

City of Miami Beach Produced Events
RENTAL DISCOUNT / WAIVER APPLICATION

DATE OF REQUEST: 5/10/22
NAME OF EVENT: MIAMI CITY BALLET'S 2023 GALA
DATE(S) OF EVENT: THURSDAY, MARCH 30, 2023 (LOAD IN 3/29, LOAD OUT 3/31)
TIME OF EVENT: 7:00PM - 12:00AM
ESTIMATED ATTENDANCE: 450 GUESTS
REQUESTED MBCC SPACE(S): SUNSET VISTA BALLROOM, FOYER, MEETING ROOMS 212, 213, 214, 215
DEPARTMENT NAME: MIAMI CITY BALLET
DIRECTOR: LISA POLLACK, DIRECTOR OF SPECIAL EVENTS PHONE: 305.929.7013
EMAIL: LISA.POLLACK@MIAMICITYBALLET.ORG
ACM:
TOTAL EVENT BUDGET: \$

PLEASE PROVIDE A BRIEF EXPLANATION OF WHY ANOTHER CMB PROPERTY COULD NOT ACCOMMODATE THIS EVENT:

In previous years, Miami City Ballet has held its Gala at the Faena Forum and Fontainebleau Hotel. The Forum cannot accomodate our increased guest count and the Fontainebleau is not available on our date. Several other local hotels were contacted yet those hotels could not accomodate our event size and/or date. Other local venues were also reserached including Jungle Island, The Deck at Island Gardens and others venues not on Miami Beach, yet those were also found to not be suitable for our MBCC's space is conducive to MCB's needs in terms of meeting rooms (green rooms) for dancers, staff, and MBC's production team as the ballet will have several stage performances that night. MBCC also provides ample ballroom space, parking for both valet and self drivers, catering onsite, and accessibility being on Miami Beach. We look forward to returning to MBCC to host our 2023 Gala.

PLEASE PROVIDE A BRIEF EVENT BACKGROUND:

Every year, Miami City Ballet hosts a fundraising Gala. The proceeds raised at the event support the company, the School and our Community Engagement Programs. Both company dancers and students will be involved in the performance aspects at the Gala. A Chairman's Award for Leadership in the Arts will be given out. Mayor Dan Geider received this award at the 2022 Gala for his work in Arts Education with STEAM. The event starts with a cocktail hour in the Foyer, followed by dinner and a stage program, performances, and then general dancing until the end of the night. Valet parking (or the option to self park) is provided to all guests. In previous years, we've had a small auction as part of the event, and may have both a silent and live auction for the 2023 Gala. As MCB is headquartered in Miami Beach, we try to make a concerted effort to keep the Gala in Miami Beach, keeping jobs local and bringing local philanthropists, celebrities and other major donors to the Miami Beach area.

REQUIRED ATTACHMENTS:

- Event budget for the requested discount or waiver. The budget must disclose all sources and uses of funds related to the event, including the use of the request rent discount or waiver.
List of all corporate and private sponsorships and in-kind contributions to be used for the event. Backup materials for the sponsorships and in-kind contributions must be included.

CERTIFICATION / SIGNATURE

I certify that all information contained in this application and attachments are true and accurate, and that I am authorized hereto to execute this application.

NAME LISA POLLACK TITLE DIRECTOR OF SPECIAL EVENTS
(Please Print)

SIGNATURE LISA POLLACK DATE 5/10/22

Please submit completed application with required attachments via email to:

Director, Tourism & Culture

\*Any changes to the event details in this application (attendance, dates, discounts, etc.) must be approved in writing prior to the event. Failure to secure approval will result in revocation of the rental waiver and discount. A department may apply more than once per calendar year. This waiver covers MBCC rental fees only.

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FOR MBCC ONLY:

DATE(S) OF EVENT AVAILABLE:
TIME OF EVENT AVAILABLE:

Financial Information

Provided the event budget for the requested discount or waiver. The budget must disclose all sources and uses of funds related to the event, including the use of the request rent discount or waiver.

Disclosed all corporate and private sponsorships and in-kind contributions to be used for the event. Back-up materials for the sponsorships and in-kind contributions must be included.

Rental Fees: \$36,194

Approved: Initial & Date:

MBCC

Tourism/Culture: [Signature]

ACM: [Signature]

City Manager: [Signature]

Denied: Date: Comment:

# MIAMI CITY BALLET

2023 GALA EXPENSE BUDGET  
5/23/2022

ITEM	Projected - 450 ppl
	2023
MARKETING: PRINTING/MAILING	BUDGET
<b>Assets:</b>	
Invitation complete 1000 pieces	\$ 7,500.00
Postage stamps + shipping	\$ 1,000.00
Invitation / Envelope samples	\$ 100.00
Program Book - digital/graphics	\$ 1,000.00
Menu / Run of show	\$ 500.00
Pledge card	\$ 350.00
Signage	\$ 500.00
Postage for Board/MJD solicitation (summer hard copy mailing)	\$ 100.00
Table numbers	\$ 250.00
<b>Design Fees:</b>	
Gala design of collaterals print + digital	\$ 5,500.00
Gala Guide & Platinum Membership for Social Miami	\$ 1,000.00
<b>Video Footage:</b>	
Sasha Iziliaev - (MCB in house B roll for video)	\$ 500.00
Honoree video production (Tiffany Muzante)	\$ 1,000.00
Gala footage B Roll taken while event is on (Tiffany Muzante)	\$ 1,000.00
<b>TOTAL MARKETING COSTS</b>	<b>\$ 20,300.00</b>
<b>PRODUCTION (AV, ELECTRIC, VENUE RELATED COSTS)</b>	
Budget for production company vendors only	\$ 175,000.00
<b>Related MBCC venue costs:</b>	
Venue costs	\$ 23,000.00
Edlin Electric	\$ 7,000.00
Venue Everlast AV	\$ 1,500.00
Convention Center - Union Labor	\$ 25,000.00
Dance Floor	\$ 2,000.00
Risers	\$ 2,000.00
WI-FI	\$ 1,000.00
<b>Music + Entertainment:</b>	
Live DJ	\$ 2,500.00

ITEM	2023
Cocktail hour musicians	\$ 1,000.00
<b>TOTAL PRODUCTION COSTS</b>	<b>\$ 240,000.00</b>
<b>VENUE CATERING COSTS</b>	
Passed hors d'oeuvres	
Vendor Meals	
Gala Dinners	
Bar Mixers for Guests	
Corkage fee	
<b>Sub Total</b>	<b>\$ 74,500.00</b>
Admin Fee 22 %	\$ 16,390.00
<b>TOTAL F&amp;B</b>	<b>\$ 90,890.00</b>
<b>OTHER VENUE COSTS</b>	
Valet - 1st Class Parking (Wilson)	\$ 3,000.00
Security - Frank Martinez Spartan Security	\$ 1,000.00
Miami City Ballet Marley Placement	\$ 1,000.00
<b>TOTAL VENUE COSTS</b>	<b>\$ 5,000.00</b>
<b>PHOTOGRAPHERS</b>	
Photography (2 photographers)	\$ 2,500.00
<b>TOTAL PHOTOG. COSTS</b>	<b>\$ 2,500.00</b>
<b>MISCELLANEOUS COSTS</b>	
Chair Gifts	\$ -
Chairman's Award	\$ 500.00
Digital Registration	\$ 2,500.00
Ubers / PARKING	\$ 100.00
Transport gala items from MCB to MBCC	\$ 300.00
Food / Snacks (day of event)	\$ 100.00
Go Daddy Domains	\$ 100.00
Dinner & Ubers - pre pro students	\$ 400.00
<b>TOTAL CONTINGENCY COSTS</b>	<b>\$ 4,000.00</b>
<b>TOTAL EXPENSES</b>	<b>\$ 362,690.00</b>
<b>Donated Products - IN KIND</b>	
Wine - Red, White, Sparkling, Rose (TBD)	
Liquor - Bacardi (TBD)	
Salmon - BluGlacier / Oshen (TBD)	

## SPONSORS

Bacardi – Liquor Sponsor  
Freixenet Mionetto - Prosecco Sponsor  
Oshen / BluGlacier - Culinary Sponsor  
SALÚ! Wine Community - Wine Sponsor  
The Luxury Network

Marjorie & Thomas Nealon  
Sofia & Martiniano Perez  
Claudia Perles & Gerald Fultz  
Sandra Simon  
Carmen Tagle & Alan Rose  
Siri Willoch Traasdahl & Are Traasdahl  
The Lynn and Louis Wolfson II Family Foundation

## MEDIA PARTNER

Modern Luxury, Miami Magazine  
Selecta Magazine

## PREFERRED RIDE SHARE VENDOR

Alto

## DONATIONS

City of Miami Beach  
Madeline & Stephen Anbinder  
Marlene Brody  
Leslie Curtis  
Pam Garrison  
Janine Gordon & Alvin Schechter  
Nina Griswold  
Stacy Hastie  
Elissa Kramer & Jay Newman