

C7 D A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING A WAIVER OF MIAMI BEACH CONVENTION CENTER RENTAL FEES, FOR THE 5000 ROLE MODELS OF EXCELLENCE PROJECT, INC. IN AN AMOUNT NOT TO EXCEED \$28,925 FOR USE OF THE GRAND BALLROOM FOR THE 2025 ANNUAL DR. MARTIN LUTHER KING, JR. UNITY SCHOLARSHIP BREAKFAST TO BE HELD ON JANUARY 14-15, 2025.

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 A WAIVER OF MIAMI BEACH CONVENTION CENTER RENTAL FEES, FOR THE 5000 ROLE MODELS OF EXCELLENCE PROJECT, INC. IN AN AMOUNT NOT TO EXCEED \$28,925 FOR USE OF THE GRAND BALLROOM FOR THE 2025 ANNUAL DR. MARTIN LUTHER KING, JR. UNITY SCHOLARSHIP BREAKFAST TO BE HELD ON JANUARY 14-15, 2025.

### **RECOMMENDATION**

The Administration recommends approval of the resolution authorizing waiver of the Miami Beach Convention Center rental fee for the 5000 Role Models of Excellence Project, Inc. 2025 Annual Dr. Martin Luther King, Jr. Unity Scholarship Breakfast.

### **BACKGROUND/HISTORY**

In November 2018, the City of Miami Beach established Miami Beach Convention Center ("MBCC") Rental Waiver Guidelines including an application, review and approval process. The waiver is administered by the Administration, with 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 is 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, equipment, security, food and beverage, corkage fees, room set-up and cleaning.

The City received an application for a rental fee waiver for the use of the MBCC. The application has a resident community impact and/or a civic or social benefit to the residents of Miami Beach.

The 5000 Role Models of Excellence Project Annual Dr. Martin Luther King, Jr. Unity Scholarship Breakfast ("Scholarship Breakfast") is part of a larger mentoring program committed to closing the minority male achievement gap. The primary goals of the 5000 Role Models of Excellence Project ("5000 Role Models") is to guide minority male students along a carefully charted path through grades K-12 and college or ensuring the attainment of other post-secondary credentials, and increasing their employability in higher wage, high skill jobs within high demand industries.

The Scholarship Breakfast is a fundraising program to fund scholarships to 50 young minority males in the 5000 Role Models of Excellence Project.

### **ANALYSIS**

The Scholarship Breakfast plans to host more than 2,500 attendees from the Miami-Dade County community in the Grand Ballroom of the MBCC on January 14-15, 2023, including event load-in and load-out. The 5000 Role Models requested that the City waive MBCC rental fees in an amount

not to exceed \$28,925. The 5000 Role Models satisfied the MBCC rental waiver application criteria by providing a resident community impact through its delivery of services to the residents of Miami Beach.

MBCC rental waiver application documents and requirements include, but are not limited to, proof of not-for-profit status, financial information, program budget and sponsor list. Additionally, the event must be either a major countywide special event, demonstrate priority 1 room night generation in Miami Beach hotels, be produced by an organization based in Miami Beach or provide most services to the residents of Miami Beach. If ticketed, the event provides free entry or a discounted rate to Miami Beach residents, students and/or seniors and the City receives sponsorship recognition.

### **FISCAL IMPACT STATEMENT**

The waiver, if approved, is valued at \$28,925, and reflects a loss of MBCC revenue.

### **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**

### **CONCLUSION**

The Administration recommends approval of the MBCC rental fee waiver for the 5000 Role Models of Excellence Project, Inc. 2025 Annual Dr. Martin Luther King, Jr. Unity Scholarship Breakfast.

### **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)**

Commissioner Alex Fernandez

**Co-sponsor(s)**

Commissioner Joseph Magazine

**Condensed Title**

Waive MBCC Rental Fees for 5000 Role Models of Excellence Event. (Fernandez/Magazine)  
ED



## 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 Tourism and Culture 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:** July 24, 2024

**NAME OF EVENT:** 32<sup>nd</sup> Annual Dr. Martin Luther King, Jr. Scholarship Breakfast

**DATE(S) OF EVENT:** Wednesday, January 15, 2025

**TIME OF EVENT:** 8:30 a.m.

**ESTIMATED ATTENDANCE:** 2500

**REQUESTED MBCC ROOM(S) /PREFUNCTION SPACE(S) and PARKS:** Grand Ballroom (A-C), 6 VIP Rooms

**NON-PROFIT 501(C)3 ORGANIZATION NAME:** (as it appears on Articles of Incorporation) 5000 Role Models of Excellence Project

**FEDERAL ID#** 65-0575014

**ADMINISTRATIVE DIRECTOR:** LaKeshia Wilson-Rochelle

**PHONE:** (305) 995-1612

**EMAIL:** lwilson-rochelle@dadeschools.net

**MAILING ADDRESS:** 1450 NE 2<sup>nd</sup> Avenue, Suite 227

**CITY:** Miami

**STATE:** FL

**ZIP CODE:** 33132

**TOTAL EVENT ROOM/SPACE/PARK RENTAL FEE:** \$100,000

**REQUESTED ROOM/SPACE/PARK RENTAL FEE WAIVER AMOUNT:** \$100,000

**TICKET PRICE(S): \$100**

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

**WHAT IS THE DISCOUNT TICKET RATE, IF APPLICABLE: N/A**

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

Fontainebleau-Miami Beach, Radisson Hotel, Intercontinental Hotel

**PLEASE PROVIDE AN EXPLANATION WHY A MIAMI BEACH HOTEL OR OTHER VENUE CANNOT ACCOMMODATE THE EVENT: Space Availability/Over Capacity**

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

This year celebrates 32 years of the largest of its kind in the nation, annual Dr. Martin Luther King, Jr. Scholarship Breakfast. The event will take place on Wednesday, January 15, 2025, at the Miami Beach Convention Center. For more than three (3) decades, the program has continuously and successfully fulfilled our mission of guiding minority boys along a carefully chartered path to manhood and sending them to college. The audience is comprised of a large multi-cultural, cross-section of our ethnically rich community. Attendees and participants include elected officials, community-based organizations, religious institutions, as well as Role Model mentors and scholarship recipients. Since its inception, the program has raised millions of dollars in scholarships, primarily from proceeds generated from our annual Dr. Martin Luther King, Jr. Scholarship Breakfast. These scholarships have been awarded to young men who never dreamed that college would be a part of their future.

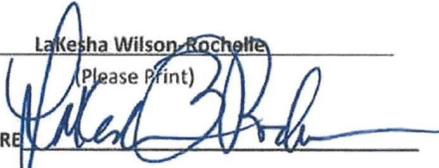
**CERTIFICATION / SIGNATURE**

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 LaKeshia Wilson Rochelle

(Please Print)

TITLE Administrative Director

SIGNATURE 

DATE August 20, 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**

**Economic Development Department**

**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.

Approved 10.14.24

Date Approved/Denied

JFS

Staff Initials

Comments: Rental fee \$28,925

City Manager approval/decline date: \_\_\_\_\_

City Commission approval/decline date: \_\_\_\_\_

MBCC GM Frank [Signature] 9.25.24

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

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING A WAIVER OF MIAMI BEACH CONVENTION CENTER RENTAL FEES FOR 5000 ROLE MODELS OF EXCELLENCE PROJECT, INC., IN AN AMOUNT NOT TO EXCEED \$28,925, FOR USE OF THE GRAND BALLROOM FOR THE 2024 ANNUAL DR. MARTIN LUTHER KING, JR. UNITY SCHOLARSHIP BREAKFAST TO BE HELD ON JANUARY 14-15, 2025.**

**WHEREAS**, the City has received an application from 5000 Role Models of Excellence, Inc. ("5000 Role Models") for waiver of rental fees for the use of the Miami Beach Convention Center; and

**WHEREAS**, the 5000 Role Models Annual Dr. Martin Luther King, Jr. Unity Scholarship Breakfast ("Scholarship Breakfast") is a mentoring program committed to closing the minority male achievement gap; and

**WHEREAS**, the primary goal of 5000 Role Models is to guide minority male students along a carefully charted path through grades K-12 and college or ensuring the attainment of other post-secondary credentials, and increasing their employability in higher wage, high skills jobs within high demand industries; and

**WHEREAS**, the Scholarship Breakfast is a fundraising program to fund scholarships to 50 young minority males mentored through 5000 Role Models annual program; and

**WHEREAS**, the Scholarship Breakfast will host more than 2,500 attendees from the Miami-Dade County community; and

**WHEREAS**, the Scholarship Breakfast will be held in the Grand Ballroom of the Miami Beach Convention Center on January 14-15, 2025, including load-in and load out; and

**WHEREAS**, 5000 Role Models requested that the City waive Miami Beach Convention Center ("MBCC") rental fees in an amount not to exceed \$28,925; and

**WHEREAS**, the 5000 Role Models Scholarship Breakfast provides a civic and social benefit and satisfies the MBCC rental waiver application criteria of 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,** that the Mayor and City Commission hereby approve a waiver of Miami Beach Convention Center rental fees for 5000 Role Models of Excellence Project, Inc., in an amount not to exceed \$28,925, for the use of the Grand Ballroom for the 5000 Role Models of Excellence Project 2024 Annual Dr. Martin Luther King, Jr. Unity Scholarship Breakfast held on January 14-15, 2025.

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

**ATTEST:**

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

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

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION

RA Meiner      10/29/24  
City Attorney      *SM*      Date