

CITY OF MIAMI BEACH SCORE CARD EXPLANATIONS

- a. Proof of 501 (c)3 status or partnership with a registered charity
 - i. Producers who work with a registered charity as the applicant would ensure that the City of Miami Beach can verify that the funds are going to a legitimate entity and that the funds will be dispersed according to proper financial recording procedures and in line with federal and state laws.
 - ii. For Profit Applicants would still be able to apply, they would just not receive full marks if they were not working with a charitable organization.

- b. Length of Event
 - i. This portion is to be used as an incentive to get producers to shorten their load in and load out time periods, as their funding will be reduced as a result of extended or unnecessarily lengthy load in / load out schedules.
 - ii. The administration believes we need to start to free up some of our public space to allow additional events to take place, or simply to allow the community to enjoy their public spaces.

- c. History of Event
 - i. We want to reward our long-standing events in Miami Beach, while also allowing new events to still qualify for funding.

- d. Hotel Room Block
 - i. To be proven through hotel contracts or other verified method. This will allow the administration to clearly define economic impact based on hotel room bookings and ensure sponsorships are being used as investment tools in our Resort Tax.
 - 1. Events and sponsorships need to be utilized smartly and be seen as an investment to our community. By ensuring that we are receiving some form of Resort Tax collections off of sponsorships, as well as ensuring that Hotels, Bars and Restaurants are receiving economic impact directly from event attendees, we can ensure a smart and trackable return on investment.
 - 2. Applicants must work with the GMCVB to understand best practices in capturing hotel booking data, or do it independently, after having their processes verified by the Tourism and Culture department (booking codes, street teams, etc.).

- e. Attendees
 - i. Events will get points awarded for Regional, National, and International Attendees.
 - 1. This must be verified via data collected by street teams, who will interview at least 10% of the attendees at the event to collect responses on age, gender, country of origin, average income, tourist or local, where is their hotel located, etc.

- f. Resident Discount Benefit
 - i. Applicants will receive higher funding allotments based on their willingness to offer benefits to our residents. Ex:
 - 1. 10% - 25% off tickets – 2 pts
 - 2. 25% - 35% off tickets – 4 pts
 - 3. Free to Residents – 10 pts.

- g. Community Benefits:
 - i. Applicants will receive higher funding allotments based on their engagement with our Community. Ex:
 - 1. 1 Benefit (Educational) – 2 pts.
 - 2. 4 Benefits (Educational, Senior, Plastic Free, Small Business) – 8 pts.

- h. Marketing / PR Exposure:
 - i. This portion will speak to media coverage, and the reach to which your advertisements and unpaid media coverage achieves:
 - 1. Regional (Miami-Dade / South Florida) – 3 pts.
 - 2. National (outside of Florida) – 6 pts
 - 3. International (outside the continental USA) – 10 pts.
 - ii. Confirmation of media placement and/or coverage through signed/executed media contracts, barter agreements, sponsorship agreements, invoices, insertion orders, etc. (must include the media impressions for the publication or media source)

- i. Utilizes more than one City of Miami Beach Venue (Fillmore, Colony Theater, Lummus Park, etc.).
 - i. We want applicants to start to think about other venues in Miami Beach that will not always require utilizing public spaces to hold events. We will incentivize the use of these spaces by awarding increased funding for use of these spaces.

- j. Name of the event incorporates Miami Beach (or a reference to is – Art Deco, South Beach, etc.). The word “Miami” would not qualify, “Miami Beach” would.
 - i. We want our applicants to start to help promote our city by connecting their experiences to the City in which they take place – Miami Beach.
 - ii. This connection will build our brand identity and equity, as the community and tourists will continue to identify Miami Beach as a world class tourist destination based on the experiences we are offering.