

RESOLUTION NO. 2022-32221

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AMENDING RESOLUTION NO 2021-31965, AND APPROVING THE NEGOTIATED TERMS OF THE CITY'S AGREEMENT WITH RED BULL NORTH AMERICA, INC FOR THE EXCLUSIVE ENERGY DRINK POURING RIGHTS CATEGORY, AND FURTHER AUTHORIZING THE CITY MANAGER AND CITY CLERK TO EXECUTE THE FINAL AGREEMENT WITH RED BULL NORTH AMERICA, CONSISTENT WITH THE TERMS SET FORTH HEREIN.

WHEREAS, the City of Miami Beach (the "City") entered into a sponsorship agreement, dated March 14, 2012 (the "Agreement"), with Coca-Cola North America, a division of the Coca-Cola Company, and Coca-Cola Refreshments USA, Inc. d/b/a Florida Coca-Cola Bottling Company (the "Bottler") (collectively, "Coca-Cola") for a term beginning January 1, 2012 and ending on December 31, 2021; and

WHEREAS, on March 1, 2017, the Mayor and City Commission adopted Resolution No. 2017-29774, approving the assignment of the Bottler's interest in the Agreement to Coca-Cola Beverages Florida, LLC, as the successor Bottler, in connection with the sale of Bottler's assets to the successor Bottler; and

WHEREAS, the parties executed an assignment and assumption agreement, dated March 29, 2017, assigning Bottler's interest in the Agreement to the successor Bottler; and

WHEREAS, on January 13, 2021, the Mayor and City Commission adopted Resolution No. 2021-31541, approving an amendment to the Agreement ("Amendment No. 1"); said Amendment removing the City's requirement to purchase a minimum of 22,500 cases of Coca-Cola product per Agreement Year for the 2020 and 2021 Agreement Years; guaranteeing that the City would receive the full Sponsorship Fee for the 2020 Agreement Year, in the amount of \$325,000.00; and reducing the Sponsorship Fee that Coca-Cola would have to pay the City for the 2021 Agreement Year from \$325,000.00 to \$195,433.33; and

WHEREAS, the Agreement expired on December 31, 2021; and

WHEREAS, in order to explore all opportunities for a non-alcoholic pouring rights partnership, while ensuring continuity of services and maintenance of existing equipment, the City and Coca-Cola agreed to extend the Agreement, on a month to month basis, commencing on January 1, 2022, for a period not to exceed six (6) months (June 30, 2022), and to remove the energy beverage category from the scope of the Agreement; and

WHEREAS, Spectra Partnerships initiated a selection process to identify and recommend an exclusive/official non-alcoholic beverage partner for the City, with the goal of identifying a partner that would be interested in a brand affiliation relationship with the City, while removing all plastics included in the proposals for the soda and water categories, and providing a marketing benefit to both parties, as well as revenue generation for the City; and

WHEREAS, Spectra Partnerships initiated a process that involved the initial identification of potential respondents; an invitation for those companies to submit proposals; and invited entities in the nonalcoholic beverage category to submit "best and final" offers; and

WHEREAS, subsequent to their submission and presentation, Spectra Partnerships recommended to the City the selection of Red Bull North America as the City's exclusive Energy Drink beverage sponsor; and advised City staff that an agreement with Red Bull North America would provide a financial, marketing and in-kind benefit of an approximate amount of \$1,275,000.00 to the City over the proposed five-year term of the partnership (cash and non-cash value); and

WHEREAS, on December 8, 2021, the Mayor and City Commission adopted Resolution No. 2021-31965, waiving, by 5/7th vote, the formal competitive bidding requirement, and authorizing the City Manager to negotiate an agreement with Red Bull North America, for an exclusive pouring rights energy drink category municipal marketing agreement, for vending and dispensing on certain City-owned properties, based upon the following essential terms:

RED BULL					
YEAR	Sponsorship	Rebates	Volume Bonus	Product Commitment	TOTAL
2022	\$75,000	\$20,000	\$25,000	\$135,000	\$255,000
2023	\$75,000	\$20,000	\$25,000	\$135,000	\$255,000
2024	\$75,000	\$20,000	\$25,000	\$135,000	\$255,000
2025	\$75,000	\$20,000	\$25,000	\$135,000	\$255,000
2026	\$75,000	\$20,000	\$25,000	\$135,000	\$255,000
	\$375,000	\$100,000	\$125,000	\$675,000	\$1,275,000

- (1) Term: 5 years;
- (2) Sponsorship fee*: \$75,000.00 per year, starting in 2022;
- (3) Rebate Bonus-: \$5/case or gallon purchased, paid quarterly;
- (4) Volume Bonus: \$25,000 paid at 10,000 cases purchased, and an additional \$25,000 each additional 5,000 cases
- (5) Full-Service Vending Rebates - \$5 / case for all cases sold through Red Bull's third-party vending supplier;
- (6) Sampling Product – \$135,000 (retail value) in sampling product as mutually agreed to between both parties so as not to affect existing product sales;
- (7) Complimentary Product - up to 625 cases (15,000 x 8.4 oz cans) of free product (not cash convertible);
- (8) Value of sponsorship over term of the Agreement (for cash and non-cash), in the amount of \$1,275,000.00, inclusive of the annual sponsorship fees (\$375,000.00); can rebates (\$100,000.00); volume bonus (\$125,000.00); and sample / complimentary product value (\$675,000.00); and

WHEREAS, following the March 9, 2022 City Commission meeting, the City and Red Bull North America entered into further negotiations, and agreed to additional essential business terms, which include providing Red Bull North America with certain benefits in order to incentivize Red Bull North America to bring large events, meetings and sampling activations to Miami Beach; increase awareness of the partnership; increase brand awareness around both brands; and drive sales, therefore increasing revenues for both the City and Red Bull North America; and

WHEREAS, in addition to the benefits outlined in their Proposal, the City and Red Bull North America have agreed to the following additional essential business terms:

1. Waiver of Special Event Permit and/or Permit Application Fees. Red Bull North America shall have the use for up to two (2) mutually agreed upon event(s) per year, based on availability, for a value of up to a maximum of \$25,000.00 per event, all in accordance with the City Code, and will not include the waiver of any hard costs, all of which shall be the responsibility of Red Bull North America; and
2. Two (2) Product Sampling Permits per Month. Red Bull North America shall have the right to use a maximum of twenty four (24) product sampling permits per year, which will not include all other fees and costs of production, including but not limited to taxes, police, security, sanitation, etc., all of which shall be the responsibility of Red Bull North America; said permit waivers having a value to Red Bull North America, in the amount not to exceed \$60,000.00, based upon 24 waivers per year (maximum two per month), with an approximate value of \$2,500.00 each; and
3. Vending Services and Rebates. Red Bull North America will contract with a third-party vendor to execute city wide vending services. The City will receive a vending rebate of \$5 /per case for each case sold in vending machines placed on City property or within City venues; and
4. Advertising Benefits. Red Bull North America shall have the following advertising benefits, which do not have an actual out-of-pocket expense to the City: (1) one (1) royalty free advertisement in any City-produced event collateral as the "Official Energy Drink of Miami Beach"; (2) one (1) royalty free Red Bull North America PSA or message per year to be aired on MBTV; and (3) one (1) royalty free Red Bull North America PSA or message per year to be aired on the Miami Beach trolley video screens, with above advertising benefits having no additional costs to the City; and

WHEREAS, based upon the foregoing, the City Manager recommends approving the additional essential business terms for the agreement with Red Bull North America.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby amend Resolution No. 2021-31965, and approve the negotiated terms of the City's Agreement with Red Bull North America for the exclusive energy drink pouring rights category; and further authorize the City Manager and City Clerk to execute the final agreement with Red Bull North America, consistent with the terms set forth herein.

PASSED and **ADOPTED** this 20 day of July 2022.

ATTEST:



Rafael E. Granado, City Clerk


JUL 25 2022



Dan Gelber, Mayor



APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney *[Signature]*

7-14-22
Date

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Alina T. Hudak, City Manager
DATE: July 20, 2022

SUBJECT: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AMENDING RESOLUTION NO 2021-31965, AND APPROVING THE NEGOTIATED TERMS OF THE CITY'S AGREEMENT WITH RED BULL NORTH AMERICA, INC. FOR THE EXCLUSIVE ENERGY DRINK POURING RIGHTS CATEGORY, AND FURTHER AUTHORIZING THE CITY MANAGER AND CITY CLERK TO EXECUTE THE FINAL AGREEMENT WITH RED BULL NORTH AMERICA, CONSISTENT WITH THE TERMS SET FORTH HEREIN.

RECOMMENDATION

The Administration recommends that the Mayor and Commission adopt the Resolution.

BACKGROUND/HISTORY

On December 8, 2021 the Mayor and Commission approved Resolution 2021-31965 (attached), waiving, by 5/7th vote, the formal competitive bidding requirement, finding such waiver to be in the best interest of the city, and authorizing the City Manager to negotiate an agreement with Red Bull North America, for an exclusive municipal marketing pouring rights agreement in the energy drink category for vending and dispensing on certain city-owned properties, based upon the essential terms set forth in the city commission memorandum accompanying the item resolution, for a term of five (5) years; further, authorizing the City Manager to finalize and execute the agreements, subject to form approval by the City Attorney.

The Administration and Red Bull North America began contract negotiations and in addition to the agreed upon terms set forth in the December 8, 2021 agenda item, the Administration agreed to include additional benefits to Red Bull North America, as it was deemed to be favorable to both entities in terms of financial impact and brand awareness.

ANALYSIS

In addition to the business terms outlined in the December 8, 2021 Commission Agenda, the Administration would like to add the following items to the final agreement, which having a financial component, require approval from the Mayor and Commission:

Advertising & Sponsorship Rights

1. **Special Event Permit Fee Waiver** - waiver of any Special Event Permit and/or Permit Application Fees for Red Bull North America's use for two (2) mutually agreed upon event(s) per Year, based on availability and meeting all approvals as set forth in the City's Special Event Permit approval process. For purposes of the Special Event Permit and / or Permit Application Fee waiver, these Facilities shall include public beachfront areas, and Parks and Recreation facilities where Special Events are permitted. The City shall only waive fees up to a maximum of \$25,000 per event, and solely for permit or square footage fees for which the city has no hard cost. All other costs and ancillary fees including but not limited to production, taxes, security, audio/visual, decoration, parking or food and beverage shall be the responsibility of Red Bull North America. Rights may not be transferred or assigned and do not carry over into future Years.

The Administration is in support of this benefit as Red Bull North America is globally recognized as producing some of the top events and brand activations, and this will incentivize them to bring those events to Miami Beach.

2. **Product Sampling** - Up to two (2) royalty free Product Sampling permits per month (up to \$2,500 per permit per month, and up to \$60,000 per Agreement Year), to a maximum of twenty-four (24) permits per Year. Permit waiver shall only cover permit fee costs for which the City has no hard cost. If Red Bull North America does not use all twenty-four (24) permits by the end of the Year, any remaining permits will not roll-over to the following Year and will be forfeited. All other fees and costs of production, including but not limited to taxes, security, audio/visual, decoration or food and beverage shall be the responsibility of Red Bull North America. Rights may not be transferred or assigned and do not carry over into future Years.

The Administration is in support of this benefit as Red Bull North America sampling activations are highly engaging and recognizable and will not only bring awareness to our new partnership, but will bring brand awareness to the Red Bull North America brand with the intent of driving sales at City owned venues, resulting in higher consumption and financial rebates back to the City.

3. **Vending Sales Rebates** – Red Bull North America will contract with a third-party vendor to execute city wide vending services. The City will receive a vending rebate of \$5 /per case for each case sold in vending machines placed on City property or within City venues.

The Administration is in support of this benefit as it was not included as part of the initial agreement and will further increase revenues to the City by allocating \$5 from every case of Red Bull sold in vending machines, back to the City in the form of a rebate.

4. **Advertising Benefits**. Red Bull North America shall have the following advertising benefits, which do not have an actual out-of-pocket expense to the City: (1) one (1) royalty free advertisement in any City-produced event collateral as the "Official Energy Drink of Miami Beach"; (2) one (1) royalty free Red Bull North America PSA or message per year to be aired on MBTV; and (3) one (1) royalty free Red Bull North America PSA or message per year to be aired on the Miami Beach trolley video screens, with above advertising benefits having no additional costs to the City; and

The Administration is in support of all of the above-mentioned advertising benefits as they will draw attention to our new partnership, while elevating the Miami Beach brand and driving consumption and sales, resulting in higher revenues for the City.

SUPPORTING SURVEY DATA

N/A

FINANCIAL INFORMATION

The contained items will have the following financial impact:

Special Event Permit - up to \$25,000 per permit x 2 permits = \$50,000 in fee waivers per Contract Year. This benefit has no negative financial impact, as these waived fees would be unrecognized revenues. These waivers cannot be used for any hard costs or where the City has an expense to be paid.

Sampling Permits - up to \$2,500 per permit x 24 permits = \$60,000 in waived fees per Contract Year. This benefit has no negative financial impact.

Vending Rebates – the City will receive a cash rebate of \$5 / case sold in every Red Bull North American vending machine placed throughout the City and City venues.

Advertising Benefits - \$0.00 - the City has no costs associated with these benefits and this benefit will only increase brand awareness, which in turn can help increase sales of Red Bull North America product, resulting in higher revenues due to the City under the agreement.

CONCLUSION

The Administration recommends amending Resolution 2021-31965, approving the final essential negotiated terms of the City's agreement with Red Bull North America Inc., for the exclusive Energy Drink category, and further, to authorize the City Manager and City Clerk to execute the final agreement, consistent with the terms set forth herein.

Applicable Area

Citywide

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

Legislative Tracking

Marketing and Communications

Sponsor

Commissioner Alex Fernandez

ATTACHMENTS:

Description

- Resolution 2021-31965

RESOLUTION NO. 2021-31965

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, WAIVING, BY 5/7TH VOTE, THE FORMAL COMPETITIVE BIDDING REQUIREMENT, FINDING SUCH WAIVER TO BE IN THE BEST INTEREST OF THE CITY, AND AUTHORIZING THE CITY MANAGER TO NEGOTIATE AN AGREEMENT WITH RED BULL NORTH AMERICA, INC. (RED BULL), AS THE EXCLUSIVE ENERGY DRINK SPONSOR, TO INCLUDE POURING RIGHTS, MUNICIPAL MARKETING, VENDING AND DISPENSING ON CERTAIN CITY-OWNED PROPERTIES, BASED UPON THE ESSENTIAL TERMS SET FORTH IN THE CITY COMMISSION MEMORANDUM ACCOMPANYING THIS RESOLUTION, FOR A TERM OF FIVE (5) YEARS; AND FURTHER AUTHORIZING THE CITY MANAGER AND CITY CLERK TO EXECUTE THE AGREEMENT, SUBJECT TO FORM APPROVAL BY THE CITY ATTORNEY.

WHEREAS, the City's municipal sponsorship agency, Global Spectrum L.P. ("Spectra Partnerships"), worked with City staff to identify priorities for their efforts in securing municipal marketing partners, and identified non-alcoholic beverage partnerships as a target category, and;

WHEREAS, Spectra Partnerships initiated a selection process to identify and recommend an exclusive / official non-alcoholic beverage partner for the City, with the goal of identifying a partner that would be interested in a brand affiliation relationship with the City, and providing a marketing benefit to both parties, as well as revenue generation for the City; and

WHEREAS, Spectra Partnerships initiated a process that involved the initial identification of potential respondents; an invitation for those companies to submit proposals; the selection of the best potential partnership offers for the submission of a "best and final" offer; and the recommendation of a final offer for the City to consider; and

WHEREAS, Spectra Partnerships invited the top three (3) national entities in the non-alcoholic beverage category to submit "best and final" offers and, subsequent to their submission and presentation, recommended to the City the selection Red Bull North America, Inc. (Red Bull) as the City's exclusive energy drink sponsor to include pouring rights, municipal marketing, vending and dispensing rights on certain city-owned properties, based upon the essential terms set forth in their proposal, attached as Exhibit "A" to the City Commission Memorandum accompanying this Resolution (the "Proposal"); and


WHEREAS, Spectra Partnerships analyzed the Proposal and advised City staff that an agreement with Red Bull would provide a financial and marketing benefit of more than \$1,275,000 to the City over the proposed five-year term of the partnership (cash and non - cash value); and

WHEREAS, based upon the foregoing, the City Manager recommends waiving, by 5/7th vote, the formal competitive bidding requirement, as permitted in Section 2-367(e) of the City Code, and authorizing the City Administration to negotiate an agreement with Red Bull for a term of five (5) years, based upon the essential terms set forth in the City Commission Memorandum accompanying this Resolution.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby waive, by 5/7th vote, the formal competitive bidding requirement, finding such waiver to be in the best interest of the City, and authorize the City Manager to negotiate an agreement with Red Bull North America, Inc. (Red Bull), as the exclusive energy drink sponsor, to include pouring rights, municipal marketing, vending and dispensing rights on in certain city-owned properties, based upon the essential terms set forth in the City Commission Memorandum accompanying this Resolution, for a term of five (5) years; and further authorize the City Manager and City Clerk to execute the agreement, subject to form approval by the City Attorney.

PASSED and ADOPTED this 8th day of December 2021.

ATTEST:



Rafael E. Granado, City Clerk





Dan Gelber, Mayor

DEC 13 2021

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION


for City Attorney 

12/6/21
Date

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Alina T. Hudak, City Manager
DATE: December 8, 2021

SUBJECT: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, WAIVING, BY 5/7TH VOTE, THE FORMAL COMPETITIVE BIDDING REQUIREMENT, FINDING SUCH WAIVER TO BE IN THE BEST INTEREST OF THE CITY, AND AUTHORIZING THE CITY MANAGER TO NEGOTIATE AN AGREEMENT WITH RED BULL NORTH AMERICA, INC. (RED BULL), AS THE EXCLUSIVE ENERGY DRINK SPONSOR, TO INCLUDE POURING RIGHTS, MUNICIPAL MARKETING, VENDING AND DISPENSING ON CERTAIN CITY-OWNED PROPERTIES, BASED UPON THE ESSENTIAL TERMS SET FORTH IN THE CITY COMMISSION MEMORANDUM ACCOMPANYING THIS RESOLUTION, FOR A TERM OF FIVE (5) YEARS; AND FURTHER AUTHORIZING THE CITY MANAGER AND CITY CLERK TO EXECUTE THE AGREEMENT, SUBJECT TO FORM APPROVAL BY THE CITY ATTORNEY.

RECOMMENDATION

The administration recommends waiving, by 5/7th vote, the formal competitive bidding requirement, as permitted in Section 2-367(e) of the City Code, and authorizing the City Administration to negotiate an agreement with Red Bull for a term of five (5) years, based upon the essential terms set forth in the City Commission Memorandum accompanying this Resolution.

BACKGROUND/HISTORY

The City has an agreement for pouring rights with Coke Florida as the non-alcoholic beverage partner. Pouring rights refers to dispensed non-alcohol beverages or beverages sold via concession, as compared to those being sold through a vending machine. This agreement was approved by the Commission on March 14, 2012 and is set to expire on December 31, 2021. The City's municipal sponsorship consultant, Spectra Partnerships, initiated a selection process for new non-alcoholic beverage partnership opportunities for the City. Spectra Partnerships has developed and cultivated successful non-alcoholic beverage partnerships for 150+ clients across North America and has identified multiple opportunities to grow the financial, brand, product, and sustainability contributions for both the City and its residents and visitors.

Current Opportunities:

Comparable to the previous partnership, the selected entity would have exclusive category

vending and pouring rights at all pre-determined City owned facilities, including those currently managed by third parties, including, but not limited to the Miami Beach Convention Center, the North Beach Bandshell and Flamingo Park Tennis Center as examples.

The management or contracted companies for these respective City facilities will be required to comply with any of the City's selected category sponsors, with all revenues relating to sponsorship and commissions, as well as marketing support, to benefit the City directly.

Process:

Spectra Partnerships managed the process relating to the exclusive beverage partner program on behalf of the City, beginning with initial identification of potential respondents; an invitation for those companies to submit proposals; the selection of the best potential partnership offers for the submission of a "best and final" offer; and the recommendation of a final offer for the City to consider.

Spectra Partnerships' involvement has included being the day to day contact for proposers as well as facilitating all administrative functions, analysis of comparable partnerships, negotiation on sponsorship deal points, and providing these potential partners with information relating to the City and opportunities. Spectra Partnerships also gathered information on current venues, volumes, and deal structures.

Proposal Components:

Spectra Partnerships advised prospective proposers of the City's interest in an energy drink partner and the availability of opportunities from this partnership. Spectra Partnerships also advised the prospective proposers of the City's interest in securing a partner that provided an annual sponsorship fee, a comprehensive marketing plan, and a sustainability and recycling strategy to enhance the presence of both the partner brand and the Miami Beach brand to ensure the executed agreement was a 360 degree integrated plan, and not simply an exchange of money. Red Bull North America, Inc. (Red Bull) submitted a five-year proposal.

ANALYSIS

Best and Final Offers:

Based on Spectra Partnerships review, Red Bull presented a proposal that provided a combination of an annual "sponsorship" fee, commissions on sales, and a rebate program. Red Bull also provided preferred product pricing, as it was essential that proposed pricing be competitive with current pricing in the overall market and at City of Miami Beach venues. The proposal also delineated potential marketing opportunities from the partnership.

Below are the major components of the proposal:

Term:

- 5 years

Sponsorship fee:

- \$75,000 per month paid within 30 days of contract execution.

Commissions / Pricing / Rebates:

- Rebate Bonus: \$5 per case purchased, paid quarterly.
- Volume Bonus: \$25,000 paid at 10,000 cases, additional \$25,000 for each additional 5,000 cases.
- Pricing - \$36/case for 24 x 8.4 oz cans
- Sample Product – 15,000 cans at \$3/can for CMB employees, and 30,000 cans at \$3/can at mutually agreed upon occasions.

Sustainability:

- 80% renewable energy in the manufacturing process.
- Red Bull cans are made of up to 100% recycled aluminum.
- Red Bull cans are 100% recyclable.
- Secondary packaging (carton and foil) is made up of up to 100% recycled material and is 100% recyclable.

Marketing:

Red Bull offers some of the world's most recognizable branded events and marketing efforts and will look to partner with the City across multiple activations which could include F1, athlete collaborations, and the Red Bull Air Force. Red Bull is committed to exploring all activations with the City as they are currently building out their 2022 and beyond activation strategy.

PROPOSAL:

Exhibit A outlines the sponsorship proposal submitted by Red Bull. The proposal delineates the general responsibilities of each party during the term of the Agreement. As noted, several points remained under discussion at the time this agenda item went to print, pending further clarification and agreement by Red Bull's and the City's legal teams on proposed language submitted by all parties and to be confirmed in the verbiage included in the final contract. The final contract will also include all confirmed locations of potential vending equipment.

Estimated Total Value:

Red Bull was founded in 1984 and controls the largest share of the energy drink category in the global beverage industry with over 7.9 billion cans sold in 2020. As reflected in the attached proposal, the estimated total value of the proposed energy drink sponsorship partnership with Red Bull over the term of the agreement is approximately \$1,275,000, inclusive of the annual sponsorship fees (\$375,000); can rebate (\$100,000), volume bonus (\$125,000) and sample product value (\$675,000).

The following charts provide a breakdown of the value of the proposed partnership between the City of Miami Beach and Red Bull (cash and non-cash):

YEAR					
2022	\$75,000	\$20,000	\$25,000	\$135,000	\$255,000
2023					
2024	\$75,000	\$20,000	\$25,000	\$135,000	\$255,000
2025					
2026	\$75,000	\$20,000	\$25,000	\$135,000	\$255,000

Requirements of City:

As is common in these types of partnerships, there are certain expectations with regards to the non-alcoholic beverage partner's role. In addition to supporting the efforts of expanding the sales of the products through city-owned vending locations and venues, support will include: recognition of the partnership as the official energy drink of Miami Beach; exclusive sampling rights on public rights of way, with a waiver of certain permit and application fees for a limited number of sampling events on public property (mutually agreed upon and to be determined in the final contract); recognition of the integrated logo, with a right to use the logo; City use of only Red Bull energy drink products at City events (the agreement negotiated will be subject to any existing contractual rights that the city has with other parties, and will allow the City a certain number of waivers per year.

Spectra Partnerships, in conjunction with the administration, recommends that the City enter negotiations with Red Bull as the City's official energy drink partner, pursuant to the proposal in Exhibit A.

SUPPORTING SURVEY DATA

N/A

Applicable Area

Citywide

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

Non-Applicable

Legislative Tracking

Marketing and Communications

ATTACHMENTS:

Description

- Exhibit A - Red Bull Proposal
- Resolution