

C7 H A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING THE REQUEST FOR A WAIVER OF MIAMI BEACH CONVENTION CENTER RENTAL FEES FOR THE MIAMI BEACH SENIOR HIGH PTSA, IN AN AMOUNT NOT TO EXCEED \$5,409, FOR USE OF MEETINGS ROOMS FOR THE OPENING OF SCHOOL FACULTY MEETING, TO BE HELD ON AUGUST 12, 2024.

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO:	Honorable Mayor and Members of the City Commission
FROM:	Rickelle Williams, Interim City Manager
DATE:	June 26, 2024
TITLE:	A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING THE REQUEST FOR A WAIVER OF MIAMI BEACH CONVENTION CENTER RENTAL FEES FOR THE MIAMI BEACH SENIOR HIGH PTSA, IN AN AMOUNT NOT TO EXCEED \$5,409, FOR USE OF MEETINGS ROOMS FOR THE OPENING OF SCHOOL FACULTY MEETING, TO BE HELD ON AUGUST 12, 2024.

### **RECOMMENDATION**

The Administration recommends the approval of the resolution and authorization of Miami Beach Convention Center rental fee waiver for Miami Beach Senior High Parent Teacher Student Association (PTSA) for opening of school faculty meeting.

### **BACKGROUND/HISTORY**

Miami Beach Senior High PTSA, founded in 1935, serves as the public high school for Miami Beach, Surfside, Bay Harbor, Bal Harbour and North Bay Village. The City advocates for the students and teachers of Miami Beach Senior High, and other schools in Miami Beach, through various programs and services.

### **ANALYSIS**

Miami Beach Senior High PTSA requested to utilize a meeting room to host 120 Miami Beach teachers and paraprofessionals in preparation of the 2024/2025 school year. The event is from 8am – noon on August 12, 2024.

### **FISCAL IMPACT STATEMENT**

The waiver, if approved, is valued at \$5,409, and reflects a loss of MBCC revenue.

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

### **FINANCIAL INFORMATION**

\$5,409

### **CONCLUSION**

The Administration recommends the approval and authorization of Miami Beach Convention Center rental fee waiver for Miami Beach Senior High PTSA for opening of school faculty meeting.

### **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?** No

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

**Department**

Economic Development

**Sponsor(s)**

**Co-sponsor(s)**



## RENTAL DISCOUNT / WAIVER APPLICATION

On November 9, 2018, the City of Miami Beach approved rental fee waiver guidelines for the Miami Beach Convention Center ("MBCC"). The waiver will be administered by the Economic Development Department, which will review and recommend qualifying applications to the City of Miami Beach City Manager, who may then make a recommendation to the Mayor and City Commission.

The rental discount/waiver is specific to room and space rental fees only. The event producer/organizer will be solely responsible for any and all other associated MBCC fees as assessed for the event, including but not limited to, audio, visual, utilities, furniture rentals, security, food and beverage, corkage fees, room set-up and cleaning.

**NOTE:** Incomplete applications will not be considered until all requested information is provided. An application received less than 120 days/four (4) months prior to the event will be deemed a late application and may not be considered. Events may only apply within a 180 days /six (6) months prior to the event.

**DATE OF REQUEST:**

**NAME OF EVENT:** Miami Beach Senior High Opening of Schools Faculty Meeting

**DATE(S) OF EVENT:** August 12, 2024

**TIME OF EVENT:** 7:30 – 12:00pm

**ESTIMATED ATTENDANCE:** 120 people

**REQUESTED MBCC ROOM(S) AND PREFUNCTION SPACE(S):**

**NON-PROFIT 501(C)3 ORGANIZATION NAME:** (as it appears on Articles of Incorporation) : Miami Beach Senior High PTSA

**FEDERAL ID#** 23-7628528

**EXECUTIVE DIRECTOR:** Julie Basner, PTSA President

**PHONE:** (917)734-7779

**EMAIL:** mbshptsapres@gmail.com

**MAILING ADDRESS:** 2231 Prairie Ave.

**CITY:** MB                      **STATE:** FL                      **ZIP CODE:** 33139

**TOTAL EVENT ROOM/SPACE RENTAL FEE:**

MB's 105 - 108  
\$ 5,409

REQUESTED ROOM/SPACE RENTAL FEE WAIVER AMOUNT:

TICKET PRICE(S):

NUMBER OF FREE OR DISCOUNT RATE TICKETS FOR MIAMI BEACH RESIDENTS:

WHAT IS THE DISCOUNT TICKET RATE, IF APPLICABLE:

PLEASE PROVIDE WHAT OTHER LOCATIONS HAVE HOSTED YOUR EVENT(S) BEFORE AND WHY THE EVENT WILL NOT BE HOSTED AT THAT LOCATION:

PLEASE PROVIDE AN EXPLANATION WHY A MIAMI BEACH HOTEL OR OTHER VENUE CANNOT ACCOMMODATE THE EVENT:

PLEASE DESCRIBE THE EVENT, ITS HISTORY, AND THE PUBLIC BENEFIT TO MIAMI BEACH RESIDENTS:

CERTIFICATION / SIGNATURE

I certify that all information contained in this application and attachments are true and accurate, and that I am authorized by the applicant hereto to execute this application. Further, I agree to cover all MBCC out-of-pocket costs as outlined in the MBCC estimate attached.

NAME Julie Basner TITLE \_\_\_\_\_  
(Please Print)

SIGNATURE Julie Basner DATE May 3, 2024

REQUIRED ATTACHMENTS:

- A copy of 501(c)3 letter of determination, dated within the past two (2) years. Updated letter can be obtained from the Internal Revenue Service.
- Most recent audited financial statement or IRS Form 990
- CPA prepared Compilation, Review or Audited financial statement for the same period as the Form 990, above. The financial statement must include a Balance Sheet, Profit and Loss and Statement of Cash Flow.
- Event budget for the requested discount or waiver. The budget must disclose all sources and uses of funds related to the event, including the use of the requested rent discount or waiver.
- List of all corporate and private sponsorships and in-kind contributions to be used for the event. Backup materials for the sponsorships and in-kind contributions must be included.

SPONSORSHIP RECOGNITION:

1. City shall receive sponsorship recognition on all media or promotional platforms related to the Event, at the same sponsorship level as other sponsors providing financial or other support comparable to the City's sponsorship. Event Organizer will also tag City on all Event-related postings on digital distribution platforms, also referred to as social media platforms. Event Organizer's Event-related postings shall include high quality content relevant to the Event and its targeted audiences. Digital distribution postings shall be issued in English and Spanish, wherever relevant.
2. Event Organizer will use logo provided by City on all Event-related advertising. This includes local television partners, social media campaigns, radio efforts, and local newspapers.
3. All promotional materials which include the City's name or logo, including, without limitation, advertising, telecasts, signage and social media publications shall be subject to City's **prior written approval**, which approval may be withheld at City's discretion. Event Organizer shall cease using all logos or other City marks upon the expiration of the Term. Additionally, City reserves the right to require the removal of its logo/marks from any promotional materials. This paragraph shall survive the expiration of this Agreement.

Please submit completed application with required attachments to:  
City of Miami Beach  
1755 Meridian Avenue, 2<sup>nd</sup> Floor

Miami Beach, Florida 33139  
Email: HeatherShaw@miamibeachfl.gov

\*Any changes to the event details in this application (tickets prices, dates, discounts, etc.) must be approved in writing prior to the event. Failure to secure approval will result in revocation of the Rental Waiver. An organization may apply more than once per calendar year. This waiver covers MBCC rental fees only. All events must provide equal access and equal opportunity in employment and services and may not discriminate on the basis of disability, race or ethnicity, color, creed, national origin, religion, age, gender or sexual preference, in accordance with Title VI and Title VII of the Civil Rights Act of 1964, the Age Discrimination Act of 1975 and Title IX of the Education Amendments of 1972 as amended (42 U.S.C. 2000 et seq.), the Americans with Disabilities Act (ADA) of 1990, and Section 504 of the Rehabilitation Act of 1973.

\*If waiver is approved, event must acknowledge the City of Miami Beach as a sponsor, including city logo, in all marketing and publicity materials, as well as the following credit line in all promotional and marketing materials: "With the support of the City of Miami Beach.". Failure to include the credit line and/or logo will result in revocation of the waiver.

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FOR MBCC ONLY:

DATE(S) OF EVENT AVAILABLE:  Y /  N  
TIME OF EVENT AVAILABLE:  Y /  N

Financial Information

- \_\_\_\_\_ Provided Form 990 signed by an entity officer, not dated more than one year, and has an affirmation for the preparer that it has been timely filed with the Internal Revenue Service.
- \_\_\_\_\_ Provided CPA prepared Compilation, Review or Audited financial statement for the same period as the Form 990, above. The financial statement must include a Balance Sheet, Profit and Loss and Statement of Cash Flow.
- \_\_\_\_\_ Provided the event budget for the requested discount or waiver. The budget must disclose all sources and uses of funds related to the event, including the use of the requested rent discount or waiver.
- \_\_\_\_\_ Disclose all corporate and private sponsorships and in-kind contributions to be used for the event. Back-up materials for the sponsorships and in-kind contributions must be included.

Resident Community Impact Criteria for Consideration

- \_\_\_\_\_ Event is a major countywide special event.
- \_\_\_\_\_ Event demonstrates Priority 1 room night generation in Miami Beach hotels.
- \_\_\_\_\_ Event is produced by an organization based in Miami Beach or provides most services to the residents of Miami Beach.
- \_\_\_\_\_ If a ticketed event, the event provides free entry or a discounted rate to Miami Beach residents, students, and/or seniors.

Civic/Social Benefit

- \_\_\_\_\_ Demonstrated no other venue is available due to size.
- \_\_\_\_\_ Demonstrated previous venues utilized for event are not suitable or available.

*Heather Shaw* 5-27-24

*HS*

Date Approved/Denied

Staff Initials

Comments: \_\_\_\_\_

City Manager approval/decline date:

City Commission approval/decline date:

*Reckelle Wellesims*

*6/3/24*

**RESOLUTION NO.**

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING THE REQUEST FOR A WAIVER OF MIAMI BEACH CONVENTION CENTER RENTAL FEES FOR THE MIAMI BEACH SENIOR HIGH PTSA, IN AN AMOUNT NOT TO EXCEED \$5,409 FOR USE OF MEETINGS ROOMS FOR THE OPENING OF SCHOOL FACULTY MEETING, TO BE HELD ON AUGUST 12, 2024**

**WHEREAS**, the City has received an application from Miami Beach Senior High PTSA ("MBSH PTSA") for waiver of rental fees for the use of the Miami Beach Convention Center; and

**WHEREAS**, MBSH PTSA serves as the public high school for Miami Beach and advocates for children and teachers; and

**WHEREAS**, the MBSH PTSA will host 120 Miami Beach teachers and paraprofessionals, in preparation of the 2024/2025 school year, at the Opening of School Faculty Meeting on August 12, 2024; and

**WHEREAS**, the MBSH PTSA requested that the City waive Miami Beach Convention Center ("MBCC") rental fees in an amount not to exceed \$5,409; and

**WHEREAS**, the Opening of School Faculty Meeting provides a civic and social benefit and satisfies the MBCC rental waiver application criteria by providing a resident community impact by delivering services to the residents of Miami Beach.

**NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA**, approve the request for a waiver of Miami Beach Convention Center rental fees for the Miami Beach Senior High PTSA, in an amount not to exceed \$5,409, for use of meetings rooms for the Opening of School Faculty Meeting, to be held on August 12, 2024.

**PASSED and ADOPTED** this \_\_\_\_ day of \_\_\_\_\_ 2024.

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

**ATTEST:**

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

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**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 the request for a waiver of Miami Beach Convention Center rental fees for the Miami Beach Senior High PTSA, in an amount not to exceed \$5,409, for us of meetings rooms for the Opening of School Faculty Meeting, to be held on August 12, 2024.

**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 *ST* Date 6/24/2024