

**RESOLUTION NO. 2020-31213**

**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, AND APPROVING THE CITY'S SPONSORSHIP OF THE 2021 COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP GAME, TO BE HELD IN MIAMI AND MIAMI BEACH FROM FRIDAY, JANUARY 8, 2021 THROUGH MONDAY, JANUARY 11, 2021, AND WHICH INCLUDES: (1) A CASH SPONSORSHIP IN AN AMOUNT NOT TO EXCEED \$400,000; (2) THE WAIVER OF MIAMI BEACH CONVENTION CENTER FACILITY RENTAL FEES, IN AN AMOUNT NOT TO EXCEED \$850,000; (3) A WAIVER OF CITY SPECIAL EVENT PERMIT FEES, IN AN AMOUNT NOT TO EXCEED \$175,000; (4) A CITY CONTRIBUTION FOR EVENT-RELATED PUBLIC SERVICES (POLICE, FIRE AND SANITATION) IN AN AMOUNT NOT TO EXCEED \$250,000; AND (5) THE CREATION OF A "CLEAN ZONE" WHICH SHALL INCLUDE COMPETING EVENT PROTECTION ON TO BE DETERMINED DATES, WITHIN THE AREA GENERALLY BOUNDED BY 22ND STREET TO THE NORTH, 5TH STREET TO THE SOUTH, JEFFERSON STREET (BETWEEN DADE BLVD AND 15TH STREET) AND WASHINGTON AVENUE (BETWEEN 15TH STREET AND 5TH STREET) TO THE WEST, AND THE ATLANTIC OCEAN TO THE EAST; FURTHER, AUTHORIZING THE ADMINISTRATION TO NEGOTIATE A SPONSORSHIP AGREEMENT WITH THE COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP HOST COMMITTEE, WITH THE FINAL SPONSORSHIP AGREEMENT SUBJECT TO THE PRIOR APPROVAL OF THE MAYOR AND CITY COMMISSION.**

**WHEREAS**, on October 18 2017, the City Commission adopted Resolution No. 2017-30057, supporting the South Florida College Football Playoff National Championship Taskforce ("Taskforce") bid to secure the College Football Playoff National Championship game ("CFPNC"), to be held in South Florida in January of 2021, 2023, or 2024, and authorizing the following in connection with any awarded college football playoff national championship game: a) the waiver of rental fees for the Miami Beach Convention Center ("MBCC"), in an amount not to exceed \$857,540.80; b) the waiver of special event permit fees, including application fee, permit fee, vehicle access pass fee, square footage fee, user fee, and police and fire administrative fees, in an amount not to exceed \$150,000.00, subject to further development of terms and an appropriation of funds; and

**WHEREAS**, the CFPNC is annually one of the top-rated television sporting events, with the game and ancillary events expected to bring over one hundred thousand fans to the City of Miami Beach, and thereby boost tourism and generate several hundred million dollars in direct and indirect positive economic impact; and

**WHEREAS**, in previous years, the CFPNC has generated an attendance of approximately 76,885 in New Orleans, Louisiana in 2019; 74,814 in Santa Clara, California; and 77,430 in Atlanta, Georgia in 2017; and

**WHEREAS**, the CFPNC is comparable to other Miami Beach large-scale sporting events that have requested similar City support, including the Super Bowl and WrestleMania; and

**WHEREAS**, the CFPNC will be held in Miami and Miami Beach from Friday, January 8, 2021 to Monday, January 11, 2021; and

**WHEREAS**, as part of the CFPNC activation, the CFPNC Host Committee will host a Playoff Fan Central multi-day free ticketed event for fan interactive experiences at the MBCC, and Playoff Playlist Live, a multi-day ticketed event featuring free ticketed outdoor concerts; and

**WHEREAS**, on October 16, 2019, the City Commission referred the Taskforce sponsorship request to the Finance and Citywide Projects Committee for further discussion; and

**WHEREAS**, on February 28, 2020, the Finance and Economic Resiliency Committee met, reviewed and recommended approval of the CFPNC's sponsorship request, as the return on investment regarding brand exposure, as well as the financial return via increased Resort Tax revenues due to increased hotel room rates and occupancies and Food and Beverage spends, would be in the best economic interest of the City. The FERC recommended the following:

(1) A waiver of City Special Event Permit fees in an amount not to exceed \$175,000 for any events taking place directly on the beachfront; and

(2) A cash sponsorship in the amount of \$400,000, in support of College Football Playoff National Championship and Host Committee events taking place in the City of Miami Beach; and

(3) A City contribution for College Football Playoff National Championship and Host Committee event-related public services (police, fire, sanitation) in an amount not to exceed \$250,000; and

(4) A waiver of Miami Beach Convention Center facility rental fees in the amount not to exceed \$850,000.00, subject to a CFPNC Host Committee commitment that this event will be free to the public (residents and non-residents), and provided that this waiver would not include corkage, internet or other applicable fees; and

(5) A creation of a "Clean Zone," to provide competing event protection with respect to third-party events requiring a City Special Event permit for dates to be determined, in the area generally bounded by 22nd Street to the north, 5th Street to the south, Jefferson Street (between Dade Blvd and 15th Street) and Washington Avenue (between 15th Street and 5th Street) to the west, and by the Atlantic Ocean to the east; and

(6) A waiver of exclusivity for Coca-Cola branded products; and

(7) Sponsorship recognition in favor of the City of Miami Beach, with the City to be recognized on all CFPNC Host Committee-produced marketing, digital and social collateral as it pertains to any of the foregoing events; and

(8) Two (2) tickets for all City of Miami Beach elected officials to all Host Committee initiatives/events taking place within the geographical limits of Miami Beach, and a 25% discount for all Miami Beach residents for initiatives/events that are not free to the public; and


(9) CFPNC Host Committee sponsorship of to be determined events with Miami Beach High School students; exploration of paddle board activities in Miami Beach; staging pep rallies and other college competitive activities; and


**WHEREAS**, although the Host Committee requested that the City waive the City's portion of the applicable Boucher Brothers displacement fee for any events located within any Boucher Brothers concession area, the Administration does not recommend the waiver of such fees.

**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 Economic Resiliency Committee, at its February 28, 2020 meeting, and approve the City's sponsorship of the 2021 College Football Playoff National Championship Game, to be held in Miami and Miami Beach from Friday, January 8, 2021 to Monday, January 11, 2021, which includes (1) a cash sponsorship in an amount not to exceed \$400,000; (2) the waiver of Miami Beach Convention Center Facility Fees in an amount not to exceed \$850,000; (3) a waiver of City Special Event Permit fees in an amount not to exceed \$175,000; (4) a City contribution for Event-related public services (Police, Fire and Sanitation) in an amount not to exceed \$250,000; and (5) the creation of a "Clean Zone" which shall include competing event protection on to be determined dates, within the area generally bounded by 22nd Street to the north, 5th Street to the south, Jefferson Street (between Dade Blvd and 15th Street) and Washington Avenue (between 15th Street and 5th Street) to the west, and the Atlantic Ocean to the east; further, authorize the Administration to negotiate a sponsorship agreement with the College Football Playoff National Championship Host Committee, with the final sponsorship agreement subject to the prior approval of the mayor and city commission.

**PASSED** and **ADOPTED** this 18 day of March, 2020.


**ATTEST:**

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

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



**APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION**

  
\_\_\_\_\_  
City Attorney RAP Date 3/17/20

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission  
FROM: Jimmy L. Morales, City Manager  
DATE: March 18, 2020

SUBJECT: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING AND APPROVING THE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE AT ITS FEBRUARY 28, 2020 MEETING, AND APPROVING SPONSORSHIP OF THE 2021 COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP GAME, TO BE HELD IN MIAMI AND MIAMI BEACH FROM FRIDAY JANUARY 8 - MONDAY JANUARY 11, 2021, WHICH INCLUDES (1) CASH SPONSORSHIP IN AN AMOUNT NOT TO EXCEED \$400,000, (2) THE WAIVER OF MIAMI BEACH CONVENTION CENTER FACILITY RENTAL FEES IN AN AMOUNT NOT TO EXCEED \$850,000, (3) A WAIVER OF CITY SPECIAL EVENT PERMIT FEES IN AN AMOUNT NOT TO EXCEED \$250,000, AND (4) THE CREATION OF A "CLEAN ZONE" WHICH SHALL INCLUDE COMPETING EVENT PROTECTION WITHIN A TO BE DETERMINED DESIGNATED AREA, AMONG OTHER TERMS; AND AUTHORIZING THE ADMINISTRATION TO NEGOTIATE A SPONSORSHIP AGREEMENT WITH THE COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP HOST COMMITTEE, WITH THE FINAL SPONSORSHIP AGREEMENT SUBJECT TO APPROVAL OF THE MAYOR AND CITY COMMISSION.

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### **RECOMMENDATION**

The Administration recommends acceptance and approval of the Finance and Economic Resiliency Committee recommendation to approve the sponsorship of the 2021 College Football Playoff National Championship game, to be held in Miami and Miami Beach from Friday, January 8-11, 2021, which includes (1) cash sponsorship in an amount not to exceed \$400,000, (2) the waiver of Miami Beach Convention Center facility rental fees in an amount not to exceed \$850,000, (3) a waiver of City Special Event Permit fees in an amount not to exceed \$250,000, and (4) the creation of a "Clean Zone" which shall include competing event protection within a to be determined designated area, among other terms, and authorize the Administration to negotiate a sponsorship agreement subject to approval of the Mayor and City Commission.

### **BACKGROUND/HISTORY**

In October 18 2017 City Commission meeting, Resolution 2017-30057 was adopted which

stated "a resolution of the Mayor and City Commission of the City of Miami Beach, Florida, supporting the South Florida college football championship game task force ("task force"), in connection with the task force's bid to secure the college football playoff national championship game, to be held in South Florida in January of 2021, 2023, or 2024, by authorizing the following in connection with any awarded college football playoff national championship game: a) the waiver of rental fees for the Miami Beach Convention Center, in an amount not to exceed \$857,540.80; b) the waiver of special event permit fees, including application fee, permit fee, vehicle access pass fee, square footage fee, user fee, and police and fire administrative fees, in an amount not to exceed \$150,000.00; c) all defined fee waiver amounts are to be determined and returned to the city commission for approval; d) a sponsorship agreement between the task force and the City of Miami Beach in a form acceptable to the city manager and the city attorney; and, e) all sponsorships and waived fees shall be subject to approval and appropriation via the city's fiscal year 2017/2018 budget process.

During the October 16, 2019 City Commission meeting, this item was referred to the Finance and Economic Resiliency Committee for discussion.

Due to there being no committee meetings in November 2019 or December 2019, the item was heard at the January 2020 Finance and Economic Resiliency Committee for discussion.

The FERC asked that the item be heard at the February 2020 FERC meeting with the inclusion of all sponsorship deal points from previous years.

The administration is not able to include deal points from previous years as the College Championship game is a new concept that only started in 2014 and has not yet been held in Miami.

Past College Championship Games:

2014 - Arlington, Texas - 85,788 attendance  
2015 - Glendale, Arizona - 75,765 attendance  
2016 - Tampa, Florida - 74,512  
2017 - Atlanta, Georgia - 77,430 attendance  
2018 - Santa Clara, California - 74,814  
2019 - New Orleans, Louisiana - 76,885 attendance

**ANALYSIS**

The College Football Playoff National Championship (CFPNC) is a postseason tournament in American college football for the National Collegiate Athletic Association (NCAA) Division I Football Bowl Subdivision, having replaced the prior Bowl Championship Series model to determine a College Football Champion. The CFPNC championship game is played on the first Monday that is six or more days after the CFPNC semifinals, which take place in the first week of January, and the game's venue is selected based on bids submitted by cities, similar to the National Football League's Super Bowl or NCAA Final Four basketball tournament. The South Florida College Football Championship Task Force ("Task Force"), which includes the

Orange Bowl Committee, is leading the effort to bid for upcoming opportunities for South Florida to host the CFPNC Championship Games in 2021, 2023, or 2024. As part of CFPNC Championship Game bids, the selected destination would be required to host a series of ancillary events for the CFPNC. As such, the South Florida College Football Championship Task Force has identified Miami Beach as a community focal point for hosting the CFPNC National Championship activations events for visiting fans, including, but not limited to the following:

- Playoff Fan Central: Multi-day ticketed event for fan interactive experiences;
- Playoff Playlist Live: Multi-day ticketed event featuring outdoor concerts
- Watch Party: Event for patrons not attending the Game to observe the Game broadcast in a festival setting.

The South Florida College Football Championship Task Force has support from the City comparable to large scale sporting events that requested support from the City in the past, including the Super Bowl and WrestleMania. The Task Force requests, in relation to activations and events associated with any South Florida awarded CFPNC National Championship Game events, the following: A) waiver of the rental fees associated with use of the Miami Beach Convention Center, not to exceed \$857,540.80; B) waiver of special event fees, including special event application fee, permit fee, vehicle access pass fee, square footage fee, user fee and Police and Fire administrative fees, not to exceed \$150,000.00; C) commitment to identifying additional sources of funds, comparable to the City's support for the 2020 Super Bowl Host Committee, to help defray other related expenses. The final amounts of such waivers are to be determined following award of such bids and the submission of relevant plans, schedules and event requirements. Once determined, the Task Force must return to the City Commission for approval of the final waiver amount, which will be defined with a sponsorship agreement in a form acceptable to the City Manager and City Attorney.

The CFPNC National Championship Game is annually one of the top rated television events, with the game and ancillary events expected to bring over one hundred thousand fans to the City. Hosting the CFPNC National Championship Game in South Florida further provides a tremendous boost to tourism, with the Game expected to generate several hundred million dollars in direct and indirect positive economic impact.

### **CONCLUSION**

On February 28, 2020, the Finance and Economic Resiliency Committee recommended approval of the following sponsorship request as the return on investment (ROI) regarding brand exposure as well as the financial return via increased Resort Tax revenues due to increased hotel room rates and occupancies and Food and Beverage spends, would be in the best economic interest of the City.

(1) A waiver of City Special Event Permit fees in the amount not to exceed \$175,000 (as specific site plans are not currently known). This amount would not include any Boucher Brothers displacement fees - the Host Committee would need to pay those fees for any events taking place directly on the beach front.

(2) A cash sponsorship in the amount of \$400,000 in support of College Football Playoff and Host Committee events taking place in the City of Miami Beach;

(3) A City contribution for College Football Playoff and Host Committee event-related public

services (police, fire, sanitation) in an amount not to exceed \$250,000 - this amount would not include parking.

(4) A waiver of Miami Beach Convention Center facility rental fees in the amount not to exceed \$850,000.00, subject to a Host Committee commitment that this event will be free to the public (residents and non residents). This waiver would not include corkage or internet fees as those are third party suppliers and would be expected to be paid for by the event.

(5) A creation of a "Clean Zone," to provide competing event protection with respect to third-party events requiring a City Special Event permit for dates to be determined, in the area generally bounded by 22nd Street to the north, 5th Street to the south, Jefferson Street (between Dade Blvd and 15th Street) and Washington Avenue (between 15th Street and 5th Street) to the west, and by the Atlantic Ocean to the east;

(6) A Coca Cola sponsorship waiver during this time.

(7) The City of Miami Beach to be recognized on all Host Committee-produced marketing, digital and social collateral as it pertains to any event included in any of the line items above. The administration will work directly with the Host Committee to finalize what those sponsorship recognition pieces will look like.

(8) Two (2) tickets for all City of Miami Beach elected officials to all Host Committee initiatives/events taking place within the geographical limits of Miami Beach and a 25% discount for all Miami Beach residents on initiatives/events that are not free to the public.

(9) CFPNCHC sponsorship of events with Miami Beach High School students; exploration of paddle board activities in Miami Beach; staging pep rallies and other college competitive activities.

**Applicable Area**

South Beach

**Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?**

No

**Does this item utilize G.O. Bond Funds?**

No

**Strategic Connection**

Prosperity - Market and promote Miami Beach as a world class arts, culture, and quality entertainment destination.

**Legislative Tracking**

Tourism and Culture

**ATTACHMENTS:**

**Description**

- Resolution







**2021**

MIAMIBEACH

**PRESENTATION**

**Finance and Economic Resiliency Committee Meeting  
Friday, February 28, 2020**



# **2021 COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP**

## **NEW EVENT – COLLEGE FOOTBALL PLAYOFF**

- Four-team event to determine college football's national champion on the field.
- Playoff Semifinal winners compete for the National Championship at a neutral site.

## **HIGHLY COMPETITIVE BID PROCESS**

- Similar to Super Bowls and Final Fours.
- Six different sites since its inception in 2015.
- Collective bid response effort led by key community leadership groups.
- City of Miami Beach Commission adopted a resolution in support of the bid in October 2017.
- In November 2017, Miami was awarded our first College Football Playoff National Championship to be played on Mon, Jan 11, 2021 at Hard Rock Stadium.

## **COLLEGE FOOTBALL**

- More popular than ever.
- Has delivered ESPN the biggest audiences in cable history.

# 2021 COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP

## ECONOMIC BENEFIT TO MIAMI BEACH

- Will generate hundreds of millions of dollars in economic impact for the region.
- Will deliver a high influx of tourists.
- Provide tremendous media exposure.

<b>BCS Championship</b>	
<b>Net New Spending:</b>	
Direct	\$69,117,395
Indirect	\$23,605,267
Induced	\$29,637,544
<b>Total Spending</b>	<b>\$122,360,205</b>
<b>Jobs: <sup>(1)</sup></b>	
Direct	827
Indirect	204
Induced	253
<b>Total Employment</b>	<b>1,285</b>
<b>Personal Earnings:</b>	
Direct	\$24,378,284
Indirect	\$9,374,924
Induced	\$10,638,001
<b>Total Personal Earnings</b>	<b>\$44,391,209</b>
<b>Taxes:</b>	
<b>Sales Tax Revenue</b>	
Direct	\$321,135
Indirect	\$45,909
Induced	\$57,641
<b>Total Sales Tax Revenue</b>	<b>\$424,684</b>
Hotel Tax Revenue	\$1,450,743
Food & Beverage Tax Revenue	\$70,520
Municipal Resort Tax Revenue	\$656,635
<b>Total Tax Revenues</b>	<b>\$2,602,582</b>

## 2013 BCS NATIONAL CHAMPIONSHIP GAME

### DISCOVER BCS NATIONAL CHAMPIONSHIP NATIONAL MEDIA VALUATION

	Total Impressions	Total Value
Broadcast	26,380,000	\$53,380,000
Online and Print	2,714,250,000	\$8,142,750

### DISCOVER BCS NATIONAL CHAMPIONSHIP LOCAL AND REGIONAL MEDIA VALUATION

	Number of Media Outlets	Total Impressions	Total Value
Broadcast	27	919,625	\$127,808
Print	9	4,193,370	\$138,093
Online	9	6,831,664	\$55,411

# **BENEFITS TO MIAMI BEACH**

## **HOTELS**

- Miami Beach saw an increase in hotel room rate by 84% during Super Bowl 2020 versus the same week in 2019.
- Expect to see comparable increases for the College Football National Championship (second week of January).
- The Host Committee anticipates that the following headquarter hotels will be based in Miami Beach:
  - Team Hotel: The Fontainebleau Miami Beach
  - CFP Special Guest Hotels: The Ritz-Carlton, South Beach and Loews South Beach
  - ESPN Headquarter Hotels (sales, production): TBD

## **ESPN BROADCAST COMPOUND**

- Exclusive broadcast partner of the 2021 College Football Playoff National Championship.
- Lummus Park from Fri, Jan 8 – Mon, Jan 11.
- SportsCenter, College Football Live and College GameDay live from Miami Beach.

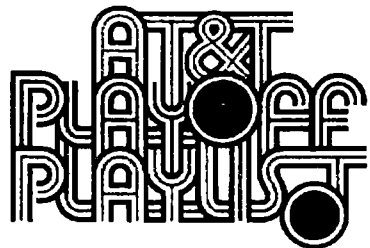
## EVENTS IN MIAMI BEACH

### PLAYOFF FAN CENTRAL

- The College Football Playoff will host Playoff Fan Central at the Miami Beach Convention Center from Fri, Jan 8 – Sun, Jan 10, 2021 (tentative dates).
- Free to the general public.



### PLAYOFF PLAYLIST LIVE!



- The College Football Playoff will host Playoff Playlist Live! at Lummus Park from Fri, Jan 8 – Sun, Jan 10, 2021 (tentative dates).
- Free to the general public.

### EXTRA YARD 5K

- The College Football Playoff Foundation will host the Extra Yard 5K in Miami Beach on Sun, Jan 10, 2021 (tentative date).
- Available to the general public with an entry fee.



# EVENTS IN MIAMI BEACH

## TASTE OF THE CHAMPIONSHIP



- The College Football Playoff will host Taste of the Championship at the Miami Beach Convention Center on Sun, Jan 10, 2021.
- Available to the general public with ticket purchase.
- All proceeds benefit the College Football Playoff Foundation.

## HOST COMMITTEE PRIVATE CONCERT

- The Host Committee will host a private concert at the Fillmore Miami Beach on Sun, Jan 10, 2021; tickets not available for sale to the general public.
- Attendees will include CFP special guests, sponsors, community leaders, public officials and more.



## EVENT TICKETS FOR CFP EVENTS ON MIAMI BEACH

- Two (2) tickets for all City of Miami Beach elected officials to all Host Committee initiatives / events taking place within the geographical limits of Miami Beach.
- 25% discount for all Miami Beach residents on event tickets that are available for sale to the general public.

# MIAMI BEACH SPONSOR AND COMMUNITY BENEFITS

## MARKETING (PRINT, DIGITAL AND SOCIAL)

- The City of Miami Beach to be recognized on all Host Committee-produced marketing, digital and social collateral as it pertains to all events staged in the City of Miami Beach.
- The Host Committee will work directly with City of Miami Beach administration to finalize what those sponsorship recognition pieces will look like.
- Use of Host Committee logo in marketing materials (subject to approval)



## EXTRA YARD FOR TEACHERS

- \$20,000 investment in Nautilus Middle School through initiative with M-DCPS.
- All Miami-Dade County teachers will also be invited to participate in the CFP Foundation's free Extra Yard for Teachers Summit.

## VOLUNTEER PROGRAM

- The Host Committee will work with volunteer groups in the City of Miami Beach to ensure opportunities for involvement with Championship events, programs and activities.

# **HOST COMMITTEE REQUEST TO THE CITY OF MIAMI BEACH**

## **CASH SPONSORSHIP**

- A cash sponsorship in the amount of \$400,000 in support of College Football Playoff and Host Committee events taking place in the City of Miami Beach.

## **CITY SERVICES IN KIND SPONSORSHIP**

- A city contribution for College Football Playoff and Host Committee event-related public services (police, fire, sanitation) in an amount not to exceed \$250,000.

## **SPECIAL EVENT PERMIT FEE WAIVERS**

- A waiver of city special event permit fees (application, park user, square footage, vehicle beach access, etc) in the amount not to exceed \$175,000 (as specific site plans are not currently known).
  - The Host Committee acknowledges that this amount would not include any Boucher Brothers displacement fees for any events taking place directly on the beach front.
  - The Host Committee is respectfully asking for City of Miami Beach consideration to waive their portion of the displacement fee.
- The events taking place in Lummus Park will include Playoff Playlist Live!, ESPN broadcast compound and Host Committee activation footprint.
- Host Committee will work directly with City of Miami Beach administration to finalize Lummus Park move-in and move-out dates.



# **HOST COMMITTEE REQUEST TO THE CITY OF MIAMI BEACH**

## **RENTAL WAIVER – MIAMI BEACH CONVENTION CENTER**

- A waiver of MBCC facility rental fees in the amount not to exceed \$850,000, subject to a Host Committee commitment that this event will be free to the public (residents and non residents).
- Host Committee will work directly with City of Miami Beach administration to finalize Miami Beach Convention Center move-in and move-out dates.

## **CLEAN ZONE**

- A creation of a "Clean Zone," to provide competing event protection with respect to third-party events requiring a city special event permit for dates to be confirmed.
- In the area generally bounded by 22nd Street to the north, 5th Street to the south, Jefferson Street (between Dade Boulevard and 15th Street) and Washington Avenue (between 15th Street and 5th Street) to the west, and by the Atlantic Ocean to the east.

## **SPONSORSHIP WAIVER**

- A Coca Cola sponsorship waiver during this time.