

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING A SPONSORSHIP FROM CITIBANK, N.A., IN THE AMOUNT OF \$150,000.00, IN SUPPORT OF THE CITI CINEMA SERIES AT SOUNDSCAPE FOR FISCAL YEAR 2017/2018; AND FURTHER AUTHORIZING THE CITY MANAGER TO EXECUTE A SPONSORSHIP AGREEMENT, SUBJECT TO REVIEW AND FORM APPROVED BY THE CITY ATTORNEY.

WHEREAS, in March, 2011, the City of Miami Beach developed and produced the CITI Cinema Series at SoundScape at the ExoStage (the Cinema Series), that allows the public to experience free weekly movies at SoundScape Park; and

WHEREAS, the Cinema Series is part of the City's Arts in the Park Program that was launched in 2006, in response to the results of community surveys and focus groups, indicating that residents would like to see more free cultural events; and

WHEREAS, the CITI Cinema Series at SoundScape has been very well received by the community, generating an average weekly attendance of 938 people; and

WHEREAS, in 2014, the City was approached by Citibank, N.A. (CITI) which had an interest in an annual exclusive sponsorship of the CITI Cinema Series at SoundScape; and

WHEREAS, on July 23, 2014, the Mayor and City Commission adopted Resolution No. 2014-28663, authorizing the acceptance of a cash sponsorship of \$150,000 from CITI, and the City and CITI executed a sponsorship agreement; and

WHEREAS, in consideration of this sponsorship, CITI will continue to be the premier sponsor of the Cinema Series, and will continue to be recognized prior to each weekly movie and in marketing and promotions associated with the Cinema Series; and

WHEREAS, the sponsorship agreement also provides CITI with rights to attend and market at each weekly movie and first right of refusal for sponsorship of the CITI Cinema Series at SoundScape in subsequent years; and

WHEREAS, due to the continued success of the Cinema Series, on July 8, 2015, the Mayor and City Commission adopted Resolution No. 2015-29070 approving the CITI sponsorship for the 2015/2016 fiscal year; and

WHEREAS, in October 2016, CITI renewed its sponsorship commitment for fiscal year 2016/2017, in the amount of \$150,000, to maintain its exclusive sponsorship of the CITI Cinema Series at SoundScape; and

WHEREAS, the Administration seeks the approval to accept the \$150,000 sponsorship from CITI, as the exclusive sponsor of the 2017/2018 CITI Cinema Series at SoundScape, consistent with the sponsorship agreement for the CITI Cinema Series at SoundScape for Fiscal Year 2017/2018.

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 approve a sponsorship from Citibank, N.A., in the amount of \$150,000, in support of the CITI Cinema Series at SoundScape for Fiscal Year 2017/2018; and further authorize the City Manager to execute a sponsorship agreement, subject to review and form approval by the City Attorney.

PASSED and ADOPTED this _____ day of _____, 2017.


PHILIP LEVINE, MAYOR


ATTEST:

RAFAEL E. GRANADO, CITY CLERK

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APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney 

8/30/17

Date