

Committee Assignments – C4

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
 FROM: Raul J. Aguila, Interim City Manager *Raul Aguila*
 DATE: March 17, 2021

Raul Aguila
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SUBJECT: REFERRAL TO FINANCE AND ECONOMIC RESILIENCY COMMITTEE (TO BE HEARD AT ITS APRIL 2021 MEETING) TO DISCUSS THE RENEWAL OF THE CITY’S AGREEMENT WITH THE GREATER MIAMI CONVENTION & VISITORS BUREAU (“GMCVB”).

BACKGROUND/HISTORY

The City has contracted with the Greater Miami Convention & Visitors Bureau (“GMCVB”) since 1984, for the purpose of promoting the Miami Beach Convention Center (“MBCC”) and the City of Miami Beach as a principal tourist destination. The GMCVB is primarily responsible for marketing, pursuing, and securing MBCC sales and, together with the MBCC management, for booking large-scale and long-term business.

On October 21, 2015, the City Commission adopted Resolution No. 2015-29192, authorizing a five-year agreement with the GMCVB, commencing retroactively on October 1, 2015, and ending on September 30, 2020 (the “Agreement”). The Agreement provided for one five-year renewal term, based on the GMCVB’s satisfactory performance under the Agreement including, without limitation, achievement of performance metrics set forth in the Agreement.

On July 29, 2020, the City Commission approved Resolution No. 2020-31338, approving an amendment to the Agreement, extending the initial term of the Agreement for an additional one-year period, commencing on October 1, 2020, and expiring on September 30, 2021 (the “Extension Period”), and restructuring the financial terms of the Agreement (altogether, “Amendment No. 1”).

The Administration has placed this item on the March 17, 2021 City Commission meeting agenda, as a referral to the Finance and Economic Resiliency Committee (“FERC”), in order to seek direction as to whether to exercise the five-year renewal term, or prepare a new solicitation.

CONCLUSION

RECOMMENDATION

The Extension Period will expire on September 30, 2021, under Amendment No. 1 to the Agreement. The Administration therefore seeks direction as to whether to exercise the five-year renewal term provided in the 2015 Agreement, or draft a new solicitation. As has been customary with the negotiation of previous agreements between the City and the GMCVB, I recommend that these discussions commence before the FERC.

Applicable Area

Citywide

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

