

COMMITTEE MEMORANDUM

TO: Members of the Finance & Economic Resiliency Committee

FROM: Raul J. Aguila, Interim City Manager

DATE: January 22, 2021

SUBJECT: **DISCUSSION REGARDING RE-ALLOCATING ART DECO WEEKEND SPONSORSHIP
ALREADY BUDGETED TO BE USED TOWARDS THE MUSEUM MASTER PLAN**

Background

This item was referred to the Finance & Economic Resiliency Committee (FERC) at the December 9, 2020 City Commission meeting by Commissioner Gongora and co-sponsored by Mayor Gelber. The purpose of the referral is to consider a request from the Miami Design Preservation League (MDPL) to re-allocate the FY 2021 sponsorship of \$100,000 for the annual Art Deco Weekend Festival towards the Museum Master Plan consistent with the current management agreement between the City and MDPL.

Analysis

Due to the impact of COVID-19, MDPL's 44th annual Art Deco Weekend festival taking place between January 14th and January 17th will be virtual. The City's annual \$100,000 sponsorship of the event traditionally offsets the costs for City services during the event such as Police, Sanitation, and Fire.

The Executive Director of MDPL, Daniel Ciraldo, initially requested that the \$100,000 City sponsorship be re-allocated toward improvements to the facility consistent with a Museum master plan created in 2014. The planned improvements would elevate the space and enhance MDPL's ability to host high quality cultural events at the facility. The total estimated project cost is approximately \$400,000. Full architectural drawings will be completed by April, which will inform the final project budget.

Upon initial review of the proposal the City's Property Management Director and CFO agreed that the proposed improvements to the City-owned facility have merit, but that it would be difficult to re-allocate the full \$100,000 sponsorship due to dramatic decreases to the City's resort tax revenues. After subsequent discussions, MDPL revised their request to re-allocating \$50,000 of the \$100,000 FY 2021 sponsorship towards the Museum master plan improvements project. This amount allows MDPL to begin some of the key elements of the overall project while providing the City \$50,000 of savings to apply towards re-balancing the FY 2021 budget.

To fund the remaining estimated \$350,000 for the project, MDPL has requested a 50% match from the City, of up to \$175,000 from the FY 2022 Capital Budget. MDPL proposes to fundraise the remaining 50% of the total project costs.

Conclusion

Upon review of this item, the Interim City Manager recommends going forward with reallocating \$50,000 of the FY 2021 Art Deco Weekend sponsorship towards the planned improvements of the facility consistent with the Museum Master Plan under the Management Agreement. Regarding the proposal for funding the remainder of the estimated project cost of \$350,000, I recommend that MDPL produces documentation clearly showing that they have met the 50% match target prior to advancing any of the City's funding for the project (up to \$175,000).

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Attachments

Art Deco Museum Master Plan

Referral from Commission meeting on December 9, 2020

RJA/JW