

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND CITYWIDE PROJECTS COMMITTEE AT ITS SEPTEMBER 14, 2018 MEETING, AND APPROVING AND AUTHORIZING THE CITY ADMINISTRATION TO EXPLORE AND, IF APPLICABLE, DEVELOP THE FOLLOWING ADDITIONAL ALTERNATIVE REVENUE STREAMS: (1) LARGE-SCALE SPONSORSHIPS, SPECIFICALLY FOR NAMING OPPORTUNITIES FOR CERTAIN CITY-OWNED FACILITIES, INCLUDING THE NAMING RIGHTS TO THE MIAMI BEACH CONVENTION CENTER; AND (2) ADVERTISING ON THE REAR EXTERIOR SIDE OF THE CITY'S FLEET MANAGEMENT BUILDING ON TERMINAL ISLAND.

WHEREAS, at the July 13, 2018 Finance and Citywide Projects Committee (the "Committee") budget briefing meeting, multiple options were presented to the Committee as alternative ways to generate revenue for the City of Miami Beach (the "City"); and

WHEREAS, the City Administration has met internally, as well as with industry professionals, to discuss various potential revenue streams, including associated challenges and opportunities; and

WHEREAS, at the September 14, 2018 Committee meeting, the City's Marketing and Communications Department presented each option in further detail; and

WHEREAS, following the Committee's review and analysis of potential revenue streams, the Committee recommended that the City's Marketing and Communications Department move forward with exploring the following potential alternative revenue streams: (1) advertising on the City's trolleys; (2) large-scale sponsorships, specifically for naming opportunities for certain City-owned facilities, including naming rights to the Miami Beach Convention Center; and (3) advertising on the rear exterior side of the City's Fleet Management building on Terminal Island; and

WHEREAS, on September 26, 2018, the City Commission adopted Resolution No. 2018-30518, accepting the recommendation of the Committee at its September 14, 2018 meeting, and approving and authorizing the City Administration to obtain advertising services for the City's trolleys from the City of Miami trolley advertising contract with Outfront Media; and

WHEREAS, the Mayor and City Commission also directed City staff to further develop proposals for the remaining alternative revenue streams recommended by the Committee, and present such proposals to the City Commission; and

WHEREAS, many local governments across the country sell naming rights for public facilities, including parks and convention centers, to generate alternative revenue, and

WHEREAS, the City may generate revenue by entering into large-scale sponsorship agreements (specifically, for naming rights) for the newly-renovated and expanded Miami Beach Convention Center; and

WHEREAS, the City of Miami Beach Fleet Management facility, located at 140 MacArthur Causeway, on Terminal Island, can accommodate advertising signage on the rear exterior side of the building, which signage would be seen by cruise ship passengers and boaters entering and exiting the Port of Miami through Government Cut; and

WHEREAS, 5.3 million passengers enter and exit the Port of Miami each year; and

WHEREAS, the City of Miami Beach could generate significant alternative revenue by selling advertising on the rear exterior side of the Fleet Management facility; and

WHEREAS, the Mayor and City Commission now desire to direct the City Administration to explore and, if applicable, develop the following additional alternative revenue streams. (1) large-scale sponsorships, specifically for naming opportunities for certain City-owned facilities, including the naming rights to the Miami Beach Convention Center; and (2) advertising on the rear exterior side of the City's Fleet Management building on Terminal Island.

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 accept the recommendation of the Finance and Citywide Projects Committee at its September 14, 2018 meeting, and approve and authorize the City Administration to take the following actions relating to the alternative revenue streams described in this Resolution: (1) prepare a Request for Letters of Interest for large-scale sponsorships, specifically for naming opportunities for certain City-owned facilities, including the naming rights to the Miami Beach Convention Center; and (2) explore the possible sale of advertising on the rear side of the City's Fleet Management building on Terminal Island.

PASSED and ADOPTED this 17th day of October, 2018.

ATTEST:

Rafael E. Granado
City Clerk

Dan Gelber
Mayor

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney

10/8/18
Date

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