

MIAMIBEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

MEMORANDUM

TO: Mayor and Commission

FROM: Commissioner Michael Góngora



DATE: 07/12/2019

SUBJECT: Ref: FCWPC- Discussion of Salsa a La Playa To Be Held in the North Beach Bandshell

Background: The event "Salsa a La Playa" is committed to providing our Miami Beach community with a family oriented & free of cost event to enjoy and teach our rich Latin music culture. The event consist of individuals playing their vinyl records on stage and consists of over twenty five presenters showcasing pieces of their collection and shared facts and details about the records. Their initiative is based on the need of more family oriented events that provides the option to new generations to learn about our musical history and tradition. The event started small and now has grown to an attendance of over a thousand and has always been held on the beach. The event would be the fourth time for it to be held. The organizers requested for the event to be held at the North Beach Bandshell to provide more of a safe environment and want to partner with the City of Miami Beach.

Analysis: Per the request of the Mayor and Commission, Matt Kenny met with the organizers to find a space for the event. The administration embraced the idea as this is a family oriented event and free of cost. The administration referred them to the Rhythm Foundation/North Beach Bandshell. The organizers met with the Rhythm Foundation and the cost would be the following:

INSIDE THE BANDSHELL PLAN

\$2,500 FP rental rate

\$630 venue staff

\$600 tech staff

\$550 security staff

\$1,780 total staffing

\$0 sound and lights

\$300 insurance

\$4,580 estimated NBBS cost

OUTSIDE PLAN SINCE BANDSHELL UNDER CONTRUCTION

\$?? CMB sqft use rate

\$750 sanitation staff

\$1,000 tech staff

\$750 security staff

\$2,500 total staffing

\$800 sound and lights

\$750 equipment rental (tents/barricades)

\$300 insurance
\$250 permit application
\$250 permit fee
\$4,850 estimated outside cost

The organizers are requesting to have these fees waived. They would like to have the event on August 19 but if that is not feasible, the event would have to be outside because the Bandshell will be under construction then. Unfortunately, the organization does not qualify for the Cultural Arts grant. Please feel free to reach out to my Aide Diana Fontani should you need any additional information.