

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 24<sup>th</sup> 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 25<sup>th</sup> 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
<b>Fire Total</b>	<b>\$ 5,435.00</b>

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

<b>City Services Total</b>	<b>\$ 24,423.00</b>
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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



**25<sup>TH</sup> ANNUAL LATIN GRAMMY AWARDS<sup>®</sup> CELEBRATION**

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**2024 PROGRAMS & PLATFORMS**

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**LEVERAGING PARTNERSHIP**



# 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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# EVENTS & PLATFORMS

## 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



# 25<sup>TH</sup> 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 14<sup>th</sup>, 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

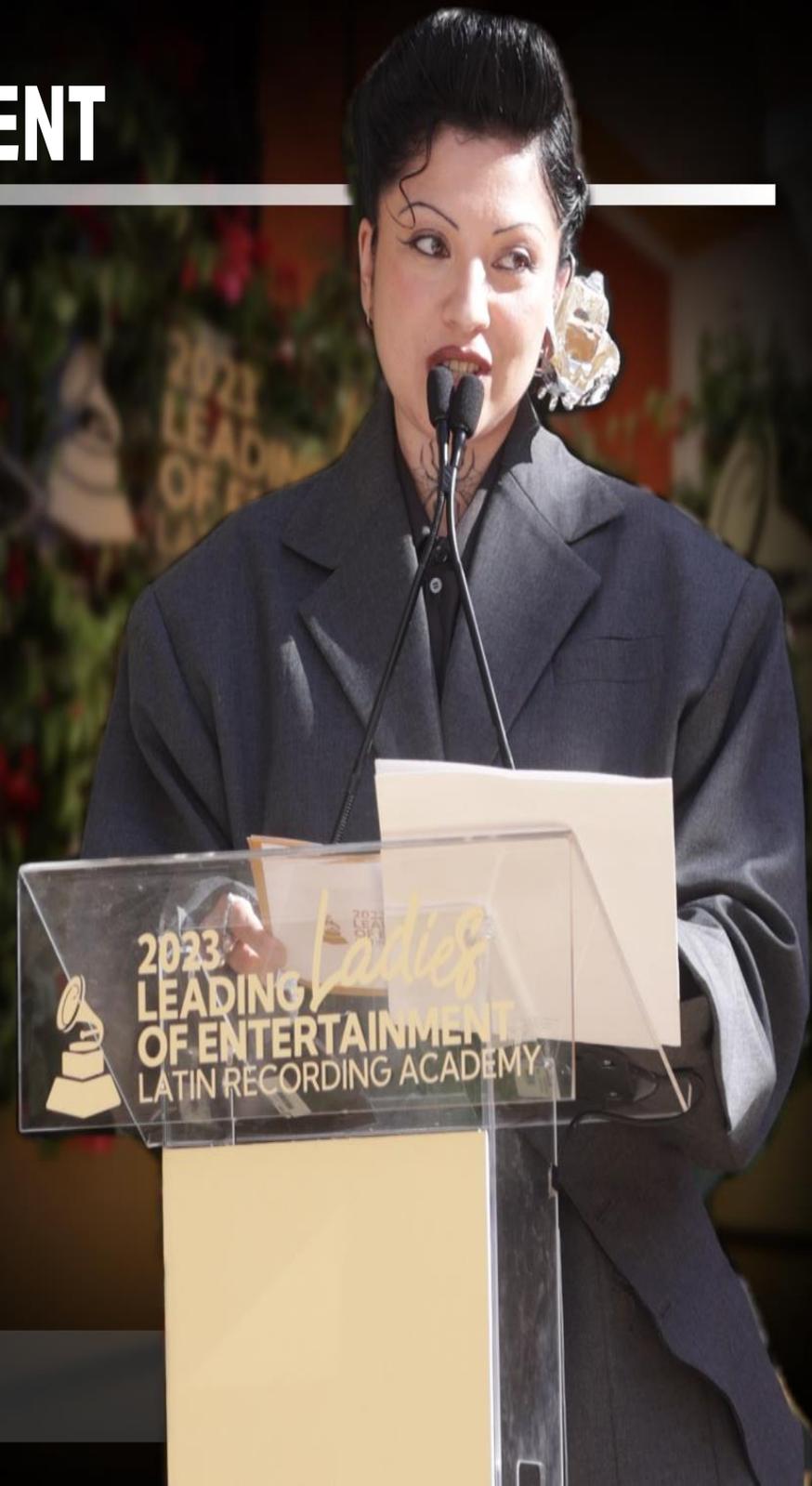
## EVENT CONCEPT

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

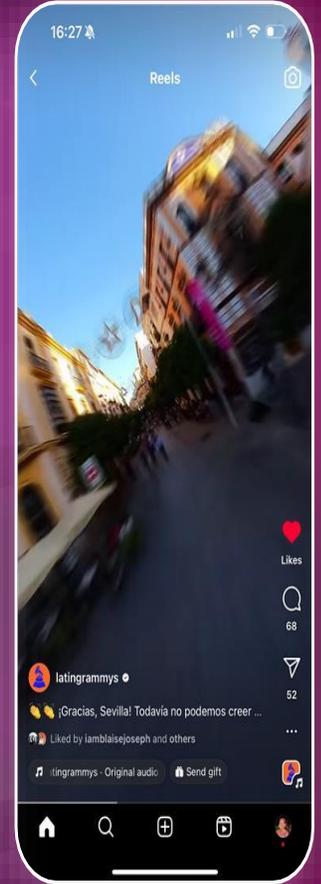
### LEADING LADIES

### 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

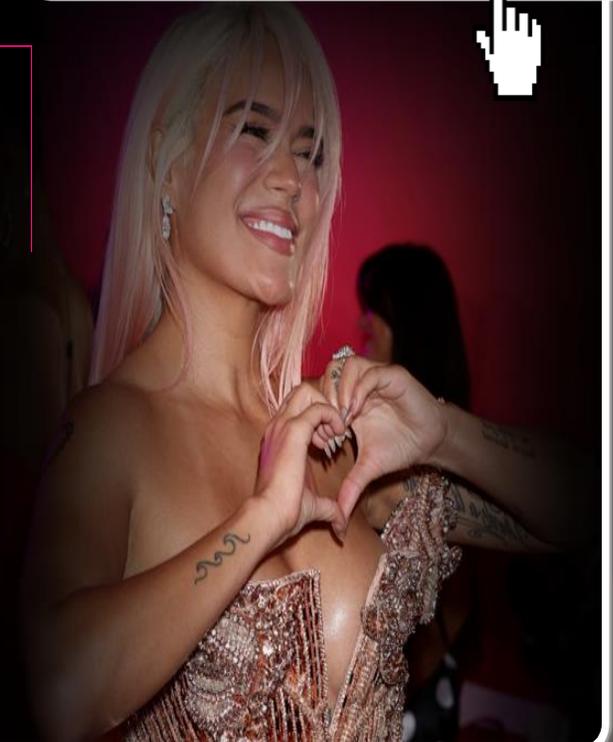
Globally during the show (3 hours prior to,  
during, and 3 hours after airtime)

### TOP COUNTRIES

visiting

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

24<sup>TH</sup> ANNUAL LATIN GRAMMY AWARDS<sup>®</sup>

## 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**

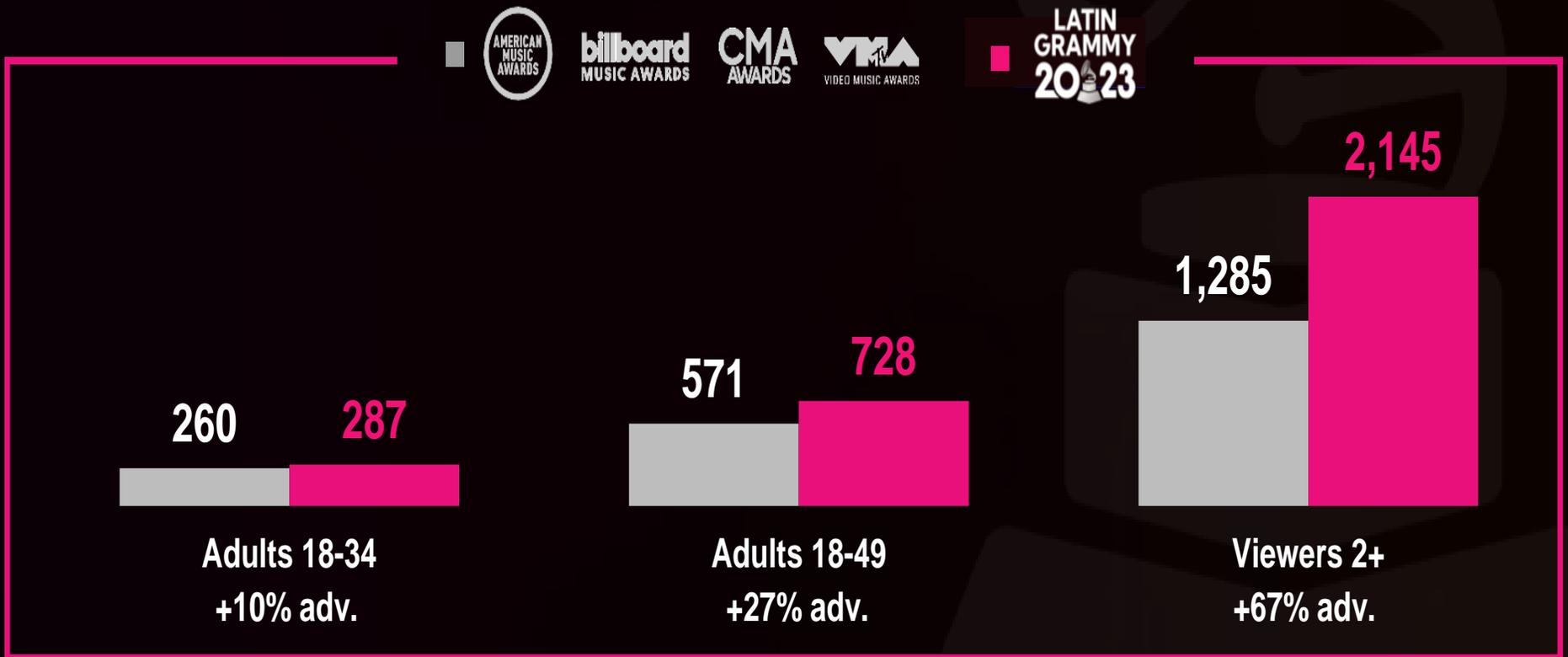
Adults 18-34

# 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*



pepsi





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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.

\_\_\_\_\_  
Steven Meiner, Mayor

**ATTEST:**

\_\_\_\_\_  
Rafael E. Granado, City Clerk

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION

\_\_\_\_\_  
City Attorney  
RS

\_\_\_\_\_  
Date  
10/29/24