

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE, AT ITS JUNE 11, 2021 AND FEBRUARY 28, 2020 MEETINGS, AND THE NEIGHBORHOOD AND QUALITY OF LIFE COMMITTEE, AT ITS SEPTEMBER 23, 2020 MEETING, IN PART; AND APPROVING THE REVISIONS TO THE SPECIAL EVENTS REQUIREMENTS AND GUIDELINES RELATING TO CITY SPONSORSHIPS; SAID REVISIONS CREATING AN EVALUATION PROCESS TO ANALYZE AND PROCESS SPONSORSHIP REQUESTS BASED UPON WEIGHTED CRITERIA, WITH AN ANNUAL BUDGET OF \$1,500,000.

WHEREAS, requests for City sponsorship of events and fee waivers are referred to the Tourism and Culture Department for evaluations and recommendation; and

WHEREAS, the current vetting process for sponsorships under the Special Event Guidelines requires additional measures to properly analyze and capture the information to make sound fiscal sponsorship decisions; and

WHEREAS, on September 11, 2019, the Tourism and Culture Department presented recommended revisions to the Special Event Guidelines relating to City sponsorships of events, in order to ensure that City funds are given to worthy events and that accountability and fiscal responsibility are exercised in the evaluation process; and

WHEREAS, at the September 11, 2019 City Commission meeting, the Mayor and City Commission referred, to the Finance and Citywide Projects Committee, a discussion item related to proposed revisions to the approval process for sponsorships under the Special Event Guidelines; and

WHEREAS, on January 14, 2020, the Budget Advisory Committee reviewed the proposed revisions to the Special Event Guidelines for sponsorships and passed a motion that the City Commission approve the revisions as proposed by the Administration, along with the establishment of a fixed amount as a line item within the annual operating budget; and

WHEREAS, on January 15, 2020, the City Commission, during discussions of a similar item, entitled "November and December Sponsorship Requests", directed the Administration to withhold any City sponsorship or permit fee waiver requests until the revised Special Event Guidelines were considered by the Finance and Economic Resiliency Committee ("FERC") during its February 2020 meeting; and

WHEREAS, on February 28, 2020, the FERC recommended the following proposed changes to the Special Event Guidelines with respect to special event City sponsorships:

- Sponsorship Mandate
 - to serve as an investment in our Resort Tax collection practices, by supporting experiences that can verify tourism initiatives with large hotel room blocks or confirmed tourist attendance;
 - to serve as a marketing / branding initiative by supporting experiences that place Miami Beach on the international stage via partnership and media / PR exposure;
 - to serve as a way to engage with our residents and act as a key component in their welfare by providing unique and engaging experiences that increase their quality of life;

and

- Sponsorship Score Card
 - clearly outlines the requirements of a City of Miami Beach event sponsorship and evaluates requests via weighted criteria;
 - definition of sponsorship to include cash payment, special event permit fee waivers, and rental waivers;
 - guidelines to cover sponsorship for \$25,000 or greater; anything less would need to be secured via the Discretionary Fund, the Cultural Arts Council (CAC) or the Visitor and Convention Authority (VCA);
 - a qualified sponsorship would require a 1:1 financial sponsor match (including fee waivers) from a private entity, not from the CAC, VCA, City of Miami or Miami-Dade County;
 - the Tourism and Culture Department would be the City Department designated to vet and process sponsorship requests;
 - The City would not be the sole sponsor of an event, unless produced by the City; and;
 - Cash sponsorships must be spent on items that will enhance attendee experience (entertainment/programming, art installations, rides, etc.); and

- Sponsorship Term Limits
 - no sponsorship agreement can exceed a three-year term; and to be eligible for a three-year term, the event must have been produced within Miami Beach for at least five years prior to the application; and all sponsorship contracts, no matter the term or dollar amount, must require a post event audit of event data as per the Sponsorship Score Card, before additional funding can be approved; and

 - with respect to a multi-year agreement, the applicant must prove, via audited statements, that all targets and goals were achieved; otherwise, the event would be re-evaluated and scored, and could result in the reduction of the sponsorship contribution or cancellation the agreement; and

- Sponsorship Step Down
 - all cash sponsorships must have a step-down process over the course of the duration of the agreement equal to the number of years;

 - applicant(s) who have been producing the event for a minimum of five (5) years within Miami Beach and who maintain a minimum sponsorship score card of 90% every year via verified documents, may be considered to continue their funding without the required step down; these will be on a case by case basis to ensure our best events continue to receive support; and
 - special event application and permit fee waivers and space rental waivers will not be subject to Step Down; and

- Annual Sponsorship Financial Limit not to exceed \$1,500,000; and

WHEREAS, at the September 16, 2020 City Commission meeting, the item was referred to the September 23, 2020 NQLC; and

WHEREAS, on September 23, 2020, the NQLC recommended the acceptance of the sponsorship guidelines with the following revisions: (1) permitting funding from third parties, such as from the City of Miami and Miami Dade County, to be considered as part of the 1:1 match requirement; and (2) only permitting events that have successfully received three (3) years of sponsorship to be eligible for a multi-year agreement; and

WHEREAS, the NQLC did not make a recommendation with respect to the Discretionary Fund, but recommended that the City Commission further discuss the merits of the Discretionary Fund at the October 14, 2020 City Commission meeting; and

WHEREAS, at the January 13, 2021, City Commission meeting, the item was referred to the NQLC; and

WHEREAS, at the May 12, 2021, City Commission meeting, the item was referred to the June 11, 2021 FERC meeting; and

WHEREAS, on June 11, 2021, the FERC recommended the acceptance of the sponsorship guidelines; and

WHEREAS, the City Manager recommends that the Mayor and City Commission accept the recommendations of the FERC and NQLC, and approve the Special Events Requirements and Guidelines relating to City sponsorships, incorporated herein by reference and attached to the City Commission Memorandum accompanying this Resolution.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby approve and accept the recommendation of the Finance and Economic Resiliency Committee, at its June 11, 2021 and February 28, 2020 meetings, and the Neighborhood and Quality of Life Committee, at its September 23, 2020 meeting, in part; and approve the revisions to the Special Events Requirements and Guidelines relating to City sponsorships; said revisions creating an evaluation process to analyze and process sponsorship requests based upon weighted criteria, with an annual budget not to exceed of \$1,500,000.

PASSED and ADOPTED this ____ day of _____, 2021.

ATTEST:

Dan Gelber, Mayor

Rafael E. Granado, City Clerk

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney

6-14-21

Date