

RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AUTHORIZING THE CITY MANAGER TO EXECUTE A SPONSORSHIP AGREEMENT WITH THE OCEAN DRIVE IMPROVEMENT ASSOCIATION, INC, IN THE AMOUNT NOT TO EXCEED \$100,450.00, FOR THE 2023 SEASON OF THE OCEAN DRIVE PROMENADE MUSIC SERIES.**

**WHEREAS**, the Ocean Drive Promenade Music Series (the "Event") is a weekly Sunday afternoon public event, celebrating, through careful activation, the Ocean Drive Promenade; building a community for residents in the Art Deco Cultural District; and amplifying a positive message about Ocean Drive and the Miami Beach community through musical performances; and

**WHEREAS**, the Ocean Drive Improvement Association, Inc. ("ODA"), as the event organizer, in partnership with the City and the Greater Miami Convention and Visitors Bureau, features live concerts that showcases jazz and classical musicians on the Ocean Drive Promenade; and

**WHEREAS**, on April 29, 2022, the Finance and Economic Resiliency Committee recommended approving ODA's funding request for the Ocean Drive Promenade Music Series, in an amount not to exceed \$100,450.00 ("City's Contribution"); requiring ODA to provide a final report depicting audience attendance and demographics; and requiring that future funding requests for this Event require a 1:1 match; and

**WHEREAS**, on May 4, 2022, the Mayor and City Commission adopted resolution 2022-32154 accepting the recommendation of the FERC and authorized the City Manager and City Clerk to execute the sponsorship agreement with the ODA for the 2022 season; and

**WHEREAS**, the ODA has requested funding assistance from the City, in the amount of \$100,450.00, for the 2023 Event series; and

**WHEREAS**, on September 28, 2022, the Mayor and City Commission adopted resolution 2022-32334 adopting the FY 2023 budget that included funding for the 2023 Event series; and

**WHEREAS**, the City's funding contribution will come from Resort Tax funds; and

**WHEREAS**, the 2023 Event series is scheduled to take place every Sunday at 5:00 PM, from October 1, 2022 through September 30, 2023, in the Ocean Drive Promenade, between 14th Street and 14th Place on Ocean Drive; and

**WHEREAS**, the City Manager recommends approving the sponsorship and authorizing the City Manager to enter into a sponsorship agreement with ODA for the 2023 Ocean Drive Promenade Music Series.


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 authorize the City Manager to execute a sponsorship agreement with the Ocean Drive Improvement Association, Inc., in the amount not to exceed \$100,450.00, for the 2023 Season of the Ocean Drive Promenade Music Series.

PASSED and ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2023.

ATTEST:

\_\_\_\_\_  
Dan Gelber, Mayor

\_\_\_\_\_  
Rafael E. Granado, City Clerk

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION  
  
\_\_\_\_\_  
City Attorney *Grill*      4-14-23  
Date