

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

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE, AT ITS FEBRUARY 28, 2020 MEETING, TO ACCEPT THE REVISIONS TO THE SPECIAL EVENTS GUIDELINES RELATING TO CITY SPONSORSHIPS, BY CREATING AN EVALUATION PROCESS TO ANALYZE AND PROCESS SPONSORSHIP REQUESTS BASED ON WEIGHTED CRITERIA AND AN ANNUAL BUDGET OF \$1,500,000.**

**WHEREAS**, requests for City sponsorship of events and fee waivers are referred to the Tourism and Culture Department for evaluations and recommendation; and

**WHEREAS**, the current vetting process for sponsorships under the Special Event Guidelines requires additional measures to properly analyze and capture the information to make sound fiscal sponsorship decisions; and

**WHEREAS**, on September 11, 2019, the Tourism and Culture Department presented recommended revisions to the Special Event Guidelines relating to City sponsorships of events, in order to ensure that City funds are given to worthy events and that accountability and fiscal responsibility are exercised in the evaluation process; and

**WHEREAS**, on September 11, 2019, the Mayor and City Commission referred to the Finance and Citywide Projects Committee, a discussion item related to proposed revisions to the approval process for sponsorships under the Special Event Guidelines; and

**WHEREAS**, on January 14, 2020, the Budget Advisory Committee reviewed the proposed revisions to the Special Event Guidelines for sponsorships and passed a motion that the City Commission approve the revisions as proposed by the Administration, along with the establishment of a fixed amount as a line item within the annual operating budget; and

**WHEREAS**, on January 15, 2020, the City Commission, during discussions of a similar item, directed the Administration to withhold any City sponsorship or permit fee waiver requests until the revised guidelines for Special Event sponsorships were considered by the Finance and Economic Resiliency Committee ("FERC") during its February 2020 meeting; and

**WHEREAS**, on February 28, 2020, the FERC recommended the following proposed changes to the Special Event Guidelines with respect to special event City sponsorships:

- Sponsorship Mandate
  - to serve as an investment in our Resort Tax collection practices, by supporting experiences that can verify tourism initiatives with large hotel room blocks or confirmed tourist attendance;
  - to serve as a marketing / branding initiative by supporting experiences that place Miami Beach on the international stage via partnership and media / PR exposure;
  - to serve as a way to engage with our residents and act as a key component in their welfare by providing unique and engaging experiences that increase their quality of life; and

- Mayor and Commission Discretionary Fund - \$100,000 allocation:
  - \$25,000 to the Mayor and \$12,500 to each Commissioner; and
  
- Sponsorship Score Card
  - clearly outlines the requirements of a City of Miami Beach event sponsorship and evaluates requests via weighted criteria; and
  
- Sponsorship Term Limits
  - no sponsorship agreement can exceed a five-year term; and to be eligible for a five-year term, the event must have been produced within Miami Beach for at least five years prior to the application; and all sponsorship contracts, no matter the term or dollar amount, must require a post event audit of event data as per the Sponsorship Score Card, before additional funding can be approved; and
  
  - with respect to a multi-year agreement, the applicant must prove, via audited statements, that all targets and goals were achieved; otherwise, the event would be re-evaluated and scored, and could result in the reduction of the sponsorship contribution or cancellation the agreement; and
  
- Sponsorship Step Down
  - all cash sponsorships must have a step-down process over the course of the duration of the agreement equal to the number of years; and
  
  - applicant(s) who have been producing the event for a minimum of five (5) years within Miami Beach and who maintain a minimum sponsorship score card of 90% every year via verified documents, may be considered to continue their funding without the required step down; these will be on a case by case basis to ensure our best events continue to receive support; and
  
- Annual Sponsorship Financial Limit not to exceed \$1,500,000; and

**WHEREAS**, the City Manager recommends accepting the recommendation of the FERC and approving the proposed revisions to the Special Event Guidelines relating to City sponsorships.

**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 and accept the recommendation of the Finance and Economic Resiliency Committee, at its February 28, 2020 meeting, to accept the revisions to the Special Events Guidelines relating to City sponsorships, by creating an evaluation process to analyze and process sponsorship applications based on weighted criteria and an annual budget of \$1,500,000.


**PASSED and ADOPTED** this \_\_\_\_ day of \_\_\_\_\_, 2020.

**ATTEST:**

\_\_\_\_\_  
Dan Gelber, Mayor

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

APPROVED AS TO  
FORM & LANGUAGE  
FOR EXECUTION

  
\_\_\_\_\_  
City Attorney

7/9/20  
\_\_\_\_\_  
Date