

# CITY OF MIAMI BEACH SPECIAL EVENT SPONSORSHIP APPLICATION

## **PURPOSE OF THE PROGRAM**

The City of Miami Beach is offering event funding through a Special Event Sponsorship Program for events held in Miami Beach. The purpose of this Sponsorship Program is to provide financial assistance and in-kind support to local festivals, special events, community events or programming that attract quality events and promote community engagement and elevate Miami Beach as a world class tourist destination. The City recognizes the important role that sponsorships play in supporting the event community, as well as the promotion of tourism, economic and cultural development efforts as a whole.

There are two application periods, please refer to the Application Deadlines listed below. All events that apply must meet the criteria listed below to qualify.

## **APPLICATION DEADLINES**

### **FY 20-21**

Single Application Period (Q2 – Q4 – Events held between March 1, 2021 and September 30, 2021) Applications open on November 1, 2020 and close on December 1, 2020.

### **FY 21-22**

-1<sup>st</sup> Period (first half of fiscal year - events held between October 1, 2021 – March 31, 2022).

Applications open on January 1, 2021 and close on February 1, 2021.

- 2<sup>nd</sup> Period (second half of fiscal year - events held between April 1, 2022 – September 30, 2022).

Applications open July 1, 2021 and close on August 1, 2021.

## **GOALS AND OBJECTIVES**

The granting of City funds will be evaluated according to the effectiveness and impact of each Special Event Sponsorship application. Sponsorship will be considered for special events designed to provide positive impact in the following categories:

### ***Special Event Impact***

- Provide unique and engaging experiences that increase resident quality of life and well-being.

### ***Economic Impact***

- Verified to increase tourism by hotel rooms block contract(s) and targeted tourist attendance.

### ***Social and Community Impact***

- Promote Miami Beach as a national and international tourist destination.
- Event must be accessible to the general public.

### ***Special and Cultural Event Goal***

- Strengthen Miami Beach by enhancing the City's Cultural Events.

# CITY OF MIAMI BEACH SPECIAL EVENT SPONSORSHIP APPLICATION

## ELIGIBILITY REQUIREMENTS

1. The applicant/event must demonstrate support and/or ability to achieve the aforementioned goals and objectives.
2. The applicant/event has not received funding, or plan to apply for funding through the Miami Beach Visitor and Convention Authority ("VCA"), Cultural Arts Council ("CAC") or the Greater Miami Convention and Visitor Bureau ("GMCVB").
3. Applicants are required to furnish a minimum \$1 to \$1 funding match (cash, in-kind, or a combination of both). Matching funds may not include funding from the Miami Beach Visitor and Convention Authority ("VCA"), Cultural Arts Council ("CAC") or the Greater Miami Convention and Visitor Bureau ("GMCVB").
4. Applicant must prove history and performance in delivering quality events.
5. Applicants who owe monies to venues owned and/or managed by the City of Miami Beach (Byron Carlyle Theater, Colony Theater, Fillmore at the Jackie Gleason, Miami Beach Convention Center, Miami Beach Botanical Gardens, Bass Museum of Art, etc.) will not be eligible for funding.
6. Application must include an outline of benefits being directly provided to the general public with respect to the event, such as social, cultural or educational benefit or free/discounted tickets to residents of the City of Miami Beach, seniors, veterans, or member of disadvantaged groups;
7. The event must be accessible to the general public (either as a ticketed event or otherwise).
8. Applicant must include demonstrable media commitments secured for the event, or provide proof of previous year's media commitments via executed contracts and post-performance reports.
9. Applicant must undertake all necessary efforts in order to mitigate any quality of life impacts associated with the event, including noise, littering, traffic or parking impacts.
10. Both profit and non-profit organizations are eligible to apply.
  - a. For profit organizations must provide their Federal Tax ID and event budget. If the Applicant is located in Miami Beach, Applicant must also provide your BTR # in the Sponsorship Application.
  - b. Non-profit organizations must be registered as a 501(c)3 with tax-exempt status
11. Applicants applying through a "fiscal agent" are not eligible.
12. The purpose of the special event is not organized around political or religious themes, but serves as a benefit to the community as a whole.
13. Applicant must demonstrate ability to comply with Miami Dade County and City of Miami Beach orders, rules, regulation and law with respect to combating COVID-19, including but not limited to safety, sanitation and social distancing

\*\*A Special Events staff member will be available to assist in determining eligibility and discuss guidelines with new applicants.

## ELIGIBLE SPONSORSHIP ACTIVITIES

Sponsorship is specifically allocated for events that activate and attract community engagement to and in Miami Beach. Event and promotion must take place within the City of Miami Beach. Eligible activities/ events include outdoor concerts, art fairs and exhibits, festivals, parades, cultural and community programming, charitable fundraising and athletic events.

# CITY OF MIAMI BEACH SPECIAL EVENT SPONSORSHIP APPLICATION

## **ELIGIBLE SPONSORSHIP USES**

Sponsorship funds may only be used for costs within the following approved categories:

- Event Equipment/ Supplies/ Rentals
- Marketing/ Advertising/ Promotion
- Entertainment/ Talent
- Event Security
- City Services Administrative Fees
- Film/ Photography

## **INELIGIBLE SPONSORSHIP USES**

The following costs are not eligible for funding support:

- Operational costs
- Building Permits
- City Services Personnel Fees
- Rent/Lease or Mortgage
- Local or State Licenses
- Insurance
- Taxes
- Travel Expenses
- Late Payment Fees or Fines
- Purchase of Alcohol or Tobacco Products
- Salaries/ Staff Wages
- Utility Bills
- Debt Replacement
- Licenses/Certificates

## **NON-PROFIT WAIVERS**

The following City Service waivers ***may only be requested by Non-Profit Organizations***, and must be included in the overall Sponsorship Application.

- Application and Permit Fees
- Square Footage Fees
- Vehicle Beach Access Passes
- User Fees
- City Services Administrative Fees

## **MULTI-YEAR SPONSORSHIP**

The City of Miami Beach encourages applicants to diversify financial support by securing other public and private funding assistance, in addition to the Special Event Sponsorship Program. To this end, the City of Miami

## **CITY OF MIAMI BEACH SPECIAL EVENT SPONSORSHIP APPLICATION**

Beach employs a policy of recommending multi-year sponsorship agreements for events that have received three (3) consecutive years of sponsorship and have successfully enhanced the impact and return of the event on the city.

In supporting tourist-oriented activities, the City of Miami Beach observes the following reduction formula when recommending funding for events that have successfully executed three (3) years of city sponsored events. This formula is geared to motivate applying organizations to further seek private and other alternative funding sources.

### Declining Scale for For-Profit and Non-Profit Applicant Organizations

Year 1 - Initial Grant Award
Year 2 - No more than 80% of Eligible Request
Year 3 - No more than 60% of Eligible Request
Year 4 - No more than 40% of Eligible Request
Year 5 - No more than 20% of Eligible Request

Applicants who have produced their events for a minimum of five (5) years within Miami Beach and who maintain a minimum sponsorship Final Report score card of 90% every year via verified documents, can be considered to continue receiving funding at the Year 5 level. These will be considered on a case by case basis.

---

# CITY OF MIAMI BEACH SPECIAL EVENT SPONSORSHIP APPLICATION

## GENERAL CONDITIONS

1. All sponsorship recipients must comply with Sec. 12-5 of Chapter 12 (Arts, Culture and Entertainment) of the City Code, wherein standards and procedures for the issuance of special event permits are set forth
2. Events must take place within the City of Miami Beach.
3. Sponsorship recipients may only use the sponsorship funds for the purposes that are specifically described in eligible uses of funding, unless otherwise approved.
4. Sponsored activities funded must take place within the originally requested funding period.
5. The sponsorship will be awarded with the understanding that the event will enhance, activate, and attract community engagement to Miami Beach.
6. Approved City/public space may be used for sponsored uses only during the time(s) and location specified in the sponsorship application.
7. The City may monitor and conduct an evaluation of the event funded by this Sponsorship.
8. The Recipient must be ready, willing and able to enter a contractual agreement for sponsorship with the City and provide a certificate of liability insurance or proof of self-insurance, if applicable.
9. The recipient of sponsorship funds shall provide the City recognition as a sponsor in a method consistent with other sponsors. In no event shall the recognition for the department's funds or in-kind services be less than that provided to other sponsors who have contributed the same total financial or in-kind support.
10. Recipient must be ready, willing and able to enter a contractual agreement for sponsorship with the City and provide a certificate of liability insurance or proof of self-insurance, if applicable.
11. The Recipient shall indemnify and hold harmless the City and its officers, employees, agents, and contractors, from and against any and all actions (whether at law or inequity), claims, liabilities, losses, expenses, or damages, including, but not limited to, attorneys' fees and cost of defense, for personal, economic, or bodily injury, wrongful death, or loss of or damage to property, which the City or its officers, employees, agents, and contractors may incur as a result of claims, demands, suits, causes of action or proceedings of any kind or nature arising out of, relating to, or resulting from the activation by the Sponsorship Applicant or its officers, employees, agents, servants, partners, principals or contractors. Sponsorship Applicant shall pay all claims and losses in connection therewith and shall investigate and defend all claims, suits, or actions of any kind or nature in the name of the City, where applicable including appellate proceedings, and shall pay all costs, judgments, and attorneys' fees which may issue thereon. Sponsorship Applicant expressly understand and agrees that nay insurance protection required by this Agreement, or otherwise provided, shall in no way limit its obligation, as set forth herein, to indemnify, hold harmless, and defend the City or its officers, employees, agents, and contractors as herein provided.
12. The Recipient of Sponsorship funds may not discriminate on the grounds of race, religious creed, color, national origin, ancestry, age, physical disability, mental disability, medical condition including the medical condition of Acquired Immune Deficiency Syndrome (AIDS) or any condition related thereto, marital status, sex, or sexual orientation. Further, the organization must agree to conform to the requirements of the Americans with Disabilities Act and any Miami Beach Anti-Bullying requirements and/or recommendations.

## **CITY OF MIAMI BEACH SPECIAL EVENT SPONSORSHIP APPLICATION**

13. The Recipient shall not be permitted to assign this Sponsorship to any other party. Any purported assignment will be void and shall be treated as a default of the Sponsorship Agreement.
14. The Recipient agrees to abide by and be governed by all applicable Federal, State, County, and City laws.
15. The sponsorship recipient shall keep accurate and complete books and records of all receipts and expenditures of the sponsorship funds, in accordance with reasonable accounting standards, and shall retain such books and records for at least two (2) years after the completion of the event for audit purposes.
16. The sponsorship recipient must provide the City with a Final Report of all sponsorship fund expenditures. An approved award will only be paid at completion of the project and subject to the applicant's compliance with the terms of the agreement. The Final Report must include all documents pertaining to payments received and made in conjunction with the sponsorship, including, but not limited to, vouchers, bills, invoices, receipts, and cancelled checks, must be directly related to sponsored activities.
17. Following the project's submission of all previously mentioned deliverables; the Tourism and Culture Department will review all documentation and ensure the submitted materials match all guidelines and regulations. Once the project has been verified, the remaining awarded sponsorship funds will be provided within 90 days of the Final Report submission date.
18. Any uncommitted Sponsorship Funds that remain in under the control of Recipient must be returned to the City within thirty (30) days of the submitted Final Report.
19. Availability of sponsorship funds is contingent on City of Miami Beach's budget.

### **COMPLIANCE WITH LAWS / GOOD STANDING WITH THE CITY**

The Sponsorship agrees to abide by and be governed by all applicable Federal, State, County, and City laws, including but not limited to Miami-Dade County's Conflict of Interest and Code of Ethics Ordinance, as amended, which is incorporated herein by reference as if fully set forth herein, and Chapter 2, Article VII of the Miami Beach City Code, as amended, which is incorporated herein by reference as if fully set forth herein.

Sponsorship Applicant shall maintain its good standing in accordance with the laws of the State of Florida and the City of Miami Beach Code of Ordinances ("City Code"), and shall comply with any City Code requirement applicable to Sponsorship Applicant or to the Sponsorship Applicant's operation, its business or other activities in the City of Miami Beach, including, without limitation, obtaining any Certificate of Use or Business Tax Receipt(s) that may be required for any business activity, timely making payment of all taxes, fees or charges that may be due to the City of Miami Beach.

Sponsorship Applicant shall promptly take corrective action to correct any City Code violation or notice of violation issued by any governmental agency with jurisdiction over Sponsorship Applicant. Further, Sponsorship Applicant agrees to comply with the terms and conditions of any lease, contract, or other sponsorship agreement that Sponsorship Applicant may have separately entered into with the City of Miami Beach ("Other City Contracts"). Any failure by Sponsorship Applicant to comply with any provision of the City Code applicable to Sponsorship Applicant, or any breach or default by the Sponsorship Applicant of any covenant or other term or condition contained in any Other City Contracts (after the passage of any applicable notice and cure provision set forth therein), shall, at the option of the City, be considered a Default (as such term is defined more fully below in Article II, Section 14 of this

## **CITY OF MIAMI BEACH SPECIAL EVENT SPONSORSHIP APPLICATION**

Agreement), in which event the City shall be entitled (but in no event required) to apply all rights and remedies available to the City under the terms of this Agreement by reason of an Sponsorship Applicant's breach or failure to comply with said obligations. Recipient shall comply with Florida Public Records law under Chapter 119, Florida Statutes, as may be amended from time to time.

### **APPLICATION & REVIEW PROCESS**

A completed Special Event Sponsorship Application must be submitted during the corresponding application period based on the event's date.

#### **FY 20-21**

Single Application Period (Q2 – Q4 – Events held between March 1, 2021 and September 30, 2021) Applications open on November 1, 2020 and close on December 1, 2020.

#### **FY 21-22**

-1<sup>st</sup> Period (first half of fiscal year - events held between October 1, 2021 – March 31, 2022). Applications open on January 1, 2021 and close on February 1, 2021.

-2<sup>nd</sup> Period (second half of fiscal year - events held between April 1, 2022 – September 30, 2022). Applications open July 1, 2021 and close on August 1, 2021.

All applications must be accompanied by the following:

- Copy of overall event budget
- Copy of breakout budget specifying use of sponsorship funds within approved eligible sponsorship categories.
- Applicant must indicate total requested Cash Sponsorship and Fee Waivers requested. Proof of \$1 to \$1 funding match.
- Outline of proposed public benefit.
- Copy of hotel contract(s) verifying hotel room block nights.
- Proof of media commitments secured for the event.
- Completed Special Event Permit and payment of Special Event Permit fees inclusive of application fee, permit fees and security deposit.
- CAD Site Plan to scale with area/event feature.
- Proof of 501(c)3 status.
- General Liability Insurance: \$1M million general liability, including workers compensation and liquor liability (if required). The City of Miami Beach must be named certificate holder and additional insured. City of Miami Beach - 1700 Convention Center Drive Miami Beach, FL 33139.

## CITY OF MIAMI BEACH SPECIAL EVENT SPONSORSHIP APPLICATION

Once the application for sponsorship and supporting documents has been submitted, the administration will review and score application against the “City of Miami Beach Sponsorship Score Card.” If additional supporting documents are required, to successfully complete an assessment of the application, the Tourism and Culture Department will advise the applicant that their application is marked as incomplete and no further processing can take place. Should an application remain incomplete up to 14 days before the submission deadline, the application will be considered withdrawn.

An application must score at least 65% on the Sponsorship Score Card for the administration to recommend that the sponsorship be awarded. Based on the score received from the Sponsorship Score Card, applicants would receive that percentage of their Sponsorship request:

Example:

An applicant is requesting the following:

a. Cash Sponsorship - \$50,000

b. Fee Waivers - \$48,000

Total request - \$98,000.00

After completing the sponsorship scorecard, the applicant received a 72% rating. The applicant could then receive up to 72% of their request:

Cash Sponsorship:  $\$50,000.00 \times 72\% = \$36,000.00$  in approved cash sponsorships Fee

Waivers:  $\$48,000.00 \times 72\% = \$34,560.00$  in approved fee waivers

Total Award - \$70,560.00 total sponsorship

Upon approval by the City of Miami Beach Commission, an awarded sponsorship will be paid as follows:

- Initial payment of 15% will be paid upon the execution of the Sponsorship Agreement. The remaining 85% of the sponsorship funds will be paid upon approval of applicant’s final report with all associated documentation and financial statements.
- All financial incentives are subject to funding availability.