

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING THE SPECIAL EVENT SPONSORSHIP FUNDING FOR FISCAL YEAR 2024 FOR THREE (3) SPECIAL EVENT ORGANIZERS NAMELY (1) MIAMI SWIM WEEK THE SHOWS IN THE AMOUNT OF \$28,000; (2) AMERICAN BLACK FILM FESTIVAL IN THE AMOUNT OF \$103,000; AND (3) KING OF THE COURT VOLLEYBALL TOURNAMENT IN THE AMOUNT OF \$258,000 FOR A TOTAL AGGREGATE AMOUNT OF \$389,000, TO PROVIDE FINANCIAL ASSISTANCE TO MIAMI BEACH-BASED SPECIAL EVENTS; AND FURTHER, AUTHORIZING THE CITY MANAGER AND CITY CLERK TO EXECUTE THE SPONSORSHIP AGREEMENTS RELATED TO THE APPROVED FUNDS.

WHEREAS, the Miami Beach Special Event Sponsorship Program (the "Program") was created in June 2021 to assist the City in the review of event sponsorship and fee waiver requests; and

WHEREAS, the Program process is formalized and allows the Administration to properly analyze and budget special event sponsorship requests; and

WHEREAS, the City's current sponsorship process is codified within Section 12-7 of the City Code, which provides that "in considering approval of a Sponsorship for an event, the City Commission may consider:

- i. whether the event organizer has exercised good-faith, diligent efforts to apply for grant funding that may be available from the City's Visitor and Convention Authority ("VCA") or Cultural Arts Council ("CAC");
- ii. the Event organizer's history and performance in delivering quality Events;
- iii. any benefits being directly provided to the general public with respect to the Event, such as free or discounted tickets to persons residing in the City of Miami Beach, seniors, veterans, or member of disadvantaged groups;
- iv. whether the event is accessible to the general public (either as a ticketed event or otherwise);
- v. the demonstrable economic impacts associated with the Event;
- vi. the demonstrable media commitments secured by the Event organizer for the Event; or
- vii. the efforts undertaken by the Event organizer to mitigate any quality of life impacts associated with the Event, including noise, littering, traffic or parking impacts associated with an Event"; and

WHEREAS, sponsorship requests are generally to be reviewed well in advance of the date of each event, either as part of the City Commission's annual budget process, or through applications to the VCA or CAC; and

WHEREAS, any sponsorships request that falls outside of the standard review process is subject to the Finance and Economic Resiliency Committee (FERC) advisory review, as well as a heightened 5/7th approval requirement by the City Commission; and

WHEREAS, the Program addresses these elements and provides a platform for event organizers to apply for City sponsorship in advance, and allows the Administration time to do a proper due diligence and budget planning for the fiscal year; and

WHEREAS, the Program opened on January 1, 2023, and concluded on February 28, 2023, with ten (10) event organizers starting the application, and four (4) event organizers completing the application; and

WHEREAS, applicants who met all application requirements, including deadlines, were reviewed, and incomplete applications were disqualified; and

WHEREAS, four (4) applications were reviewed, and the Administration made the following recommendation for three (3) events:

- Miami Swim Week The Shows in an amount of \$28,000;
- American Black Film Festival in an amount of \$103,000;
- King of the Court Volleyball Tournament in an amount of \$258,000; and

WHEREAS, the Administration recommends the approval of the Miami Beach Special Event Sponsorship recommendation for Fiscal Year 2024, in an amount not to exceed \$389,000 for the three (3) aforementioned events.

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 approve the special event sponsorship funding for the Fiscal Year 2024 to three (3) special event organizers namely, (1) Miami Swim Week the Shows in the amount of \$28,000; (2) American Black Film Festival in the amount of \$103,000; and (3) King of the Court Volleyball Tournament in the amount of \$258,000 for a total aggregate amount of \$389,000, to provide financial assistance to Miami beach-based special events; and further, authorize the City Manager and City Clerk to execute the sponsorship agreements related to the approved funds.

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

8-31-23

Date