

C7 U A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AUTHORIZING THE CITY MANAGER AND CITY CLERK TO EXECUTE A SPONSORSHIP AGREEMENT WITH THE OCEAN DRIVE IMPROVEMENT ASSOCIATION, INC., IN AN AMOUNT NOT TO EXCEED \$100,450, FOR THE FISCAL YEAR 2025 OCEAN DRIVE PROMENADE MUSIC SERIES.

Applicable Area:

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: September 11, 2024

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AUTHORIZING THE CITY MANAGER AND CITY CLERK TO EXECUTE A SPONSORSHIP AGREEMENT WITH THE OCEAN DRIVE IMPROVEMENT ASSOCIATION, INC., IN AN AMOUNT NOT TO EXCEED \$100,450, FOR THE FISCAL YEAR 2025 OCEAN DRIVE PROMENADE MUSIC SERIES.

### **RECOMMENDATION**

The Administration recommends the Mayor and City Commission adopt the resolution to authorize the City Manager and City Clerk to execute a sponsorship agreement with the Ocean Drive Improvement Association, Inc., in an amount not to exceed \$100,450, for the Fiscal Year (FY) 2025 Ocean Drive Promenade Music Series.

### **BACKGROUND/HISTORY**

The Ocean Drive Promenade Music Series ("the Event") is presented by the Ocean Drive Improvement Association, commonly referred to as the Ocean Drive Association ("ODA") in partnership with the City of Miami Beach and the Greater Miami Convention and Visitors Bureau. The music series is scheduled every Sunday at 5:00 PM in the temporary Ocean Drive Promenade, between 14th Street and 14th Place on Ocean Drive.

The mission and vision of the Event is to provide a thoughtfully curated activation of the Ocean Drive Promenade, build community for residents and a great environment for tourists, while amplifying positive messaging about Ocean Drive and Miami Beach.

On October 18, 2023, the Mayor and City Commission adopted Resolution No. 2023-32815 approving the ODA's funding request for the FY 2024 Ocean Drive Promenade Music Series, in an amount not to exceed \$100,450, authorizing the City Manager to execute a sponsorship agreement, requiring the ODA to provide a final report depicting audience attendance and demographics, and requiring that future funding requests for this Event require a 1:1 match. The ODA has not yet provided the City with the final report for FY 2024 as programming is still ongoing through September 2024.

### **ANALYSIS**

On May 4, 2022, the Mayor and City Commission adopted Resolution No. 2022-32154, accepting the Finance and Economic Resiliency Committee's recommendation from the April 29, 2022, meeting to fund the inaugural Event in the amount of \$100,450, requiring the ODA to include a final report depicting audience attendance and demographics for the Event and to secure a 1:1 match for future funding requests.

On September 28, 2022, the Mayor and City Commission adopted Resolution No. 2022-32334, approving the FY 2023 budget, which included a one-time funding enhancement for the 2023

Event. On April 28, 2023, the Mayor and City Commission adopted Resolution No. 2023-32577, authorizing the City Manager to execute a sponsorship agreement with the ODA for the FY 2023 event.

On September 27, 2023, the Mayor and City Commission adopted Resolution No. 2023-32785, approving the FY 2024 budget, which included a recurring funding enhancement for the FY 2024 Event. On October 18, 2023, the Mayor and City Commission adopted Resolution No. 2023-32815, authorizing the City Manager to execute a sponsorship agreement with the ODA for the FY 2024 Event.

Funding for the 2025 Event is currently included in the FY 2025 Proposed Operating Budget (on a recurring basis) from the Resort Tax Fund. It is subject to Mayor and Commission approval at the 2nd Commission Budget Hearing on September 25, 2024. The funding request for artist fees and sound services will be earmarked below.

#### **ODA Budget for FY 2025 Season:**

	<b>Total Budget</b>	<b>Matching Funds</b>	<b>Funding Request</b>
Executive Director, ODA	\$30,000	\$30,000	\$0
Betsy Artist Management	\$25,000	\$25,000	\$0
Artist Fees	\$77,500	\$13,450	\$64,050
Sound Services	\$41,400	\$5,000	\$36,400
Event Support	\$16,800	\$16,800	\$0
Design and Branding	\$6,600	\$6,600	\$0
Generator Rental	\$26,000	\$26,000	\$0
Insurance	\$3,600	\$3,600	\$0
Parking	\$5,800	\$5,800	\$0
<b>Totals</b>	<b>\$232,700</b>	<b>\$132,250</b>	<b>\$100,450</b>

#### **FISCAL IMPACT STATEMENT**

\$100,450 for the 2025 Ocean Drive Promenade Music Series which is to be funded from the Resort Tax Fund.

**Does this Ordinance require a Business Impact Estimate?** Click or tap here to enter text.  
(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-notice/>

#### **FINANCIAL INFORMATION**

\$100,450.00 – 160-4300-000349-37-406-555-00-00-00-

## **CONCLUSION**

The Administration recommends the Mayor and City Commission adopt the resolution to authorize the City Manager and City Clerk to execute a sponsorship agreement with the Ocean Drive Improvement Association, Inc., in an amount not to exceed \$100,450 for the FY 2025 Ocean Drive Promenade Music Series.

### **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**

Tourism and Culture

### **Sponsor(s)**

### **Co-sponsor(s)**

### **Condensed Title**

Authorize FY 2025 Ocean Drive Promenade Music Series Sponsorship Agreement. TC



# OCEAN DRIVE PROMENADE MUSIC SERIES

SUNDAYS IN LUMMUS PARK  
Between 14th Street and 14th Place

**Concerts at Twilight**  
([oceandrivearts.com](http://oceandrivearts.com) for seasonal start times)

## JANUARY

- 7 - Ken Peplowski & Friends
- 14 - Steffen Zeichner & 5 String Swing
- 21 - Mike Eckroth Jazz Quartet
- 28 - Amernet String Quartet

## FEBRUARY

- 4 - Afro Beat All-stars
- 11 - The Danny Mixon Trio
- 18 - JJMZ Viola4Tet
- 25 - Dodo Orchestra

## MARCH

- 3 - Contemporary Jazz Combo featuring  
Kobie Alleyne on steel drums
- 10 - Lourdes Valentin Combo
- 17 - Opera Divas
- 24 - Zisl Slepowitz Klezmer Trio

## APRIL

- 7 - Acute Inflections featuring Elaesea Douglas  
and Sadiki Pierre
- 14 - Envee & Friends - Miami Beach Pride
- 21 - LeNard Rutledge / Jim Gasior Quartet
- 28 - Melton Mustafa, Jr. Combo

## MAY

- 5 - Cinco de Mayo Mariachis
- 12 - Navy Week Miami - Military Band
- 19 - Joel DaSilva Blues & Roots Music
- 26 - Air and Sea Show

## JUNE

- 2 - Solange Merdinian - Global Songs
- 9 - Ellis Jazz Quartet
- 16 - Swing All Stars
- 23 - Yamit & the Vinyl Blvd

## JULY: Miami Beach Classical Music Festival Programs

- 7 - MBCMF Vocal Music Event I
- 14 - MBCMF Vocal Music Event II
- 21 - Chamber Music Event
- 28 - Festival Closing Event

## AUGUST

- 4 - All That Jazz: A Sonic Journey Through India
- 11 - Tom Lippincott Quartet
- 18 - The Harden Project
- 25 - Sotto Amore Duo

## SEPTEMBER

- 1 - Markus Gottschlich Quartet
- 8 - South Beach Chamber Ensemble
- 15 - FIU Latin Jazz
- 22 - Cortadito
- 29 - Cachita Lopez Band

## OCTOBER

- 6 - RoseMax & Ramatis
- 13 - Brasoul
- 20 - Hued Songs
- 27 - Halloween 'Scream' Quartet

## NOVEMBER

- 3 - Third Annual Beachside A Cappella
- 10 - Lisanne Lyons Sings Patriotic Songs
- 17 - Broadway, Opera, & More
- 24 - Dunlap and Mabe

## DECEMBER

- 1 - La Lucha
- 8 - FIU Brass
- 15 - Calloway String Duo
- 22 - Steel Away - A Caribbean Christmas
- 29 - Holiday Musicales

As of December 24, 2023



Scan the QR code to visit  
[oceandrivearts.com](http://oceandrivearts.com) for details.

MIAMI BEACH

FIU Herbert and Nicole  
Wertheim School of Music  
& Performing Arts

OCEAN DRIVE

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MAMI GREATER MIAMI  
CONVENTION &  
VISITORS BUREAU

F2  
PORT SQUARE

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AUTHORIZING THE CITY MANAGER TO EXECUTE A SPONSORSHIP AGREEMENT WITH OCEAN DRIVE IMPROVEMENT ASSOCIATION, INC, IN THE AMOUNT NOT TO EXCEED \$100,450.00, FOR THE FISCAL YEAR 2025 SEASON OF THE OCEAN DRIVE PROMENADE MUSIC SERIES.**

**WHEREAS**, the Ocean Drive Promenade Music Series (the "Event") is a free weekly Sunday afternoon public event, celebrating, through careful activation, the Ocean Drive Promenade; building a community for residents in the Art Deco Cultural District; and amplifying a positive message about Ocean Drive and the Miami Beach community through musical performances; and

**WHEREAS**, the Ocean Drive Improvement Association, Inc. ("ODA"), as the event organizer, in partnership with the City and the Greater Miami Convention and Visitors Bureau, features live concerts that showcases jazz and classical musicians on the Ocean Drive Promenade; and

**WHEREAS**, on October 18, 2023, the Mayor and City Commission adopted resolution 2023-32815 approving ODA's funding request for the 2024 Ocean Drive Promenade Music Series, in an amount not to exceed \$100,450.00 ("City's Contribution"); authorizing the City Manager to execute a sponsorship agreement; requiring ODA to provide a final report depicting audience attendance and demographics; and requiring that future funding requests for this Event require a 1:1 match; and

**WHEREAS**, the ODA has requested funding assistance from the City, in the amount of \$100,450.00, for the 2025 Ocean Drive Promenade Music series ("Event series"); and

**WHEREAS**, funding for the Fiscal Year 2025 Event series is currently included in the FY 2025 Proposed Operating Budget and is subject to Mayor and Commission approval at the 2nd Commission Budget Hearing on September 25, 2024; and

**WHEREAS**, the City's sponsorship will be funded from Resort Tax funds; and

**WHEREAS**, the Fiscal Year 2025 Event series is scheduled to take place every Sunday evening, from October 1, 2024, through September 30, 2025, in the Ocean Drive Promenade, between 14th Street and 14th Place on Ocean Drive; and

**WHEREAS**, the City Manager recommends approving the sponsorship and authorizing the City Manager to enter into a sponsorship agreement with ODA for the 2025 Ocean Drive Promenade Music Series.

**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 authorize the City Manager and City Clerk to execute a sponsorship agreement with the Ocean Drive Improvement Association, Inc., in an amount not to exceed \$100,450, for the Fiscal Year 2025 Ocean Drive Promenade Music Series.

**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

\_\_\_\_\_  
Date

9/3/2024  
\_\_\_\_\_  
Date