

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AUTHORIZING THE CITY OF MIAMI BEACH TO RETROACTIVELY ACCEPT A SPONSORSHIP FROM COX MEDIA, LLC IN A TOTAL ESTIMATED VALUE OF \$30,000.00, FOR MEDIA AND PROMOTIONAL SERVICES FOR THE CITY'S JULY 4, 2022 FIRE ON THE FOURTH EVENT.

WHEREAS, Consistent with previous years, the City of Miami Beach produced 'Fire on the Fourth'- an event that took place on Monday, July 4, 2022, to celebrate the Fourth of July federal holiday in Miami Beach. The event took place behind the Miami Beach Bandshell from 12 p.m. – 9 p.m., culminating with a drone and fireworks show directly on the beach; and

WHEREAS, in order to amplify the marketing and communications plan for the event, the Administration partnered with Cox Media, LLC, who provided \$30,000.00 worth of in-kind media and promotional services in the form of radio ads on easy 93.1 and Hits 97.3; and

WHEREAS, in exchange for in-kind media and promotional services, the City granted Cox Media, LLC the exclusive title of media sponsor, reflected in the event title - "Fire on the Fourth powered by Cox Media", with the expectation that their logo would be included in all digital and printed marketing collateral; and

WHEREAS, the \$30,000.00 in-kind donation consisted of:

WFEZ Easy 93.1: June 27 – July 3

1. 21 Public Service Announcements ("PSAs") on WFEZ 93.1
2. Fire on the Fourth event listing on the WFEZ website
3. 10-minute Community Focus Interview aired on July 3, 2022 during Hits on Sundays
Promotional Value: \$12,350

WFLC Hits 97.3: June 27 – July 3

1. 35 PSAs on WFEZ 93.1
2. 10-minute Community Focus Interview aired on July 3, 2022 during Hits on Sundays
Promotional Value: \$17,650

WHEREAS, the Cox Media LLC media sponsorship promoted the City's Fire on the Fourth event to more people at no additional cost to the City; and

WHEREAS, the City could not have otherwise secured this level of media promotion within its existing budgets; and

WHEREAS, the Administration recommends that the City Commission retroactively approve and authorize the City Manager to accept this in-kind donation of media services, which were used to further amplify the marketing and communications plan for Fire on the Fourth; and

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 retroactively approve and authorize the City Manager to accept the in-kind donation from Cox Media, LLC for media services having a total estimated value of \$30,000.00 related to media and marketing promotions for the City's Fire on the Fourth event.

PASSED AND ADOPTED this _____ day of _____ 2022.

ATTEST:

RAFAEL E. GRANADO, CITY CLERK

DAN GELBER, MAYOR

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney *DA* 7-11-22
Date