

Herrera Gonzalez,Ambar

From: Brian Ehrlich <brian@paradigm01.com>
Sent: Tuesday, April 18, 2023 4:42 PM
To: kristen rosengonzalez.com; Rosen Gonzalez, Kristen
Cc: Herrera Gonzalez,Ambar; Monserrat, Marcia
Subject: National Cycling League (NCL): April 28 Commission Meeting
Attachments: Waiver Documentation.pdf; Miami Beach NCL Cup Economic Study.pdf

[THIS MESSAGE COMES FROM AN EXTERNAL EMAIL - USE CAUTION WHEN REPLYING AND OPENING LINKS OR ATTACHMENTS]

Hi Kristen:

We really appreciate your help in helping to secure the below waivers from the City + a \$75k sponsorship from the City. I have been working with Marcia and she presented us with a path forward which I have outlined below.

I also wanted to share with you the success of the NCL Miami Beach Cup that took place April 7-8 in Lummus Park.

At a high level:

- Approx. **20,000 spectators** (estimated by Sargeant Lester)
- Economic Impact of **\$21MM** on City of MB (see attached study)
- Front Press Coverage in USA Today: <https://www.usatoday.com/story/sports/cycling/2023/04/10/nfl-stars-like-jalen-ramsey-derwin-james-invest-cycling-league/11633608002/>
- Global distribution to 100,000 viewers worldwide through GCN+ (a division of Discovery).
- Please also see the attached NCL Miami Beach Economic Impact study by Clemson University detailing the outcomes of the NCL Race
- Video footage from the event here:
<https://www.youtube.com/watch?app=desktop&v=RD9eK1UJ1o&t=1s&pp=2AEBkAIB>

A Request for the April 28 Commission Meeting:

Marcia and I spoke last Friday about what the City can do retroactively support our investment we have already made in Miami Beach. As you may recall, we were asked to move the event to the April 8 weekend, and then were not offered any funds from the alternative spring break programming, once we made that move, unbeknownst to us.

Marcia outlined the following option, which I would like to ask your help with sponsoring at the April 28th Commission meeting:

1) City Waivers for the following:

- Waiving of all Special Permit fees + application fees, square footage fee, special events city services fees, vehicle access fee, (See attached Waiver Documentation PDF).

2) A City sponsorship in the amount of \$75k

-A request that the City sponsor the April 7-8, 2023 event in the amount of \$75k, to pay for costs we have already paid to the City for Police, Fire, Parking, Transportation, Building etc. My understanding from Commissioner Richardson is that there should be funds from the resort tax fees which could be applied here.

I'm reminded of your comments that Miami Beach should be attracting high-quality events like ours that draw families, residents, and sports enthusiasts. I believe we have exceeded expectations and we are also ready to commit to producing this event again in 2024.

Can you help me with these two items above?

many thanks.
Brian

<https://www.usatoday.com/story/sports/cycling/2023/04/10/nfl-stars-like-jalen-ramsey-derwin-james-invest-cycling-league/11633608002/>

----- Forwarded message -----

From: **Jon Medeiros** <jon@nclracing.com>

Date: Mon, Apr 10, 2023 at 6:44 PM

Subject: Payments to Miami Beach

To: Brian Ehrlich <brian@paradigm01.com>

Cc: Sasha Hoffman <sasha@nclracing.com>, Candace Fleming <candace@nclracing.com>

Hi Brian - here's what I have per my records. Candace and Sasha are CC'd in case I missed any. Total that I have is **\$151,203.42**, including police & fire.

Vendor	Category	Total Amt	Paid/Due
Miami Beach	Permitting	8,604.00	3/28/23
Miami Beach	Permitting	305.38	3/30/23
Miami Beach	DOT - Traffic	2,684.00	3/30/23
Miami Beach	Permitting	4,337.39	3/31/23
Miami Beach	Permitting	2,688.87	4/4/23
Miami Beach	Parking	2,586.00	4/4/23
Miami Beach	Permitting	1,000.00	4/4/23
Miami Beach	Permitting	408.00	4/4/23
Miami Beach	Permit (big one)	70,529.78	4/4/23
Miami Beach Fire	Fire	17,960.00	3/31/23
Miami Beach Police	Police	40,100.00	4/3/23

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Jon Medeiros, Finance
National Cycling League
jon@nclracing.com
+1 508-965-3033

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Brian Ehrlich
Co-Founder
Paradigm 01

305.733.8870

brian@paradigm01.com

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Co-Founder

Paradigm 01

305.733.8870

brian@paradigm01.com

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Paradigm 01

305.733.8870

brian@paradigm01.com