

# 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 AND TAKE ACTION ON SPRING BREAK 2022 PROGRAMMING, TO ACTIVATE THE AREA IN AND AROUND LUMMUS PARK AND THE BEACHFRONT AREAS, FROM 7TH TO 11TH STREETS, WITH THE FOLLOWING CONDITIONS: 1) THAT THE PROPOSED PROGRAMMING COMES WITHIN A COST OF \$1,400,000; 2) DIRECTING THE CHIEF FINANCIAL OFFICER TO IDENTIFY A FUNDING SOURCE TO FUND THE PROPOSED PROGRAMMING AND REQUIRED CITY SERVICES, AND 3) DIRECT THE ADMINISTRATION TO ISSUE AN RFP TO SOLICIT PROPOSALS TO ACTIVATE A MONTH-LONG SERIES OF PROGRAMMING IN MARCH 2023, 2024, AND 2025 IN LUMMUS PARK AND BEACHFRONT AREAS.

### RECOMMENDATION

The Administration recommends the approval to (1) proceed with the preparation and execution of March 2022 programming with Tom Bercu Productions with a proposed budget of \$1.4M, and (2) the preparation and public solicitation for producer sponsored programming, with city incentives, for March 2023, 2024 and 2025.

### BACKGROUND/HISTORY

On October 2, 2020, the City issued a Request For Letters of Interest (RFLI) to the three production companies that are part of the City of Miami Beach pool of event organizers (IDEKO, Swarm, and Tom Bercu Productions). The pool was asked to submit proposals to conceive, develop, and implement a programmatic strategy and activation for Spring Break 2021, during the month of March, in the area of Lummus Park and the beachfront areas, between 7th and 11th streets.

The mission was to develop a plan that the City could build upon. The goal was to change the narrative of "Spring Break" in Miami Beach. The RFLI stated that the City would like to expand on our current cultural offerings by bringing original, large-scale, programming to the City during an otherwise high impact period.

On October 19, 2020, three (3) proposals were received and, on October 26, 2020, a review committee, including members from Parks & Recreation, Police, Communications, and the Tourism & Culture Departments, as well as, the City Manager's Office, reviewed the proposals and selected Tom Bercu Productions' ("Tom Bercu") proposal, *A Marvelous March in Miami Beach*.

Tom Bercu has a wealth of experience with events of this size and scope. Known to Miami Beach for producing the Winter Party and Miami Beach Pride, the company has also coordinated a number of large multi-day events in San Francisco, Los Angeles, and Las Vegas. Their proposal for Miami Beach envisions diverse programming that includes culinary experiences, music and performances (including dance parties and concerts), sustainability activations, wellness, and a number of other fun and exciting elements that should appeal to a broad audience.

As COVID-19 impacted the college/university break schedules and many students attended classes virtually, it was difficult to predict, when (or how many) Spring Breakers would visit the City in 2021.

During the November 18, 2020, City Commission meeting, the City Commission initially reviewed the Tom Bercu proposal that outlined the use of Lummus Park and beachfront from 7th -11th streets, for four (4) weeks, Thursday - Sunday, from 3pm to 10pm, with an estimated audience of 1000+. No programming before 10am nor after 10pm on any day. Spectra, the City's sponsorship agent was brought in to assist with identifying supplemental sponsorship.

The City Commission referred the Tom Bercu plan to the December 18, 2020 Finance and Economic Resiliency Committee (FERC) which recommended that: (1) the City move forward with implementing the Tom Bercu plan (as a pilot program); (2) the City identify funding to budget approximately \$1.1 million to produce the Tom Bercu plan; (3) the City engage Spectra to identify potential sponsorship opportunities to offset programming costs; (4) the Chief Financial Officer should identify a funding source to cover the cost of programming and City services; (5) the Police Department should identify the number of colleges/universities spring break schedules; and (6) the plan should be shared with the Ocean Drive Association.

Prior to the January Commission meeting, data indicated that approximately 503 schools, were expected to be on Spring Break between Feb 28 - April 4, 2021.

At the January 13, 2021 City Commission meeting, the Commission accepted the Interim City Manager's recommendation not to

move forward with any programming for Spring Break 2021 and authorized the Interim City Manager to work with Police Department, Code Compliance, and Chief Financial Officer, to identify additional funding to enhance Police and Code deployment for March and April 2021. Using New Year's Eve 2020 as a example, the Administration found, that even with COVID-19 restrictions, Miami Beach attracted a considerable amount of activity and crowds. The Commission directed the Administration (1) defer the Tom Bercu pilot program to Spring Break 2022, (2) have staff observe an unprogrammed Spring Break 2021, (3) leverage the time to allow for optimum input in the development of a Spring Break 2022 program, including but not limited to identifying the appropriate additional resources (and necessary funding) required to maintain an orderly, lawful, fun and engaging Spring Break 2022, and (4) identify additional funding to enhance Police and Code Enforcement deployment for March and April 2021. Lastly, the Commission directed the Administration to provide, by June 2021, initial learnings and bring back to FERC for programming for the 2022 Spring Break.

## **ANALYSIS**

As the vaccinations rolled out and the nation started to slowly recover from the impacts of COVID-19, Miami Beach received 1000s of college student visitors as well as 1000s of other adult visitors during the Spring Break period.

In an effort to reset, the Administration believes it would be prudent to plan for Spring Break for the short-term (2022) and long-term (2023-2025) and use the opportunity to offer engagements that reflect the narrative and direction that best protects and promotes the brand of Miami Beach as well as continue to secure our reputation as an international destination.

To do so requires heighten collaboration with city departments and community stakeholders including, but not limited to, the Miami Beach Convention Center, the Greater Miami Convention and Visitors Bureau (GMCVB), the Miami Beach Visitor and Convention Authority (VCA), Live Nation, Miami Beach councils, committees and advisory boards, Miami Beach Chamber of Commerce, BIDs and neighborhood associations, and our neighbors on the other side of the bay - the City of Miami and Miami-Dade County. Likewise, this is an opportune time to leverage our cultural and art partners. Redesigning a Spring Break plan, after years of "stop and go" plans will not happen overnight, but the intent is to create a fluid plan that can change over time and potentially incorporate efforts that can enhance other high impact periods and seasons.

To properly develop potential options, the Administration has researched the following:

### **2022 Spring Break schedule:**

- Miami Dade County Public Schools- March 21-25, 2022
- Florida Universities and Colleges
- High impact schools: (AL, DC, GA, IL, MD, NC, NJ, NY, PA, SC, VA and HBCUs)
- Medium impact schools: (Upper East Coast, LA, MS, TN)

### **Anticipated March 2022 Countywide events:**

- 305 Half Marathon
- Dolphins Cancer Challenge
- Miami Music Week
- Miami Ultra Music Festival
- Miami Film Festival
- The Jazz in the Gardens Music Festival
- Carnival Miami at Calle Ocho

### **Anticipated March 2022 Miami Beach events:**

- Winter Party Festival
- FIU Surf & Turf Volleyball
- New Music Miami ISCM Festival
- Winter Music Conference

### **Budget Analysis and Comparison:**

Tom Bercu Productions has advised that a budget of \$1.4M would cover infrastructure costs but would limit the caliber of talent. For example, of a top tier artist Andrea Boccelli performance fee is \$1 Million, Sheryl Crow performance fee is \$350,000 and Idina Mendel performance fee is \$150,000 not including production costs.

An example of cost of production costs for large scale events similar to Miami Beach Pride that run for one week with various activations including but not limited to a parade and concert have a budget of \$1 Million dollars.

In addition to the costs associated with the production, artistic fees, and city services would need to be calculated and budgeted for.

#### Available city assets:

- MBCC
- Fillmore
- North Beach Bandshell
- Lummus Park
- Collins Park
- Pride Park

The Administration also spoke with a number of stakeholders to explore potential short-term and long-term options and received the following feedback:

**MBCC** - On March 22 - 24, 2021, during the Spring Break peak high-impact period, the Convention Center hosted the Jewelry International Showcase (JIS) reported approximately 3,000 attendees. The success of the event did little to affect or dissuade the Spring Break crowd. The Convention Center is currently booked for the majority of March 2022.

**GMCVB** - the GMCVB has committed to co-invest alongside the Miami Beach VCA and the City of Miami Beach on programming that would be in alignment with the City's priorities for the high-impact month of March 2022. The GMCVB would also leverage their advertising, public relations, and social media agencies to amplify the March 2022 program messaging. In addition, in partnership with the Miami Beach Chamber, BIDs, and CRAs, the GMCVB would work on producing micro-marketing campaigns for varying Miami Beach neighborhoods. The GMCVB will be proactively searching to engage large-scale events that could potentially relocate to Miami Beach during March and event producers that could establish a multi-year event during said period.

**Miami Beach VCA** - the VCA offered grant funding opportunity in an amount up to \$90,000 and will provide marketing and public relations efforts towards a March 2022 event. The VCA is currently accepting grant applications for special events, promotions, activities and festivals for Miami Beach between June 1 and September 30, 2022. The Administration would have to submit their application during this period grant funding eligibility.

**Miami Beach Chamber of Commerce** - The Miami Beach Chamber has provided an update on their ongoing efforts to engage a special event during high-impact weekends. During March 2020, the Chamber's Board of Governor's met with Mojo Concerts, a subsidiary of Live Nation, to discuss their proposed 2021 North Sea South Beach Music Festival. Due to the COVID-19 pandemic, the planning for the 2021 the Festival was suspended. On June 1, 2021, the Pillar Board met with Mojo Concerts where Mojo Concerts shared they are prepared to move forward with a three-day-weekend concert in Miami Beach during March of 2023.

**Spectra Partnerships** - The Spectra Partnerships team has been engaged and briefed on the two (2) options for March 2022. Once direction from the Mayor and Commission is given, staff will direct Spectra to begin sponsorship discussions for March 2022.

**Live Nation** - Live Nation is available to produce all-inclusive musical programming for March 2022 contingent on the production budget allocated.

Accordingly, we are considering two phases:

**For Spring Break 2022** Tom Bercu Productions has proposed two options. Option One (1) is consistent with the concept presented by Tom Bercu Productions for 2021.

Option Two (2), is based on The Mayor and Commission's recent discussions for March programming to focus on classical and jazz music.

#### For FY 2023, 2024, 2025:

Issue an RFP to solicit producers interested in programming Lummus Park during March 2023. Potentially an one (1) year agreement with a two (2) year renewal options or a three year (3) agreement

- Allows the solicitation of a pool of activation ideas to better leverages CMB resources.
- Accept proposals for 1 week to 1-month activations in March.
- Accept proposal for the highest impact weekends only and smaller activations on the preceding and subsequent weekends.
- Production funded with city incentives (\$250k+ waiver of permit fees and city services) similar to SOBEWFF and Air & Sea Show.
- Allows for imbedding branding and potential narrative of MB Spring Break
- Allows for greater sponsorship opportunities because of the multi-year opportunity
- Allows for long-term planning and measurable results.
- Potential options could be sports related (soccer tournaments), health & fitness, music (jazz festival), food, art.

#### SUPPORTING SURVEY DATA

n/a

#### FINANCIAL INFORMATION

FY 2022: \$1.4 - \$2.4 million

FY 2023,2024,2025: \$250k - \$500k

**CONCLUSION**

The Administration recommends the approval to (1) proceed with the preparation and execution of March 2022 programming with Tom Bercu Productions with a proposed budget of a minimum of \$1.4M, which does not include artistic fees, and city services, (2) the preparation and public solicitation for producer sponsored programming, with city incentives, for March 2023, 2024 and 2025.

**Applicable Area**

South Beach

**Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?**

**Does this item utilize G.O. Bond Funds?**

No

No

**Strategic Connection**

Prosperity - Balance residents' quality of life with tourism and special events.

**Legislative Tracking**

Tourism and Culture