



MIAMI BEACH
CONVENTION CENTER

RENTAL DISCOUNT / WAIVER APPLICATION

On November 9, 2018, the City of Miami Beach approved rental fee waiver guidelines for the Miami Beach Convention Center ("MBCC"). The waiver will be administered by the Tourism, Culture and Economic Development Department following review and recommendation by the Miami Beach Convention Center Advisory Board, City of Miami Beach City Manager and the Mayor and City Commission. The rental waiver is specific to rental fees only; and the event producer will be responsible for all other associated MBCC fees as assessed for the event, including but not limited to, security, food and beverage, corkage fees and cleaning.

DATE OF REQUEST: 01-07-2019

NAME OF EVENT: 5000 Role Models - Dr. MLK Breakfast

DATE(S) OF EVENT: 01-21-2019

TIME OF EVENT: 8:30 a.m.

ESTIMATED ATTENDANCE: 1,500

REQUESTED MBCC SPACE(S): Grand Ballroom

NON-PROFIT 501(C)3 ORGANIZATION NAME: 5000 Role Models of Excellence Project, Inc.
(Name as it appears in Articles of Incorporation)

FEDERAL ID# 65-0575014

EXECUTIVE DIRECTOR: Pamela Jones (Administrator) PHONE: 305-995-2454

EMAIL: rsjones@dadeschools.net

MAILING ADDRESS: MDCPS 1450 NE 2nd Avenue, Suite 227

CITY: Miami STATE: FL ZIP CODE: 33132

TOTAL EVENT RENTAL FEE: \$100,000

REQUESTED RENTAL FEE WAIVER AMOUNT: \$100,000

TICKET PRICE(S): \$100

NUMBER OF FREE OR DISCOUNT RATE TICKETS FOR MIAMI BEACH RESIDENTS: DEPENDING UPON REQUEST AND AVAILABILITY
Upon Request

WHAT IS THE DISCOUNT RATE IF APPLICABLE? N/A

Please provide an explanation and justification as to why a local Miami Beach hotel or conference venue cannot accommodate the event.

Over Capacity

Describe event, event history, and the public benefit (to residents of Miami Beach) the event will provide.

Plans are currently underway for our 26th Annual Dr. Martin Luther King, Jr. Scholarship Breakfast, the largest of its kind in the nation, on Monday, January 21, 2019 ~ Miami Beach Convention Center. We are extremely proud that for 26 years, the program continues to successfully fulfill our mission of guiding minority boys along a carefully chartered path to manhood and sending them to college. The scholarship breakfast is the largest of its kind in the nation. The audience is a large multi-cultural cross-section of our ethnically rich community and is comprised of elected officials, community organizations, religious institutions, and Role Model mentors and Role Model Scholarship Recipients. Over the course of our existence, millions of dollars in scholarships have been raised primarily from proceeds from our annual Dr. Martin Luther King, Jr. Scholarship Breakfast and awarded to young men who never dreamed that college would be a part of their future.

REQUIRED ATTACHMENTS:

- **A copy of 501(c)3 letter of determination, dated within the past two (2) years. Updated letter can be obtained from the Internal Revenue Service.**
- **Most recent audited financial statement or IRS Form 990**
- **CPA prepared Compilation, Review or Audited financial statement for the same period as the Form 990, above. The financial statement must include a Balance Sheet, Profit and Loss and Statement of Cash Flow.**
- **Event budget for the requested discount or waiver. The budget must disclose all sources and uses of funds related to the event, including the use of the requested rent discount or waiver.**
- **List of all corporate and private sponsorships and in-kind contributions to be used for the event. Backup materials for the sponsorships and in-kind contributions must be included.**

CERTIFICATION / SIGNATURE

I certify that all information contained in this application and attachments are true and accurate, and that I am authorized by the applicant hereto to execute this application. Further, I agree to cover all MBCC out-of-pocket costs as outlined in the MBCC estimate attached.

NAME Pamela Jones **TITLE** Administrator
(Please Print)

SIGNATURE _____ **DATE** January 7, 2019

Please submit completed application with required attachments to:
Director, Tourism, Culture & Economic Development, City of Miami Beach
1755 Meridian Avenue, 5th Floor
Miami Beach, Florida 33139
Email: Lind_Reid@MiamiBeachConvention.com

*Any changes to the event details in this application (tickets prices, dates, discounts, etc.) must be approved in writing prior to the event. Failure to secure approval will result in revocation of the Rental Waiver. An organization may apply more than once per calendar year. This waiver covers MBCC rental fees only. All events must provide equal access and equal opportunity in employment and services and may not discriminate on the basis of disability, race or ethnicity, color, creed, national origin, religion, age, gender or sexual preference, in accordance with Title VI and Title VII of the Civil Rights Act of 1964, the Age Discrimination Act of 1975 and Title IX of the Education Amendments of 1972 as amended (42 U.S.C. 2000 et seq.), the Americans with Disabilities Act (ADA) of 1990, and Section 504 of the Rehabilitation Act of 1973.

*If waiver is approved, event must acknowledge the City of Miami Beach as a sponsor, including city logo, in all marketing and publicity materials, as well as the following credit line when possible in all promotional and marketing materials related to this waiver including news releases, public announcements, press releases, print and broadcast media: "With the support of the City of Miami Beach.". Failure to include the credit line and/or logo will result in revocation of the waiver.

FOR MBCC ONLY:

DATE(S) OF EVENT AVAILABLE: _____

TIME OF EVENT AVAILABLE : _____

Financial Information

- _____ Provided Form 990 signed by an entity officer, not dated more than one year, and has an affirmation for the preparer that it has been timely filed with the Internal Revenue Service.
- _____ Provided CPA prepared Compilation, Review or Audited financial statement for the same period as the Form 990, above. The financial statement must include a Balance Sheet, Profit and Loss and Statement of Cash Flow.
- _____ Provided the event budget for the requested discount or waiver. The budget must disclose all sources and uses of funds related to the event, including the use of the requested rent discount or waiver.
- _____ Disclose all corporate and private sponsorships and in-kind contributions to be used for the event. Back-up materials for the sponsorships and in-kind contributions must be included.

Resident Community Impact Criteria for Consideration

- _____ Event is a major countywide special event.
- _____ Event demonstrates Priority 1 room night generation in Miami Beach hotels.
- _____ Event is produced by an organization based in Miami Beach or provides the majority of services to the residents of Miami Beach.
- _____ If a ticketed event, the event provides free entry or a discounted rate to Miami Beach residents, students, and/or seniors.