

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AMENDING AND RESTATING THE CITY'S SPECIAL EVENT SPONSORSHIP PROGRAM REQUIREMENTS AS SET FORTH IN THIS RESOLUTION, BY: (1) CREATING TWO DISTINCT EVENT SPONSORSHIP CATEGORIES, INCLUDING MINIMUM REQUIREMENTS AND EVALUATION CRITERIA, FOR "MAJOR SPECIAL EVENTS" AND "COMMUNITY ENGAGEMENT EVENTS," AND AN EVALUATION PROCESS TO REVIEW AND SCORE SPONSORSHIP REQUESTS BASED UPON WEIGHTED CRITERIA, AND (2) ESTABLISHING MAXIMUM SPONSORSHIP FUNDING AMOUNTS PER EVENT.

WHEREAS, the Miami Beach Special Event Sponsorship Program (the "Program") was created in June 2021 pursuant to Resolution No. 2021-31742 with an annual budget of \$1,500,000, to create a framework for the City's review of event sponsorship and fee waiver requests for events held in Miami Beach; and

WHEREAS, the purpose of the Program is to provide financial assistance and in-kind support to high-quality local festivals, special events, community events, or programming that promote community engagement and elevates Miami Beach as a world-class tourist destination; and

WHEREAS, the City considers special events that:

- provide unique and engaging experiences that promote residents' quality of life;
- demonstrate an increase in tourism through hotel room block contract(s) and targeted tourist attendance;
- promote Miami Beach as a national and international tourist destination;
- are accessible to the general public; and
- strengthen Miami Beach by enhancing the City's cultural offerings; and

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

WHEREAS, certain minimum requirements for the Program are codified within Section 12-7 of the City Code; and

WHEREAS, Section 12-7 of City Code 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 sponsorship request that falls outside of the City Commission's annual budget review process requires advisory review by the Finance and Economic Resiliency Committee ("FERC"), and approval on a 5/7^{ths} vote of the City Commission; and

WHEREAS, consistent with the requirements in the City Code, the Program provides a platform for event organizers to apply for City sponsorship in advance, and allows the Administration sufficient time to conduct due diligence and budget planning for the upcoming fiscal year; and

WHEREAS, prior to the creation of the Program, certain major special events received City Commission sponsorship approval through recurring enhancements in the budget; and

WHEREAS, these recurring major events are currently not subject to the Program's application and review process, but are funded from the City's \$1,500,000 Special Event Sponsorship Program budget; and

WHEREAS, after accounting for recurring major events, the remaining unallocated annual budget for the Program is \$400,000; and

WHEREAS, at the July 26, 2023 City Commission meeting, the Mayor and City Commission approved certain revisions to the City's Special Event Guidelines, including the bifurcation of the Special Event Sponsorship Program from the Special Event Guidelines; and

WHEREAS, since the inception of the Program, the Administration has witnessed increased interest, both from producers of large-scale events and community event organizers; and

WHEREAS, the Program takes into account each event producer's non-profit status, length of event, history of event, hotel room block, number of attendees, resident/community benefits, marketing, public relations exposure, and other relevant factors; and

WHEREAS, in addition, each applicant is required to show a mandatory dollar for dollar (\$1 to \$1) match, and demonstrate this match through cash, other matching sponsorships, and/or in-kind contributions; and

WHEREAS, for each annual cycle, each application that meets the City's requirements is scored by a review panel, and presented to the Mayor and City Commission for approval; and

WHEREAS, based on prior budget years, and in light of the volume of funding requests submitted to the City outside of the Program's formal application process, the Administration has identified a need to create a new sponsorship category for organizers of community events ("Community Engagement Events"); and

WHEREAS, further, based on the current proposed budget, the Administration has identified an additional need to create a maximum amount of sponsorship funding that each applicant may request; and

WHEREAS, the Tourism and Culture Department ("TCD") has collaborated with the Cultural Affairs Division to create parity between this Program and the Cultural Arts Council ("CAC") grant program, and reviewed the proposed revisions with the City's Grants Division and the Miami Beach Visitor and Convention Authority ("VCA") to ensure the proposed revisions align with the City's other grant and sponsorship opportunities; and

WHEREAS, the City Commission hereby approves the revisions to the Program requirements as set forth in this Resolution, including the creation of two new event categories, as well as evaluation criteria for each category, as follows:

SPECIAL EVENT SPONSORSHIP APPLICATION REQUIREMENTS:

*Events eligible to apply for City sponsorship funding are divided into the following two categories: **Major Special Events** or **Community Engagement Events**.*

1. Major Special Events

A Major Special Event is any function that (i) is expected to attract a large daily attendance (as defined herein) that includes both residents and visitors, and (ii) meets the criteria set forth below. Examples of Major Special Events include outdoor concerts, art fairs and exhibits, festivals, parades, cultural and community programming, charitable fundraising and health or athletic events.

- **Event Category Criteria**
 - *Special Events occurring within the City of Miami Beach either as a single occurrence or on an annual basis.*
 - *Each applicant must demonstrate confirmed hotel room blocks within Miami Beach hotels, in the form of hotel contracts or booking codes.*
 - *Each applicant must demonstrate a minimum of 100 room nights.*
 - *Minimum daily attendance of 1,000 people.*
 - *Eligible event producers include both non-profit organizations and private event producers.*
 - *There is no minimum event budget requirement to apply.*
- **Funding Requests**
 - *Each applicant must demonstrate proof of matching funds at a ratio of \$1 to \$1.*
 - *No sponsorship request shall exceed the following maximum amounts, based on the applicant's annual organizational budget:*

Maximum Sponsorship Request Amount	Annual Organizational Budget
\$50,000	At or below \$1,000,000
\$100,000	At or above \$1,000,001

- **Evaluation Criteria**
 - **Duration of Event (10 points)**
 - How many days is your event? Producers are encouraged to shorten their load-in and load-out time periods. Extended or unnecessarily lengthy load-in/load-out schedules will be scored lower.
 - **Load In Day(s) and Load Out Day(s) Scoring Scale:**

Load In Day(s)	Load Out Day(s)	Points
1-2	1-2	10
3-4	3-4	8
5	5	6
6	6	4
7+	7+	2

- **Event History (10 points)**
 - Organizational history of producing this event in Miami Beach or other comparable location(s).
- **Economic Impact and Hotel Room Block (10 points)**
 - Verification of hotel room booking in the form of hotel contracts or booking codes.

Number of Room Nights	Points
100	2
101-250	4
251-500	6
501-1,000	8
1,001+	10

- Event Attendance (10 points)
 - Does the organization properly engage audiences, reach target audiences, and assess and measure feedback? Examples could include surveys, blogs, online engagement, social media impressions, etc. (up to 5 points)
 - Points will be awarded for projections on actual attendance (up to 5 points):

Number of Attendees	Points
1,000 – 2,000	1
2,001 - 3,000	2
3,001 - 4,000	3
4,001 - 5,000	4
5,001+	5

- Resident Benefit (10 points)
 - Applicants will receive higher scores based on the scope of benefits offered to Miami Beach residents. (Examples: discounted tickets, free admission, multiday passes, etc.)
- Social and Community Impact (10 points)
 - Applicants will receive higher scores based on their engagement with the Miami Beach community, including benefits related to education, arts and culture, charitable donations, and environmental efforts.
- Marketing and Communications (10 points)
 - Does the applicant present a comprehensive marketing and communications plan that aligns with the target audience and programming goals?
- Environmental and Sustainability (10 points)
 - Does the event show environmentally sustainable practices? (examples: recycling, eco-friendly materials, etc.)
- Budgeting and Accounting (10 points)
 - Does the applicant comprehensively outline its fiscal operation and provide a comprehensive and achievable budget?
- Name of Event Incorporates “Miami Beach” or the Miami Beach brand (10 points)

- Use of “Miami Beach” to build brand identity and equity, as the community and tourists will continue to identify Miami Beach as a world-class tourist destination.

All applicants are required to have a minimum average score of 65 to be eligible to receive funding through the Special Events Sponsorship Program.

2. Community Engagement Events

A Community Engagement Event is any function that (i) is primarily geared toward the local community, (ii) is expected to attract a minimum of 200 people each day, and (iii) meets the criteria set forth below. Examples of Community Engagement Events include outdoor concerts, art fairs and exhibits, festivals, parades, cultural and community programming, charitable fundraising and health or athletic events.

- Category Criteria
 - *Special Events involving community engagement, with little to no use of hotel room blocks.*
 - *Minimum daily attendance of 200 people.*
 - *Eligible event producers include both non-profit organizations and private event producers.*
 - *There is no minimum event budget requirement to apply.*
- Funding Requests
 - *No sponsorship request shall exceed \$20,000.*
 - *Each applicant must demonstrate proof of matching funds at a ratio of \$1 to \$1.*
- Evaluation Criteria
 - Economic Impact (20 points)
 - Does the organization's current programming contribute to Miami Beach as an international cultural destination/cultural tourism?
 - Event Attendance (20 points)
 - Does the organization properly engage audiences, reach target audiences, assess and measure feedback? Examples could include surveys, blogs, online engagement, social media impressions, etc. (up to 10 points)
 - Additional points will be awarded for projected attendance (up to 10 points):

Number of Attendees	Points
200-300	5
301-400	6
401-500	7
501-600	8
601-1,000	9
1,001+	11

- Resident, Social and Community Impact (20 points)
 - Applicants will receive higher scores based on the scope of benefits offered to Miami Beach residents. (Examples: discounted tickets, free admission, multiday passes, etc.)
 - Applicants will receive higher scores based on their engagement with the Miami Beach community, including benefits related to education, arts and culture, charitable donations, and environmental efforts.
 - Does the proposed programming enhance the quality of life for residents and visitors? Is the programming reflective of Miami Beach's demographics? Are diverse communities of Miami Beach being reached? Does the programming include collaborative efforts with other organizations/ groups?
- Marketing and Communication (20 points)
 - Does the applicant present a comprehensive marketing and communications plan that aligns with the target audience and programming goals?
- Budgeting and Accounting (20 points)
 - Does the applicant comprehensively outline its fiscal operation and provide a comprehensive and achievable budget?

All applicants are required to have a minimum average score of 65 to be eligible to receive funding through the Special Events Sponsorship Program.

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 amend and restate the City's Special Event Sponsorship Program requirements as set forth in this Resolution, by: (1) creating two distinct event sponsorship categories, including minimum requirements and evaluation criteria, for "Major Special Events" and "Community Engagement Events," and an evaluation process to review and score sponsorship requests based upon weighted criteria, and (2) establishing maximum sponsorship funding amounts per event.

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

9-5-23

Date

NK