

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Alina T. Hudak, City Manager

DATE: June 11, 2021

SUBJECT: **DISCUSSION REGARDING THE 2021 MIAMI BEACH PRIDE FUNDING**

HISTORY:

At the City Commission meeting on May 26, 2021, the Mayor and City Commission referred a discussion to the Finance and Economic Resiliency Committee (FERC) to discuss funding for the 2021 Miami Beach Pride Festival. This memorandum provides an overview of past City funding and an update on the request by Miami Beach Gay Pride (the Event Organizer), including but not limited to funding, sponsorships and special event fee waivers for the 2021 event.

Miami Beach Gay Pride brings people together to recognize and celebrate members of the lesbian, gay, bisexual, and transgender ("LGBTQ") community, as well as their friends, allies, and supporters in celebration of the LGBTQ spirit and culture.

Since 2009, the Miami Beach Gay Pride Festival (the "Event"), has taken place in Lummus Park, between 11th & 14th streets during the month of April. This annual public and fundraising event benefits the South Florida LGBTQ community.

During the July 2, 2018 City Commission meeting, the Mayor and Commission referred a discussion to the July 13, 2018, Finance and Citywide Projects Committee (FCWPC) to discuss the waiver of special event fees in an amount of \$30,893.25 for the 2019 Event.

The special event fees represent \$250.00 in application fees, \$500.00 in permit fees, \$5,250 in vehicle beach access passes, \$10,911 in square footage fees, \$5,405 in Police Administrative fees, and \$8,577.25 in Lummus Park user fees, for a total waiver of \$30,893.25.

At the July 13, 2018 FCWPC meeting, the Event Organizer, in addition to requesting the City waiver of special event fees of \$30,893.25, requested the City to provide a cash sponsorship for the Event in the amount of \$73,000 to support third party vendor costs. The FCWPC moved the item referred to the City Commission with a favorable recommendation of waiver of special event fees and cash sponsorship for the 2019 Event in an amount of up to \$103,893.25 for Commission approval.

At the October 17, 2018 City Commission meeting, the total City sponsorship of \$103,893.25 was approved by the Mayor and Commission for the 2019 Event.

At the July 17, 2019 City Commission meeting, the sponsorship of 2020 Miami Beach Pride was referred to the July 19, 2019 FCWPC meeting. At the July 19, 2019 FCWPC meeting, the item of Miami Beach Pride sponsorship was discussed. The FCWPC deferred the item to the following FCWPC meeting to take place on July 31, 2019.

At the July 31, 2019 FCWPC meeting, the following sponsorship points were discussed and recommended to the Mayor and Commission for approval:

- **\$73,000** Cash Sponsorship (aligned with 2019 funding)
- **\$25,000** Sponsorship for Ferris Wheel (aligned with 2019 funding).
- **\$90,000** Sponsorship for Sunday Entertainment (additional 2020 entertainment funding)

Total - \$188,000 Total Cash Sponsorship Package.

Historically, Pride also receives fee waivers in the following amount **\$30,893.25** broken out as follows:

Application Fee - \$250.00
 Permit Fees - \$500.00
 Vehicle Beach Access - \$5,250.00
 Square Footage Fees - \$10,911.00
 Police Administrative Fees - \$5,405.00
 Lummus Park User Fees - \$8,577.25

Total - \$30,893.25

The total sponsorship package including cash sponsorships and fee waivers for Miami Beach Pride Festival 2020 totaled **\$218,893.25**.

Due to the COVID-19 Pandemic, the 2020 the Event was cancelled within two weeks of the scheduled date. The Festival held smaller events including the rainbow flag raising ceremony at Miami Beach City Hall and the Pulse Nightclub Remembrance ceremony at 1111 Lincoln Road.

Funding disbursed for the cancelled 2020 Event to cover expenses incurred was in an amount of **\$70,000.00**. The event organizer provided documentation.

ANALYSIS:

On February 16, 2021, staff met with Miami Beach Gay Pride event organizers where they announced the 2021 Event would be rescheduled to September 10 -19, 2021 on Lummus Park between 11 - 14 Streets and Ocean Drive. The event organizers proposed a Co-Presenting sponsorship opportunity for the City in the amount of **\$250,000** (proposal attached) as follows:

Miami Beach Pride City of Miami Beach 2021 Partnership Proposal

\$250,000- Co-Presenting Sponsor Cost Breakdown:

- \$75,000** COVID-19 Safety Measures
- \$100,000** Stage Talent
- \$30,000** Shuttle Services
- \$10,000** Public Lockers
- \$25,000** Miami Beach Community Stage

***Total Supporting Costs - \$250,000**

*Total does not include estimated city services in amount based on previous events of \$30,000.

CONCLUSION:

Since 2009, Miami Beach Gay Pride celebrates Miami-Dade County's LGBTQ community with week-long festivities along Ocean Drive. In 2019, the Miami Beach Pride Festival drew over 140,000 attendees.

The Administration recommends funding Miami Beach Gay Pride in the amount of \$218,000 for the 2021 Miami Beach Pride Festival. To include a cash sponsorship of up to \$188,000 (included in the FY 20-21 adopted budget) and the waiver of special event and city services fees based on previous events in the amount of \$30,000.

The Administration further recommends, consistent with similar agreements that the City of Miami Beach Tourism and Culture Department (TCD) have full line of sight and approval of the Main Stage headlining talent and Miami Beach Community Stage talent, including artist name, contract details and insurance clauses. The event organizers must also provide TCD with measurable hotel room bookings, including, but not limited to booking codes or hotel room contracts (or other previously agreed to hotel room tracking), in addition to a dedicated marketing plan with the purpose of national/international reach in order to make the Miami Beach Pride Festival a tourist destination.

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.

ATTACHMENTS:

Description	Type
<input type="checkbox"/> 2021 Gay Pride Partnership Package	Memo