

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND CITYWIDE PROJECTS COMMITTEE, AT ITS JULY 31, 2019 MEETING, TO APPROVE SPONSORSHIP OF THE 2020 MIAMI BEACH GAY PRIDE FESTIVAL IN THE TOTAL AMOUNT NOT TO EXCEED \$218,893.25, WHICH INCLUDES CASH SPONSORSHIP IN AN AMOUNT NOT TO EXCEED \$188,000, AND WAIVER OF SPECIAL EVENT FEES, IN AN AMOUNT NOT TO EXCEED \$30,893.25, AND AUTHORIZING THE CITY MANAGER TO EXECUTE A SPONSORSHIP AGREEMENT WITH THE EVENT ORGANIZER, MIAMI BEACH GAY PRIDE, INC.

WHEREAS, the 2020 Miami Beach Gay Pride Festival (the "Event") is an annual public event celebrating and benefiting the South Florida LGBTQ community; and

WHEREAS, Miami Beach Gay Pride, Inc. ("Event Organizer") brings together members of the lesbian, gay, bisexual, transgender, queer, and questioning ("LGBTQ") community, and their friends, allies, and supporters, in celebration of the unique spirit and culture of the LGBTQ community; and

WHEREAS, the Event Organizer has produced eleven (11) successful years of Miami Beach Gay Pride events, generating an economic impact (including hotel room nights) in Miami Beach; and

WHEREAS, the 2020 Event is scheduled to take place from Friday, April 3, 2020 through Sunday, April 5, 2020, in Lummus Park, between 11th and 14th Streets; and

WHEREAS, on July 17, 2019, at the request of Commissioners Ricky Arriola and Michael Góngora, the City Commission referred the discussion, regarding the sponsorship of the Event and waiver of the special event fees, to the Finance and Citywide Projects Committee ("FCWPC"); and

WHEREAS, during the July 19, 2019 FCWPC meeting, the Event Organizer requested the City to sponsor the Event and allocate funds in the amount of \$282,000 to cover third-party vendor costs and other production costs including but not limited to, City Services (\$54,722), Kids Play Zone (\$4,600), Ferris Wheel and Fun Slide (\$31,374), Volleyball Tournament (\$15,190), entertainment (\$170,000) and fireworks (\$7,500); and

WHEREAS, the Event Organizer also requested a special events fee waiver in the amount of \$30,893.25, which represents \$250.00 in application fees, \$500.00 in permit fees, \$5,250 in vehicle beach access passes, \$10,911 in square footage fees, \$8,577.25 in Lummus Park user fees, and \$5,405 in Police Administrative fees; and

WHEREAS, during its July 31, 2019 meeting, the FCWPC recommended that the City sponsor the 2020 Miami Beach Gay Pride in the total amount not to exceed \$218,893.25, allocating \$73,000 in cash, \$25,000 to sponsor a Ferris Wheel, \$90,000 to sponsor the Sunday, April 5, 2019 entertainment, and waiving the \$30,893.25 special events fee, provided that the sponsorship agreement (1) authorizes the City, through the Tourism and Culture Department, to have full line of sight and approval of the Sunday, April 5, 2019 night programming, including contract detail and insurance clauses, (2) requires the Event Organizer to demonstrate

quantifiable hotel room bookings for and during the Event, including, but not limited to, booking codes and other forms of hotel room tracking, (3) requires the Event Organizer to develop a more robust marketing plan with national/international reach, and (4) requires the Event to contain more robust knowledge-sharing discussions pertaining to LGBTQ rights and issues.

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 recommendation of the Finance and Citywide Projects Committee, at its July 31, 2019 meeting, to approve sponsorship of the 2020 Miami Beach Gay Pride Festival in the total amount not to exceed \$218,893.25, which includes cash sponsorship in an amount not to exceed \$188,000 and waiver of the special event fees, in an amount not to exceed \$30,893.25, and authorize the City Manager to execute a sponsorship agreement with the Event Organizer, Miami Beach Gay Pride, Inc.

PASSED AND ADOPTED this 11th day of September, 2019.

ATTEST:

Dan Gelber, Mayor

Rafael E. Granado, City Clerk

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney

8/9/19

Date

