Committee Assignments - C4 W

MIAMIBEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Alina T. Hudak, City Manager
DATE: February 21, 2024

SUBJECT: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO DISCUSS SPONSORSHIP FUNDING FOR THE M.I.A. MEDIA GROUP LEGACY 20TH ANNIVERSARY GALA IN THE AMOUNT OF $25,000 FOR FY 2024.

BACKGROUND/HISTORY

MIA Media Group LLC is one of the nation's largest Black publishers, with more than one million readers. The company publishes Legacy Miami, Legacy South Florida through the Miami Herald and Sun Sentinel newspapers and digital magazines. The publications serve South Florida's Black community in Miami-Dade County with insightful, and informative topics that editorialize the success and achievements of Black industry leaders, educators, policymaker and more important, the next generation. The February 2024 Black History Month edition featured one of Miami Beach's Black leaders, Miami Beach Police Department Chief Wayne Jones, on the cover and within the publication illustrating how Miami Beach is an evolving, maturing and welcoming city.

MIA Media Group desires to host its 20th Anniversary Gala at the Loews Miami Beach Hotel and celebrate South Florida's powerful and influential Black business leaders for 2024. The event is planned for May 18, 2024. The Miami Beach sponsorship will not only celebrate South Florida's best and brightest honorees, but will also foster Miami Beach's brand and goodwill to the community including its publications through August, which is National Black Business Month.

LOBBYIST DISCLOSURE

In accordance with Resolution No. 2023-32857, adopted by the City Commission on December 13, 2023, the following information has been provided by the item sponsor as it relates to the subject resolution.

1. Was the Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying? Yes

2. If so, specify name of lobbyist(s) and principal(s): Dexter Bridgeman, MIA Media Group LLC

ANALYSIS

This referral was prepared at the request of Commissioner Tanya K. Bhatt.

SUPPORTING SURVEY DATA

N/A

FINANCIAL INFORMATION

The fiscal impact of this measure is a total $25,000 in FY 24.

Applicable Area

Citywide

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?	Does this item utilize G.O. Bond Funds?
No	No

Strategic Connection

Prosperity - Market and promote Miami Beach as a world class arts, culture, and quality entertainment destination.

Legislative Tracking

Economic Development

Sponsor

Commissioner Tanya T. Bhatt