

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Commissioner Michael Gongora
DATE: December 9, 2020

SUBJECT: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE - DISCUSSION REGARDING RE-ALLOCATING ART DECO WEEKEND SPONSORSHIP ALREADY BUDGETED TO BE USED TOWARDS THE MUSEUM MASTER PLAN,

ANALYSIS

Please place on the December 9 Commission agenda a referral to the the Finance and Economic Resiliency Committee for a discussion regarding re-allocating Art Deco Weekend sponsorship already budgeted to be used towards the Museum Master Plan. Please find attached an email from Daniel Ciraldo, the executive director of the Miami Design Preservation League requesting this. Please feel free to contact Diana Fontani should you need any additional information.

Applicable Area

South Beach

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

Yes

Does this item utilize G.O. Bond Funds?

No

Legislative Tracking

Commissioner Michael Gongora

ATTACHMENTS:

Description

- Email from Daniel Ciraldo

From: Daniel Ciraldo <daniel@mdpl.org>
Sent: Friday, November 20, 2020 2:57 PM
To: Gongora, Michael <Michael@miamibeachfl.gov>; Fontani, Diana
<DianaFontani@miamibeachfl.gov>
Subject: Meeting re allocating Art Deco Weekend sponsorship towards Museum Master Plan

[THIS MESSAGE COMES FROM AN EXTERNAL EMAIL - USE CAUTION WHEN REPLYING
AND OPENING LINKS OR ATTACHMENTS]

Hi Michael,

I hope this email finds you well. I wanted to see if we could meet to discuss the possibility of asking the City to allocate the \$100k sponsorship for Art Deco Weekend towards the improvements to the museum.

As you may have heard, we are not able to have our Art Deco Weekend 2021 festival because of the pandemic. Having 150k visitors on Ocean Drive is just not safe to plan for mid-January. Hopefully, the vaccine will come soon and we will be ready for 2022.

The City has already allocated \$100k in sponsorship funding for the 2021 festival, in the 20/21 budget. However, the money was to go mostly to paying for City Services (Sanitation, Police, Fire, etc)

What we'd like to discuss is the possibility of that sponsorship becoming a cash sponsorship that would be dedicated solely to improvements to the inside of the museum space. Our hope is that with this funding, we can enhance the museum space so that when things are back on track we'll be able to have more high-quality cultural events and it will help to elevate the Art Deco Cultural District experience.

If you are available to discuss this via Zoom, I would love to share with you some of the visuals of our museum plan and see if we can gain your support to sponsor this item at the December 9th Commission meeting.

Thank you for your consideration, and have a wonderful weekend!