

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 AND TAKING THE FOLLOWING ACTIONS RELATING TO THE 2019 MIAMI BEACH PRIDE EVENT: (1) APPROVING WAIVERS OF SPECIAL EVENT FEES IN AN AMOUNT NOT TO EXCEED \$30,893.25, AND APPROVING CITY SPONSORSHIP FUNDING IN THE AMOUNT OF \$73,000, FOR A TOTAL CITY SPONSORSHIP PACKAGE VALUED AT \$103,893.25; AND (2) FURTHER APPROVING AND AUTHORIZING THE CITY MANAGER AND CITY CLERK TO EXECUTE A SPONSORSHIP AGREEMENT WITH THE EVENT ORGANIZER.

WHEREAS, Miami Beach Pride, formerly known as Miami Beach Gay Pride (the "Event"), which is produced annually by Miami Beach Gay Pride, Inc. ("Event Organizer"), is an annual public event celebrating and benefiting the South Florida LGBTQ community; and

WHEREAS, each year, Miami Beach Pride brings together members of the lesbian, gay, bisexual, transgender, queer, and questioning ("LGBTQ") community, and their friends, allies, and supporters, in celebration of the unique spirit and culture of the LGBTQ community; and

WHEREAS, the Event Organizer has produced nine (9) successful years of Miami Beach Gay Pride events, generating a significant economic impact (including hotel room nights) in Miami Beach; and

WHEREAS, the 2019 Event is scheduled to take place from Saturday, April 6, 2019, through Sunday, April 7, 2019, in Lummus Park, between 11th and 14th Streets; and

WHEREAS, on July 2, 2018, the Mayor and City Commission referred the Event Producer's request for sponsorship funding and waivers of special event fees to the Finance and Citywide Projects Committee ("FCWPC"); and

WHEREAS, the requested waivers of special event fees include \$250.00 in application fees, \$500.00 in permit fees, \$5,250 in vehicle beach access passes, \$10,911 in square footage fees, \$8,577.25 in Lummus Park user fees, and \$5,405 in Police Department administrative fees, for a total amount of waived special event fees not to exceed \$30,893.25; and

WHEREAS, at the FCWPC meeting on July 13, 2018, the Event Organizer presented the above request for special event fee waivers, in addition to a request for sponsorship funding in the amount of \$73,000; and

WHEREAS, in consideration of receiving sponsorship funding from the City, the Event Organizer shall, at a minimum, provide the City with the sponsorship benefits described in Exhibit "B" to the Sponsorship Agreement; and

WHEREAS, following the presentation, the FCWPC recommended that the City Commission approve both requests, for the following reasons:

1. The event has applied for funding from the Miami Beach Visitor and Convention Authority ("VCA").
2. The event has been active for 10 years.
3. This event attracts an estimated 100,000 attendees annually.
4. The event is free and open to the public, and will additionally provide the follow public benefits:
 - Free HIV and STI screenings via various community partners.
 - Youth Safe Zones.
 - A Lambda Living Senior Lounge.

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 and (1) approve waivers of special event fees in an amount not to exceed \$30,893.25, and approve City sponsorship funding in the amount of \$73,000, for a total City sponsorship package valued at \$103,893.25; and (2) further approve and authorize the City Manager and City Clerk to execute a sponsorship agreement with the Event Organizer, which agreement shall memorialize the special event fee waivers and sponsorship package described in this Resolution.

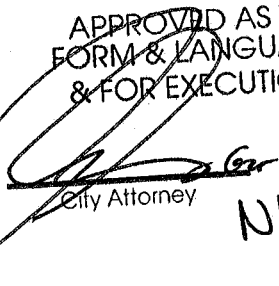
PASSED and ADOPTED this _____ day of _____, 2018.

ATTEST:

Dan Gelber
Mayor

Rafael E. Granado
City Clerk

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney

10/8/18
Date

NK