

C7 AE 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.



COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Interim City Manager Rickelle Williams

DATE: June 26, 2024

TITLE: 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.

RECOMMENDATION

The Administration recommends the approval of the Special Event Sponsorship Program recommendations for fiscal year 2024/2025 for eight (8) special event organizers in the total amount of \$324,157.

BACKGROUND/HISTORY

The Miami Beach Special Event Sponsorship Program (the "Program") was created on June 23, 2021, via Resolution No. 2021-31742 to assist the City in the review of event sponsorship and fee waiver requests. The Program process is formalized and allows the Administration to properly analyze and budget special event sponsorship requests.

The Program is available for events held in Miami Beach. The purpose is to provide financial assistance and in-kind support to high-quality local festivals, special events, community events, or programming that promote community engagement and elevates Miami Beach as a world-class tourist destination.

The City of Miami Beach considers special events that:

- provide unique and engaging experiences that increase resident quality of life;
- increase tourism by hotel rooms block contract(s) and targeted tourist attendance;
- promote Miami Beach as a national and international tourist destination;
- accessible to the general public; and
- strengthens Miami Beach by enhancing the City's Cultural Events.

The City's current sponsorship process is within the City Code:

Section 12-6 of the City Code defines a sponsorship as any contract, grant, or other commitment by the City to fund an event, either through:

- A cash or in-kind contribution, in any amount; or
- A reimbursement for City special event-related costs (police, fire, sanitation); or
- A waiver of special event permit fees (including user fees, admin fees, and square footage fees), in excess of \$25,000.

Section 12-7(c) of the City Code provides that "in considering approval of a Sponsorship for an event, the City Commission may consider:

- 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");
- the Event organizer's history and performance in delivering quality Events;
- 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 members of disadvantaged groups;
- whether the event is accessible to the general public (either as a ticketed event or otherwise); the demonstrable economic impacts associated with the Event;
- the demonstrable media commitments secured by the Event organizer for the Event; or 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.

In Section 12-7 of the City Code, 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. Any sponsorship request that falls outside of the standard review process is subject to Finance and Economic Resiliency Committee ("FERC") advisory review, as well as a heightened 5/7ths approval requirement by the City Commission.

The Special Event Sponsorship Process addresses these elements and provides a platform for event organizers to apply for city sponsorship in advance and allows the Administration time to do proper due diligence and budget planning for the fiscal year, while also allowing for opportunities to curate a fiscal year of engaging, unique, entertaining, educational, and fun community events to benefit Miami Beach residents, businesses, visitors and culture.

ANALYSIS

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.

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.

The Program reviews non-profit status, length of event, history of event, hotel room block, number of attendees, resident/community benefit, marketing, and public relations exposure, and more. Applicants are 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.

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.

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. During the months of February and March 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.

The application scoring process included an extensive review of 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.

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 nine (9) met the threshold. However, one event, Miami Beach Sail Grand Prix, advised they would not move forward with a 2025 event.

Based on the aforementioned, the administration is making the following funding recommendations for eight (8) special events for Fiscal Year 2025:

Special Event Category	Applicant Name	Event Name	Event Date	Requested Funding	Average Score	Recommended Award
Major Special Event	The Fashion Shows LLC dba "Miami Fashion Week"	Miami Fashion Week	Nov. 23, 2024	\$100,000	74	\$70,300
Major Special Event	Miami Music Festival	Miami Beach Holiday Festival of Lights	Dec. 18-22, 2024	\$100,000	87.25	\$82,888
Major Special Event	Sportworx International	Queen & King of the Court Miami Beach	April 10-13, 2025	\$100,000	78.5	\$74,575
Major Special Event	Miami Takeover LLC	Miami Takeover	July 26-29, 2025	\$50,000	71.3333	\$33,883
Community Engagement Event	Bais Menachem	Simchas Bais Hashoeiva (SBH)	Oct. 21, 2024	\$20,000	81.5	\$15,485
Community Engagement Event	Pro Footvolley Tour	2024 Miami Beach World Open	Dec. 5-8, 2024	\$20,000	75	\$14,250
Community Engagement Event	Miami Dade College Foundation	MUNDO Miami Beach	Jan. 25, 2025	\$20,000	85.75	\$16,293
Community Engagement Event	Hued Songs	The Juneteenth Experience	June 18-19, 2025	\$20,000	86.75	\$16,483

Event Descriptions provided in applications:

Miami Music Festival - Miami Beach Holiday Festival of Lights will turn an entire block on Ocean Drive into interactive displays with vibrant projections accompanied by live musical performances. Miami Beach Holiday Festival of Lights uses state-of-the-art projection mapping, a technological innovation that overlaps video onto all surfaces, turning ordinary buildings into interactive displays. Holiday-themed graphics will be projected across five consecutive buildings highlighting the unique Art Deco architecture to create a delightful light and music experience. MMF will present three performances each day, featuring MMF's talented singers and orchestra alongside beloved holiday characters. The visual elements projected onto the building will be holiday-themed and customized to the rhythm of each song, allowing the performers to interact with the graphics behind them. This event is designed with families in mind and is freely accessible to the public.

Sportworx International - Queen & King of the Court is a beach volleyball concept where each round five teams compete in a timed elimination race. One match consists of three rounds of 15 minutes. After each round, the team with the least number of points is eliminated. If there is more than one team with the lowest number of points, the team with longest stay advances to the next round. If the longest stay is also equal, the team that reached that longest stay first continues to the next round. The Queen & King of the Court Beach Volleyball Event stands as a pinnacle of athletic excellence, bringing together the world's foremost beach volleyball players, including esteemed World and Olympic champions.

The Fashion Shows LCC dba "Miami Fashion Week" - The culmination to Miami Fashion Week, this event is a grand finale event that will encapsulate the essence of style, creativity, and cultural celebration. The event's vision entails a fashion show, headlined by a renowned designer, serving as the crowning jewel of this illustrious week-long event. Following the captivating runway presentation, attendees will be treated to a mesmerizing music concert by an international performing artist, further elevating the ambiance, and offering an unforgettable experience for all who attend. This closing extravaganza aims to not only showcase the pinnacle of fashion excellence but also to foster community engagement and appreciation for the arts within Miami Beach. Their goal is to leave a lasting impression on both attendees and participants alike, contributing to the cultural vibrancy and economic prosperity of our beloved city.

Miami Takeover LLC - In its 16th year, the Miami Takeover Weekend has become a signature yearly travel event for the mature urban traveler (30-52). This year the weekend event is scheduled to take place July 26th through July 29th and its purpose is to bring together like minded mature urban travelers and provide them with a stress-free travel getaway in Miami Beach, one of the world's ideal vacation destinations, centered around entertainment, peer networking, and community service. The weekend festivities kick-off with an afternoon networking meet and greet for weekend travelers. Three additional social and community service events are planned during the remainder of the weekend highlighted by a cultural exchange music and arts festival that features live performances of Go-Go which is the adopted official music of the city of Washington, DC.

Pro Footvolley Tour – Pro Footvolley Tour presents 2024 Miami Beach World Open. This is an international footvolley competition with the top national teams competing including Brazil, Israel, Argentina, and Team USA.

Hued Songs – Hued Songs presents the 4th annual multidisciplinary, inclusive performance and production of The Juneteenth Experience. Bringing Black joy and artistry to citizens across Miami-Dade County. The June 19, 2025, performance of the Juneteenth Experience at Miami Beach's iconic Colony Theatre culminates a month-long celebration of community activations and performances across Miami-Dade County.

Bais Menachem – Simchas Bais Hashoeiva (SBH) is a joyous Jewish holiday celebration. It is an annual event that has become a beloved tradition in Miami Beach. Rooted in cultural significance, Simchas Bais Hashoeiva began in ancient times and was celebrated in the temple in Jerusalem. This event is a time for community members to come together in unity and celebration, embodying the spirit of shared joy and cultural vibrancy. In its 5th year, the Simchas Bais Hashoeiva of Miami Beach transforms 40th street between Royal Palm and Prairie into a lively cultural hub. The focal point of the celebration is a dynamic main stage featuring energetic live music acts that captivate and engage attendees. The event offers a unique and immersive experience with seating arrangements, spaces for mingling, and dancing spread throughout the blocked-off section of 40th street.

Miami Dade College Foundation - MUNDO Miami Beach aims to ignite the city's cultural scene with an electrifying one-day event at the iconic Miami Beach Bandshell. Inspired by the renowned Globalfest New York, this festival promises to immerse attendees in a vibrant tapestry of sounds, rhythms, and traditions from around the world. With a diverse group of artists and interactive

workshops, the festival invites both locals and tourists to experience the richness of global music right in the heart of North Beach. The festival boasts a carefully curated lineup of artists representing a myriad of musical genres and cultural backgrounds, with an emphasis on those from Latin America. Beyond the music, this Festival serves as a platform for community engagement and cultural exchange through in school workshops by visiting artists that invite students to connect with diverse expressions and foster cross-cultural understanding and appreciation.

FISCAL IMPACT STATEMENT

The amount awarded for eight (8) special events for FY 2024/2025 is \$324,157 from the Special Event Sponsorship Program.

Does this Ordinance require a Business Impact Estimate? (FOR ORDINANCES ONLY)

The Business Impact Estimate (BIE) was published on . See BIE at:
<https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

FINANCIAL INFORMATION

Funding is allocated in the Resort Tax Fund 160-0380-000349-25-406-548-00-00-00-

CONCLUSION

The Administration recommends the approval of the Special Event Sponsorship Program recommendations for Fiscal Year 2025 for eight (8) special event organizers in the total amount of \$324,157.

Applicable Area

Citywide

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? No

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

Department

Tourism and Culture

Sponsor(s)

Co-sponsor(s)



Miami Beach Classical Music Festival

1440 Ocean Drive
Miami Beach, FL 33139

February 29, 2024

Letter of Intent

Miami Beach Holiday Festival of Lights

On behalf of the Miami Beach Classical Music Festival (MMF), I am thrilled to submit our letter of intent for the Miami Beach Holiday Festival of Lights to be considered for funding through the City of Miami Beach Special Events Sponsorship Program. The Miami Beach Holiday Festival of Lights is an ambitious and innovative family-friendly event that aims to transform an entire city block on Ocean Drive into a magical holiday experience of interactive projection displays and live musical performances.

From December 18-22, 2024, MMF will present three performances each day, featuring MMF's talented vocal and instrumental performers alongside beloved holiday characters, including Santa Claus, The Grinch, and Elsa. The live musical performances span a diverse range of genres and honor worldwide holiday traditions, allowing attendees to revel in the joyous sounds of the season. MMF's projections will create an audiovisual narrative where cues from live singers trigger the holiday-themed video projections on the buildings behind them.

The Miami Beach Holiday Festival of Lights uses state-of-the-art projection mapping, a technological innovation that overlaps video onto all surfaces, turning ordinary objects - such as buildings - into interactive displays. Every surface becomes a canvas, with graphic projections that play off the unique architectural features of 5 consecutive buildings to create a delightful light and music experience. Similar to the Lyon Festival of Lights, a moveable image such as Santa Claus and their reindeer can fly from one building to the next.

Media Links:

- 2023 Miami Beach Holiday Festival of Lights Highlight Video:
<https://vimeo.com/903052430?share=copy>
- Santa's Entrance:
<https://vimeo.com/916986876?share=copy>
- Instagram Recap Reel:
<https://www.instagram.com/reel>
- Deco Drive News Segment:
<https://vimeo.com/916986620?share=copy>
- Miami Beach Classical Music Festival's webpage for Immersive Opera Experiences:
<https://www.miamimusicfestival.com/immersive-opera-experiences>

Previous Experience

Since its 2013 inception, the Miami Beach Classical Music Festival (MMF) has been proud to establish Miami as a premier destination for elite young classical musicians to train and perform at a fraction of the cost of professional companies while maintaining professional-level performances.

In ten seasons, MMF has established itself as one of the fastest growing and most important classical music festivals in the country, presenting 30+ public events each year, including fully staged operas,



symphonic concerts, chamber music recitals, and masterclasses where our highly talented students are front and center.

In June 2022, MMF presented the world's first fully immersive opera production in a theater setting using state-of-the-art projection mapping technology, immersing the audience within the scenes of the opera. This production of *Das Rheingold* marked the first time projection mapping was used for live opera, a significant achievement for the industry.

MMF has delved into the technology's possibilities, creating audiovisual concerts in different venues which have garnered immense praise and have sparked a strong desire for more projection activations in the community. In May 2023, MMF secured the G.O. Bond for the purchase of cutting-edge projection mapping equipment. The acquisition of top-of-the-line projection mapping equipment allowed MMF to create awe-inspiring and immersive events at a fraction of the usual expense. Traditionally, the costs associated with renting such advanced equipment limit the accessibility of these extraordinary experiences. However, with the support of the GO bond, MMF was able to bring these extravagant events to the City of Miami Beach at a much more affordable price.

During MMF's 10th Anniversary Season in July 2023, MMF featured an awe-inspiring trifecta of immersive performances: 2 full operas and 1 symphony. The response from attendees was overwhelming, leading to sold-out venues and a palpable buzz that extended far beyond the confines of the performance spaces. Social media platforms were ablaze with excitement as attendees shared their exhilarating experiences, spreading the word like wildfire.

In February 2023, MMF presented its first outdoor projection mapping concert at The Betsy Hotel, where MMF designed Valentine-themed graphics to accentuate the building's architectural features, turning a static structure into a dynamic canvas for visual art and storytelling. The projections were combined with live MMF singers helping the building come alive with images that shift and change in time with the music.

After the immense success of this event, MMF presented the first Miami Beach Holiday Festival of Lights in December 2023. The performances took place throughout three weekends in three different locations: Lincoln Road's Euclid Oval, The Gabriel South Beach Hotel, and The Betsy Hotel (and 4 adjacent buildings). Each event drew over 3,000 attendees and solidified MMF's reputation as a driving force in redefining the boundaries of live performance, leaving audiences eagerly anticipating the next groundbreaking endeavor.

Social and Community Impact

The Miami Beach Holiday Festival of Lights serves as a dynamic catalyst in enhancing Miami Beach's reputation as a premier tourist destination. By blending live, family-friendly musical performances with captivating visuals in an iconic outdoor setting, the festival creates an unforgettable cultural experience.

By offering a groundbreaking fusion of technology and artistry, the festival elevates Miami Beach's image as a sophisticated artistic destination. The innovative projection mapping technology showcases the city's commitment to embracing cutting-edge experiences, resonating with modern travelers seeking both cultural enrichment and technological marvels. As one of the few cities worldwide to employ this technology on a grand scale, Miami Beach will emerge as an innovator in blending visual arts with entertainment. This distinct appeal will draw tourists seeking exclusive experiences that only a handful of destinations can provide.



Miami Beach Classical Music Festival

1440 Ocean Drive
Miami Beach, FL 33139

The festival's open and family-friendly nature will draw in visitors from nearby cities and states, encouraging repeat attendance each year. Not to mention, the free, outdoor nature of the festival reduces barriers for access and allows attendees of all ages and backgrounds to experience the cutting-edge technology. The festival's unique audiovisual appeal will catch the attention of any onlookers on Ocean Drive, drawing large crowds and garnering attention through media coverage, social media posts, and word-of-mouth. By hosting an event of this caliber, the City of Miami Beach will elevate its appeal as a cultural epicenter, drawing visitors from around the world who are seeking unique and enriching travel experiences.

The festival's cultural components during the Holiday season are a major draw, offering an immersive journey into the spirit of the season. With diverse themes appealing to all ages, from traditional carols to iconic holiday characters, attendees can expect a magical atmosphere that resonates with families and individuals alike. The prospect of experiencing such a unique and immersive holiday festival in a vibrant city becomes a powerful motivation for travelers, further enhancing Miami Beach's allure.

I appreciate your time and consideration of our application. In seeking your support through the Special Events Sponsorship Program, MMF aims to make the Miami Beach Holiday Festival of Lights a hallmark event that not only entertains but also contributes to the cultural vibrancy of our city. I believe that this festival will highlight Miami Beach as a city at the forefront of technological innovation while fostering community spirit and enhancing the holiday experience for residents and visitors alike.

Thank you for considering our organization for this opportunity.

Sincerely,

A handwritten signature in black ink that reads 'Michael Rossi'. The signature is written in a cursive, flowing style.

Michael Rossi

Artistic Director and Founder

mrossi@miamimusicfestival.com

305-903-9251

Subject: Letter of Intent for Queen & King of the Court Beach Volleyball Event 2025

Dear Sir/Madam,

I am writing to express our sincere interest in applying for sponsorship from the City of Miami Beach as part of the Special Event sponsorship program for our upcoming Queen & King of the Court Beach Volleyball Event, scheduled to take place in 2025.

Our organization is dedicated to promoting community engagement, physical activity, and the spirit of friendly competition. The Queen & King of the Court Beach Volleyball Event aligns perfectly with the vibrant and active lifestyle that characterizes the City of Miami Beach. We aim to bring together athletes and spectators alike to celebrate the sport of beach volleyball while fostering a sense of camaraderie within the community.

By partnering with the City of Miami Beach through your Special Event sponsorship program, we anticipate creating a memorable and successful event that will not only showcase the city as a hub for sports and recreation but also contribute to the local economy through increased tourism and business engagement.

We are committed to working closely with the City and its designated officials to ensure the event is organized seamlessly, adheres to all necessary regulations, and aligns with the values and vision of Miami Beach. Our goal is to establish a long-lasting partnership that benefits both the community and the City.

Thank you for considering our application. We look forward to the possibility of partnering with the City of Miami Beach to make the Queen & King of the Court Beach Volleyball Event a tremendous success.

Sincerely,

Wilco Nijland
CEO Sportworx

A handwritten signature in black ink, appearing to read 'Wilco Nijland', with a stylized flourish at the end.

MIAMI FASHION WEEK®

Lourdes Fernández-Velasco
Executive Managing Director
Miami Fashion Week / The Fashion Shows LLC
2125 Biscayne Boulevard Third Floor
Miami, FL 33137
lourdes@miamifashionweek.com
786-334-4510

Department of Tourism and Culture Office
City of Miami Beach
1755 Meridian Avenue, 5th Floor, Suite 500
Miami Beach, FL 33139
Phone: 305-673-7577
www.miamibeachfl.org

Feb 29th, 2024

To whom it may concern,

I am writing to express our organization's intent to seek sponsorship funding from the City of Miami Beach for the upcoming Miami Fashion Week event scheduled to take place in November 2024. Our organization, The Fashion Shows, LLC, is dedicated to promoting the fashion industry in South Florida and fostering economic growth through cultural events.

Miami Fashion Week has become a staple in our region's cultural calendar, attracting designers, fashion enthusiasts, and industry professionals from around the world. The event showcases the unique style and creativity that Miami is renowned for, while also providing a platform for emerging designers and local talent to gain exposure on a global scale.

As we plan for Miami Fashion Week 2024, we are seeking financial support from the City of Miami Beach to ensure the success and sustainability of the event. Sponsorship funding will be utilized for various aspects of event production, including venue rental, marketing and promotion, logistics, and talent.

In return for your sponsorship, we are committed to promoting the City of Miami Beach as a premier destination for fashion and culture. Your support will be prominently recognized through branding opportunities, media exposure, and acknowledgments before, during, and after the event. Additionally, we welcome the opportunity to collaborate on promotional initiatives that highlight the city's vibrant atmosphere and diverse community.

MIAMI FASHION WEEK[®]

We believe that a partnership between Miami Fashion Week and the City of Miami Beach for Miami Fashion Week November 2024 will not only benefit our respective entities but also contribute to the continued growth and prosperity of our city's thriving fashion industry.

We are excited about the possibility of working together and are available to discuss the details of sponsorship opportunities at your earliest convenience. Thank you for considering our request, and we look forward to the opportunity to showcase the best of Miami Beach's fashion scene with your support.

Sincerely,

Lourdes Fernandez-Velasco
Executive Managing Director
The Fashion Shows LLC / Miami Fashion Week

28 February 2024

2025 USA Sail Grand Prix in Miami Beach

Dear Sandra and team at the Miami Beach Tourism and Culture Department,

Following several conversations with local stakeholders over the past few months, including the Greater Miami Convention and Visitors Bureau (GMCVB), I am formally writing to let you know about our intent to bring our global sailing event to Miami Beach in 2025. We are looking to host the event in April depending on the confirm the available dates with the local agencies and government.

SailGP is a thrilling, high speed global championship, raced in the heart of the most iconic cities and venues in the world. We are driven by purpose, racing for a better future and championing a world Powered by Nature™.

As one of the fastest-growing sports property in the world and the leading sustainable sport property, SailGP is extremely interested in adding Miami Beach to our calendar. SailGP will bring excitement, economic impact and global media exposure to your city, while also delivering one of the most unique events on the global sports calendar.

We are also proud to deliver significant community impact at everywhere we race through our SailGP Inspire Program which we will work with local youth organizations and the city to engage 500+ youth during our race week, providing opportunities for local students to learn about the sport and how STEM education plays a critical role.

We are the first climate positive sports championship and are supported by a host of blue-chip organizations including Rolex, Oracle, Mubadala and NEAR. Our goal in Miami Beach is to create an opportunity to host the most sustainable sports event ever to be hosted locally. We will work with the government, local agencies and businesses to create the blueprint for future events to lead in clean energy and be as sustainable as possible.

We are currently building our calendar for 2025 and based on our various discussions with cities around the globe and our existing multi-year commitments, we would be looking at racing on one of the following the weekends based on local feedback.

- 12 – 13 April
- 26 – 27 April

I understand that the events calendar for Miami Beach in 2025 is filling up and so we look forward to working with you to understand the next steps in making this exciting opportunity a reality.

My team in Guntur Dwiarmein (Strategic Lead, Host Venues) and Elizabeth Benesh (Regional Event Director, USA) are on hand to work closely with you and your team.

We look forward to welcoming you in our #RacefortheFuture.

Yours sincerely,

Julien di Biase
Chief Operating Officer, SailGP

MIAMI TAKEOVER X CITY OF MIAMI BEACH LETTER OF INTENT

Support from the City of Miami Beach is requested for *The Miami Takeover Weekend*, an annual three-day event that's held every year in July (this year, from July 26th - 29th) for upwardly mobile professionals that are equally enthused by entrepreneurship, entertainment, and the spirit of community. This signature weekend provides travel enthusiasts with a post-COVID19 experience primed on relaxation, communication, and community collaboration themed around the arts and culture of Washington, DC and its official Go-Go music– all while enjoying the beautiful beaches and sights of Miami Beach greater Miami-Dade County. Receipt of the Miami Beach Special Event Sponsorship Grant will allow us to enhance our current marketing and promotion budget and allow for both direct tourist and current Miami Beach residents to experience the culture of the real Washington, DC and the music and culture that sustained and grew the BIPOC population of the area for decades before gentrification changed the landscape of the city and the impact of the culture.



2024 Pro Footvolley Tour Letter of Intent for Event on Miami Beach (FL)



The Pro Footvolley Tour is intent on producing another international professional footvolley event, in 2024, partnering with the City of Miami Beach as the host sponsor. The Tour has a history of successful events in the past, with the City of Miami Beach, and would like to once again have the privilege of producing another exciting competition with the World's top footvolley athletes once again.

Brazil & Israel Footvolley National Teams

- Footvolley is an extremely popular sport both in Brazil and Israel. A World Class international footvolley event with top athletes from Brazil, and Israel, would only strengthen the economic, tourism, cultural, and diplomatic ties City of Miami Beach have with each country. Matches will be broadcast on TV both in the US and abroad.

History of Success with events on Miami Beach (FL)

- 2009 Bud Light Lime South Beach Open - beautiful stadium on Lummus Park
- 2013 SWOL 'Fight Against Racism' with Jerome Boateng of Germany's WC Winning Team (Lummus Park)
- 2017 World Footvolley Classic sponsored by City of Miami Beach (13th Street / Lummus Park)
- 2018 World Footvolley Classic sponsored by City of Miami Beach (held at North Beach Bandshell)
- 2021 Miami Beach Summer Series sponsored by City of Miami Beach (held at North Beach Bandshell)

2024 Miami Beach World Open

Pro Footvolley Tour eagerly waits on the City of Miami Beach to once again agree to becoming a valuable host partner for the 2024 World Open. The international teams that have confirmed interest are Brazil, Israel, Argentina, Germany, Spain, and Team USA.



The Juneteenth Experience 2025: Letter of Intent

To the City of Miami Beach Commission:

This letter is to express our intent to create a new, annual tradition within the City of Miami Beach- The Juneteenth Experience. First launched in 2021, The Juneteenth Experience is a multidisciplinary celebration of our country's second independence day, Juneteenth, and has been steadily growing into one of the most anticipated Juneteenth events in Miami-Dade County and it has been an honor to have it produced with the beautiful city of Miami Beach.

Juneteenth—also known as Freedom Day—celebrates the emancipation of those who were enslaved in the United States. Building on three sold-out Juneteenth Experience performances in 2021, 2022, and 2023, Hued Songs is crystallizing a strong Juneteenth tradition across Miami-Dade with a multidisciplinary Juneteenth performance/celebration. 2025 will mark the fifth annual Juneteenth Experience, produced in partnership with Miami New Drama & the City of Miami Beach at the Colony Theatre.

While certainly this performance honors an important day in our history, it champions tenets of equity across a multitude of issue areas. Access to the arts is an equity issue. Despite 1/4 of South Florida's population identifying as Black, only a handful of Black-led and -centered arts organizations means they're insufficiently represented. Hued Songs centers local Black and Brown artists and offers Miami's highly-diverse Black communities spaces to feel culturally affirmed, celebrate their community and gain more representation in the arts—while ensuring all audiences know they are welcome, even if they don't share that lived experience.

Our goal is to grow this performance and experience into a city-wide artistic celebration of this important and grounding holiday. With your support, we can get there.

Thank you in advance for your consideration.

Kunya C. Rowley
Executive Artistic Director, Hued Songs



In Memory of:

Rabbi Eliyahu Akiva Lipskar, a"h

Rabbi Yisroel Duchman, a"h

לזכר נשמת

הרה"ח ישראל בן הרה"ח שניאור זלמן הלוי דוכמאן ע"ה

הרה"ח אליהו עקיבא בן הרה"ח חיים צבי ליפסקר ע"ה

February 20th 2024

Ms Lissette Arrogante

City of Miami Beach

Special Events

Dear Ms Arrogante,

On behalf of Congregation Bais Menachem, we are excited to formally express our intent to seek Special Event Sponsorship funding for the upcoming Simchas Bais Hashoeiva celebration, a unique and culturally significant event that has become a regular and integral part of Miami Beach's diverse cultural landscape.

The event is a testament to our commitment to celebrating cultural diversity, fostering unity, and providing the community with unique and enriching experiences. Over the years, this event has grown to become a symbol of shared celebration, drawing attendees from various backgrounds to participate in the festivities.

Our request for Special Event Sponsorship funding is rooted in the belief that with the support of the Miami Beach City Commission, the "Simchas Bais Hashoeiva" event can reach greater heights and continue to contribute significantly to the cultural vibrancy of our city.

We recognize and appreciate the City Commission's dedication to supporting events that enrich the cultural tapestry of Miami Beach. If our application is accepted, we assure you that the funds will be utilized judiciously to ensure the success of the celebration. We believe that with your support, the "Simchas Bais Hashoeiva" celebration will continue to be a source of pride for Miami Beach, attracting cultural tourists and further establishing our city as a welcoming destination for diverse celebrations.

Sincerely,



Shmulie Shmotkin



Dear City of Miami Beach,

On behalf of Live Arts Miami (LAM) at Miami Dade College, I am writing this letter of intent to request funding through your Community Engagement Events Application - FY 24/25 for MUNDO Miami Beach.

Live Arts Miami is an action-driven, people-centered platform for powerful performances, impactful community programs and learning experiences that spark dialogue, raise awareness around pressing issues, and open minds and hearts in all who take part. LAM is a place for artists, community members, and students to come together as one.

MUNDO Miami Beach aspires to kindle the cultural spirit of the city through an exhilarating one-day extravaganza held at the iconic Miami Beach Bandshell on January 25, 2025. Drawing inspiration from the acclaimed GlobalFest New York, this festival guarantees to submerge participants in a dynamic tapestry of melodies, beats, and customs from across the globe. Boasting a diverse array of performers and hands-on workshops, the event extends a warm invitation to both locals and tourists, encouraging them to revel in the opulence of global music right in the heart of North Beach.

The festival prides itself on a thoughtfully curated lineup featuring artists who represent an array of musical genres and cultural roots, with a particular focus on those hailing from Latin America. Beyond the musical experience, this festival functions as a conduit for community involvement and cultural interchange through on-site workshops conducted by visiting artists. These workshops extend invitations to students, fostering connections with diverse expressions and cultivating cross-cultural understanding and appreciation.

We are in discussions with GlobalFest New York, which has been producing an amazing event of outstanding caliber since 2003, to create a partnership to benefit MUNDO Miami Beach. This partnership would take advantage of routing opportunities for the high caliber artists already in New York for GlobalFest, by featuring them in the MUNDO Miami Beach lineup while already in the United States.

We look forward bringing this project to life! Thank you for your consideration.

Regards,

A handwritten signature in dark ink, appearing to read "Kathryn Garcia", is written over a light blue rectangular background.

Kathryn Garcia
Executive and Artistic Director

Live Arts Miami

Freedom Tower, Sixth Floor, 600 Biscayne Boulevard, Miami, FL 33132

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 *DH* Date 6/15/2024