

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Alina T. Hudak, City Manager
DATE: June 23, 2021

SUBJECT: DISCUSS OCEAN DRIVE ASSOCIATION SPONSORSHIP REQUEST FOR JULY 4, 2021 PROGRAMMING

RECOMMENDATION

The Administration recommends funding the 2021 Ocean Drive July 4th event on Lummus Park in the amount of \$113,000. To include a one-time cash sponsorship of up to \$20,000 and the waiver of special event and city services fees in the estimated amount of \$93,000.

BACKGROUND/HISTORY

The Ocean Drive Association (ODA) is a 30 year old organization of property and business owners who gather to attract, engage and retain quality hospitality and family friendly programming to Ocean Drive.

A key stakeholder in the development and realization of the Art Deco Cultural District, the nonprofit organization collectively works to improve and maintain a community that attracts residents and domestic and international visitors and tourists.

ODA has a long-term history of partnering with the City to provide inviting, safe and fun programming that keeps the Ocean Drive community clean, responsible and responsive to the environment and the economics of the city. ODA's programming is completely for the public benefit and free to residents.

Historically, the City has partnered with ODA to elevate their programming and/or bridge minor gaps in program funding.

ODA is requesting \$20,000 sponsorship/financial support and the waiver of special event and city services fees for their July 4, 2021 programming - including the Miami Beach Music Festival performance and a fireworks display. Such programming is a valuable tourism draw and economic engine for the Ocean Drive neighborhood.

ANALYSIS

In 2019, the Ocean Drive Association (ODA), with assistance from the City, sponsored a July 4th concert featuring Miami Beach I Music Festival. Accompanied by opera singers the evening included a medley of Opera, Broadway and military hymns. The evening was intended to be the inaugural performance for an annual event. In 2020, during the COVID-19 pandemic, the performance was streamed on the ODA's Facebook page. The ODA has expressed they would like to continue with the momentum of this event that was well received by both neighboring residents and guests.

The ODA is recreating the 2019 July 4th event with Miami Beach Music Festival and featuring vocalist Loren Allred, the voice behind the hit song "Never Enough" from the film "The Greatest Showman" at Lummus Park. Patriotic favorites, including "America the Beautiful," "Stars and Stripes Forever," and a medley from "The Greatest Showman" will be part of the program.

The ODA has shared that the past year's challenges have proved to be financially difficult for the recovery of businesses. The economic impact from the COVID-19 pandemic has affected the ODA's ability to secure funding for their annual July 4th event. The total cost for the production of the event, not including city services, is estimated at \$40,000, of which the ODA has secured \$20,000. The ODA is requesting the City match the final \$20,000 needed to produce the event and waive the city services costs.

The ODA July 4th event details are as follows:

Talent: Miami Beach Music Festival (45 musicians) Stage:
40' x 40' stage
Hours: 7:00 PM to 9:30 PM
Location: Lummus Park, 11 Street and Ocean Drive

Run of Show:
9:00 AM - 2:00 PM Setup
2:00 PM - 6:00 PM Soundcheck/ Rehearsal

6:00 PM - 7:00 PM Break
7:00 PM - 8:00 PM Doors open for seating
8:00 PM - 9:00 PM Concert
9:00 PM - 9:30 PM Fireworks begin
9:30 PM - 11:00 PM Breakdown

Estimated Special Event fees:

- \$ 258 – Application Fee
- \$ 516 – Permit Fee
- \$ 258 – Late Fee
- \$57,000 - \$.26 per sq. ft.
- Plus Taxes and Lummus Park fees.

Given the number of attendees expected, a \$10,000 - \$20,000 security deposit would also be assessed and is not waivable.

Estimated Costs of City Services:

- \$31,000 – Police
- \$ 2,000 – Fire
- \$ 500 – Sand Shifting
- \$ 1,500 – Sanitation

As in previous years, the city is hosting the annual *Fire on the Fourth* event on July 4th in North Beach, with city funded family friendly programming from noon - 9:30 PM including games, music, food, and fireworks at a cost of \$75,000. *Fire on the Fourth* annually attracts 5,000-7000 residents and visitors and is one of the most anticipated and appreciated events of the year. We are hopeful the 2021 event will re-energize the North Beach community after the devastating economic impact COVID-19 has had on the surrounding business community.

SUPPORTING SURVEY DATA

TBD

CONCLUSION

The City of Miami Beach hosts the annual *Fire on the Fourth* event on July 4th in North Beach, at a cost of \$75,000, of which is included in the FY 20-21 adopted budget. The City does not budget for additional July 4th programming outside of *Fire on the Fourth*. The COVID-19 pandemic has had a negative impact on residents and businesses throughout Miami Beach. The Ocean Drive Association has shared that the business owners on Ocean Drive have not been able to recover financially and seek financial assistance for their July 4th event.

The Administration recommends funding the 2021 Ocean Drive July 4th event on Lummus Park in the amount of \$113,000, to include a one-time cash sponsorship of up to \$20,000 and the waiver of special event and city services fees based on previous events in the estimated amount of \$93,000.

Applicable Area

South Beach

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