponsors interact with consumers via sweepstakes, artist meet & greets, PR & media outreach, on-site activations, social media initiatives and customized opportunities.



SOCIAL & DIGITAL

Sponsors interact with fans through QR codes, product integration, call-to-action, social media initiatives, video series with brand integration, artist Q&As



HISTORIC PARTNERS

PAST & PRESENT

Hennessy

Jose Cuervo

Walmart 

NISSAN

IBERIA 



L'ORÉAL

 Pixel

BULOVA

verizon 

GUCCI



Allstate 

OREO

 Heineken

 Spotify

Uber

BOSE





THANK YOU

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.

ATTEST:

Rafael E. Granado, City Clerk

Steven Meiner, Mayor

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

City Attorney
RS

10/29/24

Date