

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION  
OF THE CITY OF MIAMI BEACH, FLORIDA, ADOPTING  
FINAL BUDGETS FOR THE GENERAL, G.O. DEBT  
SERVICE, RDA AD VALOREM TAXES, ENTERPRISE,  
INTERNAL SERVICE, AND SPECIAL REVENUE FUNDS  
FOR FISCAL YEAR 2016/17.**

**WHEREAS**, the City Manager's adopted Fiscal Year (FY) 2016/17 General Fund operating budget totals \$317,252,000 and the total adopted operating budget for FY 2016/17 net of transfers is \$604,774,000 including the General Fund, General Obligation Debt Service Fund, Enterprise Funds, Transfers to the Redevelopment District, and Special Revenue Funds as shown in Composite Exhibit "A"; and

**WHEREAS**, the Enterprise Fund budgets total \$209,369,000; and

**WHEREAS**, the budget for Internal Service Funds, which are wholly supported by transfers from the General Fund, Enterprise Funds, and the Redevelopment District, is \$83,911,000; and

**WHEREAS**, the Special Revenue Fund budgets total \$110,497,000; and

**WHEREAS**, Section 932.7055 of the Florida Statutes sets forth the purpose and procedures to be utilized for the appropriation and expenditures of the Police Confiscation Trust Fund; and

**WHEREAS**, the proceeds and interest earned from the Police Confiscation Trust Fund is authorized to be used for crime prevention, safe neighborhoods, drug abuse education and prevention programs, or for other law enforcement purposes; and

**WHEREAS**, the Chief of Police is authorized to expend these funds following a request to the City of Miami Beach Commission, and only upon appropriation to the Miami Beach Police Department by the City of Miami Beach Commission; and

**WHEREAS**, the Chief of Police of the City of Miami Beach has submitted a written certification (attached as Exhibit "B") which states that this request complies with the provisions of Section 932.7055 of the Florida Statutes and the Guide to Equitable Sharing of Federally Forfeited Property for Local Law Enforcement Agencies; and

**WHEREAS**, the Police Confiscation Trust Fund budgets for FY 2016/2017 in the amount of \$336,000 shall be funded from State Confiscated Funds in the amount of \$121,000, and Federal Justice Confiscated Funds in the amount of \$215,000, as reflected in the attached Exhibit "B"; and

**WHEREAS**, funds in the amount of \$336,000 are available in the Police Confiscation Trust Funds; and

**WHEREAS**, the City of Miami Beach is authorized to assess \$2.00 from court costs for criminal proceedings for expenditures for Criminal Justice Education degree programs and training courses for officers and support personnel of the Miami Beach Police Department pursuant to Section 938.15 of the Florida Statutes; and

**WHEREAS**, the Police Training and School Resources Fund is currently funded with the assessed criminal justice education expenditures for the City of Miami Beach pursuant to Section 938.15 of the Florida Statutes, in the amount of \$30,000, as reflected in the attached Exhibit "C"; and

**WHEREAS**, the Chief of Police of the City of Miami Beach has submitted a written certification (attached as Exhibit "C") which states that this request complies with the provisions of Sections 938.15 and 943.25 of the Florida Statutes and the guidelines established by the Division of Criminal Justice Standards and Training; and

**WHEREAS**, the City of Miami Beach Police Department intends to utilize the \$30,000 for those purposes as authorized pursuant to Section 938.15 of the Florida Statutes, and the \$30,000 shall be expended from the Police Training and School Resources Fund for education degree programs and training courses for officers and support personnel of the Miami Beach Police Department; and

**WHEREAS**, Section 705.105 of the Florida Statutes sets forth the procedure for unclaimed evidence which is in the custody of the Miami Beach Police Department and permanently vests in the Miami Beach Police Department sixty (60) days after the conclusion of the criminal proceeding; and

**WHEREAS**, \$75,000 has been in the custody of the Miami Beach Police Department Property and Evidence Unit in excess of the statutory period set forth in Section 705.105 of the Florida Statutes; and

**WHEREAS**, said funds have vested permanently in the Miami Beach Police Department, and have now been placed in the Police Special Revenue Account Fund, as provided by Resolution No. 90-19931, adopted on March 7, 1990; and

**WHEREAS**, the Miami Beach Police Department seeks to purchase those items identified on Exhibit "D" with the funds in the Police Special Revenue Account Fund; and

**WHEREAS**, the Miami Beach Cultural Arts Council (CAC) was established by the Mayor and City Commission on March 5, 1997; and

**WHEREAS**, the mission of the CAC is to develop, coordinate, and promote the visual and performing arts in the City of Miami Beach for the enjoyment, education, cultural enrichment, and benefit of the residents of, and visitors to, the City of Miami Beach; and

**WHEREAS**, the Mayor and City Commission adopted the Cultural Arts Master Plan on June 3, 1998, identifying the following program areas for the CAC: cultural arts grants; marketing; facilities; advocacy and planning; and revenue development; and

**WHEREAS**, pursuant to its enabling legislation, the CAC's budget for each fiscal year shall be adopted by the Mayor and City Commission; and

**WHEREAS**, accordingly, the CAC recommends a \$1,429,000 budget allocation for FY 2016/17 to continue implementation of its programs; and

**WHEREAS**, CAC was created to develop, coordinate, and promote the performing and visual arts of the City of Miami Beach for the enjoyment, education, cultural enrichment, and benefit of the residents of, and visitors to, the City; and

**WHEREAS**, from December 2014 through June 2016, the Cultural Affairs staff and CAC conducted its application and review process for its FY 2016/17 Cultural Arts Grant Programs; and

**WHEREAS**, grants panelists, comprised of the CAC members, yielded 55 viable applications, requesting a total of \$1,115,500; and

**WHEREAS**, the CAC, at its regular meeting on July 7, 2016, reviewed the grant panelists' recommendations and unanimously supported the recommended Cultural Arts awards totaling \$850,000 for FY 2016/17, as more specifically identified in the "Award Request" column on Exhibit "E," attached hereto; and

**WHEREAS**, the City Manager has reviewed the recommended Cultural Arts awards and concurs with same; and

**WHEREAS**, the Miami Beach Visitor and Convention Authority (MBVCA) was created pursuant to Chapter 67-930 of the Laws of Florida, and Sections 102-246 through 102-254 of the Code of the City of Miami Beach; and

**WHEREAS**, pursuant to its enabling legislation, the MBVCA's budget for each fiscal year shall be presented to the Mayor and Commission; and

**WHEREAS**, the MBVCA has recommended approval of the proposed work plan and budget for FY 2016/17, in the amount of \$3,101,000, to continue implementation of its programs as shown in Exhibit "F".

**NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND THE CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA**, that the Mayor and City Commission of the City of Miami Beach, Florida hereby adopt final budgets for the General, G.O. Debt Service, RDA Ad Valorem Taxes, Enterprise, Internal Service, and Special Revenue Funds for Fiscal Year 2016/17 as shown in composite Exhibit "A" (Total Revenues and Expenditures by Fund and Department), Exhibit "B" (Confiscated Trust Funds), Exhibit "C" (Police Training & School Resources Fund), Exhibit "D" (Police Special Revenue Account), Exhibit "E" (Cultural Arts Council Grants), and Exhibit "F" (MBVCA).

**PASSED and ADOPTED** this 27<sup>th</sup> day of September, 2016.

**ATTEST:**

Rafael E. Granado, City Clerk

Philip Levine, Mayor

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION

[Signature]  
City Attorney

9/21/16  
Date

**COMPOSITE EXHIBIT A**  
**Total Expenditures by Fund and Department**  
**Fiscal Year 2016/17**

FUNCTION/DEPARTMENT	GENERAL	G.O. DEBT SERVICE	RDA	ENTERPRISE	SPECIAL REVENUES	TOTALS	INTERNAL SERVICE
MAYOR & COMMISSION	\$2,093,000					\$2,093,000	
ADMINISTRATIVE SUPPORT SERVICES						\$21,861,000	
CITY MANAGER	3,625,000						
COMMUNICATIONS	1,995,000						
BUDGET & PERFORMANCE IMPROV	2,499,000						
ORG DEV & PERFORMANCE INITIATIVE	629,000						
Education Compact					235,000		
FINANCE	5,746,000						
PROCUREMENT	2,258,000						
INFORMATION TECHNOLOGY							16,828,000
IT Tech					534,000		
HUMAN RESOURCES/LABOR RELATIONS	2,780,000						
Risk Management							17,580,000
Medical & Dental Insurance							30,532,000
CITY CLERK	1,560,000						
Central Services							1,015,000
CITY ATTORNEY	5,370,000					\$5,370,000	
ECONOMIC DEV. & CULTURAL ARTS						\$127,326,000	
Economic Development							
HOUSING & COMM. DEV.	743,000						
Homeless Services	1,480,000						
Residential Housing					771,000		
BUILDING	15,146,000						
ENVIRONMENT & SUSTAINABILITY	1,064,000				350,000		
Tree Preservation					90,000		
PLANNING	4,156,000						
Cultural Arts							
TOURISM & CULTURAL & ECONOMIC DEV	3,680,000						
CONVENTION CENTER				11,038,000			
Resort Tax					86,722,000		
Art in Public Places					473,000		
Tourism & Hospitality Scholarships					184,000		
Cultural Arts Council					1,429,000		
OPERATIONS						\$273,805,000	
CODE COMPLIANCE	5,845,000						
COMMUNITY SERVICES	575,000						
PARKS & RECREATION	31,934,000						
PROPERTY MANAGEMENT							8,409,000
PUBLIC WORKS	14,698,000						
Sanitation				20,624,000			
Sewer				54,156,000			
Stormwater				28,334,000			
Water				34,402,000			
Waste Hauler					70,000		
Normandy Shores					257,000		
CAPITAL IMPROVEMENT PROJECTS	5,051,000						
PARKING				60,815,000			
5th & Alton					771,000		
7th Street Garage					2,320,000		
FLEET MANAGEMENT							9,547,000
TRANSPORTATION					10,187,000		
People's Transportation Plan					3,766,000		
PUBLIC SAFETY						\$188,255,000	
POLICE	104,470,000						
Police Confiscation					336,000		
Police Special Revenues					105,000		
Police Training					30,000		
Red Light Camera					1,516,000		
FIRE	71,938,000						
Emergency Management	9,509,000						
E911					351,000		

**COMPOSITE EXHIBIT A**  
**Total Expenditures by Fund and Department**  
**Fiscal Year 2016/17**

FUNCTION/DEPARTMENT	GENERAL	G.O. DEBT SERVICE	RDA	ENTERPRISE	SPECIAL REVENUES	TOTALS	INTERNAL SERVICE
CITYWIDE ACCOUNTS						\$14,951,000	
CITYWIDE ACCTS-Normandy Shores	257,000						
CITYWIDE ACCTS-Operating Contingency	1,368,000						
CITYWIDE ACCTS-Other	13,326,000						
Transfers						\$3,457,000	
Info & Comm Technology Fund	395,000						
Pay-as-you-go Capital	2,400,000						
CAPITAL RENEWAL & REPLACEMENT	662,000						
G.O. DEBT SERVICE		5,921,000				\$5,921,000	
RDA-City TIF Transfer only							
City Center			27,133,000			27,133,000	
<b>TOTAL - ALL FUNDS</b>	<b>\$317,252,000</b>	<b>\$5,921,000</b>	<b>\$27,133,000</b>	<b>\$209,369,000</b>	<b>\$110,497,000</b>	<b>\$670,172,000</b>	<b>\$83,911,000</b>
Less Transfers						\$65,398,000	
<b>GRAND TOTAL - ALL FUNDS</b>						<b>\$604,774,000</b>	

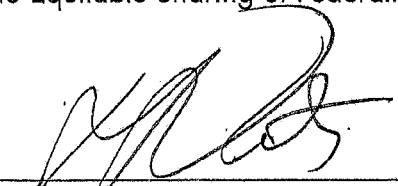
**COMPOSITE EXHIBIT A**  
**Revenue Summary**  
**by Fund and Major Category**

FUNCTION/DEPARTMENT	GENERAL	G.O. DEBT SERVICE	RDA	ENTERPRISE	SPECIAL REVENUES	TOTALS	INTERNAL SERVICE
<b>GENERAL OPERATING REVENUES</b>							
Ad Valorem Taxes	\$ 159,950,000					\$ 159,950,000	
Ad Valorem- South Pointe Costs	-					-	
Ad Valorem- Capital Renewal & Repl.	662,000					662,000	
Ad Valorem- Normandy Shores	169,000					169,000	
Other Taxes	23,732,000					23,732,000	
Licenses and Permits	30,348,000					30,348,000	
Intergovernmental	11,439,000					11,439,000	
Charges for Services	12,174,000					12,174,000	
Fines & Forfeits	1,799,000					1,799,000	
Rents & Leases	6,426,000					6,426,000	
Miscellaneous	12,575,000					12,575,000	
Resort Tax Contribution	37,609,000					37,609,000	
Other- Non operating Revenue	20,369,000					20,369,000	
<b>Sub-Total</b>	<u>\$ 317,252,000</u>					<u>\$ 317,252,000</u>	
<b>G.O. DEBT SERVICE FUND</b>							
Ad Valorem Taxes		\$ 5,921,000				\$ 5,921,000	
Other							
<b>Sub-Total</b>							
<b>FUND TOTAL</b>	<u>\$ 317,252,000</u>	<u>\$ 5,921,000</u>				<u>\$ 323,173,000</u>	
<b>RDA FUND-City TIF only</b>							
<b>AD VALOREM TAXES</b>							
Property Taxes- RDA City Center (net)			\$ 27,133,000			\$ 27,133,000	
<b>FUND TOTAL</b>							
<b>ENTERPRISE FUNDS</b>							
Convention Center				\$ 11,038,000			
Parking				60,815,000			
Sanitation				20,624,000			
Sewer Operations				54,156,000			
Storm Water				28,334,000			
Water Operations				34,402,000			
<b>FUND TOTAL</b>				<u>\$ 209,369,000</u>		<u>\$ 209,369,000</u>	
<b>INTERNAL SERVICE FUNDS</b>							
Central Services							\$ 1,015,000
Fleet Management							9,547,000
Information Technology							16,828,000
Property Management							8,409,000
Risk Management							17,580,000
Medical & Dental Insurance							30,532,000
<b>FUND TOTAL</b>							<u>\$ 83,911,000</u>
<b>SPECIAL REVENUE FUNDS</b>							
Education Compact					235,000		
Resort Tax					86,722,000		
Art in Public Places					473,000		
Tourism & Hospitality Scholarships					184,000		
Cultural Arts Council					1,429,000		
Sustainability					350,000		
Waste Hauler					70,000		
Normandy Shores					257,000		
5th & Alton Garage					771,000		
7th St. Garage					2,320,000		
Transportation					10,187,000		
Tree Preservation					90,000		
People's Transportation Plan					3,766,000		
Police Confiscation					336,000		
Police Special Revenues					105,000		
Police Training					30,000		
Red Light Camera					1,516,000		
Residential Housing					771,000		
Emergency 9-1-1					351,000		
Information & Technology					534,000		
<b>FUND TOTAL</b>					<u>\$ 110,497,000</u>	<u>\$ 110,497,000</u>	
<b>TOTAL ALL FUNDS</b>	<u>\$ 317,252,000</u>	<u>\$ 5,921,000</u>	<u>\$ 27,133,000</u>	<u>\$ 209,369,000</u>	<u>\$ 110,497,000</u>	<u>\$ 670,172,000</u>	<u>\$ 83,911,000</u>
Less Transfers						(65,398,000)	
<b>GRAND TOTAL - ALL FUNDS</b>						<u><u>\$ 604,774,000</u></u>	

## **EXHIBIT B**

### **CERTIFICATION**

I, Daniel J. Oates, Chief of Police, City of Miami Beach, do hereby certify that the aforementioned proposed request for expenditures from the City of Miami Beach Police Confiscation Trust Fund, for the FY 2016/17 fiscal year providing funds for expenditures, complies with the provisions of Section 932.7055(4) (a), Florida Statutes, and the Guide to Equitable Sharing of Federally Forfeited Property for Law Enforcement Agencies.



\_\_\_\_\_  
Daniel J. Oates  
Chief of Police  
Miami Beach Police Department

9/2/16

\_\_\_\_\_  
Date

## EXHIBIT B

### Miami Beach Police Department Confiscations - Federal & State Funds FY 2016/17 Proposed Budget

#### **Federal Funds (603):**

	<b>FY 2016/17 Proposed Budget</b>
Organizational Development Travel & Off-site testing	\$ 70,000
Training Supplement to supplement LETTF	\$ 70,000
Bulletproof Vest Partnership	\$ 50,000
Graffiti eradication through Teen Job Corp.	\$ 25,000
Gym Equipment	\$ -
<b>Total Federal Funds (603)</b>	<b>\$ 215,000</b>

#### **State Funds (607):**

	<b>FY 2016/17 Proposed Budget</b>
Costs connected with the prosecution/processing of forfeitures.	\$ 40,000
Crime Prevention initiatives & School Liaison Projects	\$ 20,000
AR Rifle Program/Initiative - City's match for reimbursement of rifles at \$500.	\$ 15,000
25% of State Funds collected in FY15 to be used for drug abuse treatment, drug and crime prevention education and non-profit community based programs.	\$ 36,000
Gym Equipment	\$ 10,000
<b>Total State Funds (607)</b>	<b>\$ 121,000</b>

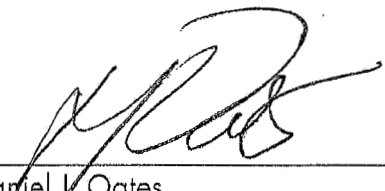
<b>Total Federal &amp; State Funds</b>	<b>\$ 336,000</b>
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## **EXHIBIT C**

### **CERTIFICATION**

I, Daniel J. Oates, Chief of Police, City of Miami Beach, do hereby certify that the aforementioned proposed request for expenditures from the City of Miami Beach Police Training & School Resources Fund, for the FY 2016/17 fiscal year, to provide funds for the education of police personnel at various schools, conferences, and workshops and for the purchase of training and operational supplies, is in accordance with the guidelines established by the Division of Criminal Justice Standards and Training, as provided by Section 938.15 and 943.25, Florida Statutes.



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Daniel J. Oates  
Chief of Police  
Miami Beach Police Department

9/2/16

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Date

## EXHIBIT C

**Miami Beach Police Department  
Police Training and School Resources Fund  
FY 2016/17 Proposed Budget**

**Police Training and School Resources Funds (608):**

	<b>FY 2016/17 Proposed Budget</b>
Education of police personnel at various schools, conferences, and workshops, as well as training and operational supplies	\$ 30,000
<b>Total Funds (608)</b>	<b>\$ 30,000</b>

## EXHIBIT D

**Miami Beach Police Department  
Special Revenue Account  
FY 2016/17 Proposed Budget**

**Special Revenue Funds:**

	<b>FY 2016/17 Proposed Budget</b>
Community Activities	\$ 50,000
Law Enforcement Equipment and Supplies	\$ 20,000
Facilities Maintenance	\$ 5,000
<b>Total Funds</b>	<b>\$ 75,000</b>

**EXHIBIT E**  
**Cultural Grants**

		Score Average	Award Request	2016-17 City Administration Recommendation
	<b>ANCHORS</b>			
1	New World Symphony	101.80	\$ 35,000.00	\$ 27,649.00
2	Florida International University -Wolfsonian	99.87	\$ 35,000.00	\$ 27,613.06
3	Miami City Ballet	99.44	\$ 35,000.00	\$ 27,494.16
4	The Holocaust Memorial Committee, Inc.	98.75	\$ 30,000.00	\$ 23,402.75
5	Friends of the Bass Museum, Inc.	97.88	\$ 35,000.00	\$ 27,062.82
6	Florida International University -MBUS	96.00	\$ 30,000.00	\$ 22,751.00
7	South Florida Art Center, Inc.	96.00	\$ 30,000.00	\$ 22,751.00
8	Florida International University -Jewish Museum of Florida	95.87	\$ 30,000.00	\$ 22,720.19
9	Miami Beach Film Society	95.11	\$ 25,000.00	\$ 18,783.23
10	The Rhythm Foundation	94.44	\$ 30,000.00	\$ 22,381.28
11	Miami Beach Garden Conservancy	94.25	\$ 25,000.00	\$ 18,613.38
12	Friends of the Miami-Dade Public Library, Inc.	93.55	\$ 25,000.00	\$ 18,475.13
13	Arts at St. Johns	92.88	\$ 25,000.00	\$ 18,342.80
14	O Cinema	91.00	\$ 30,000.00	\$ 21,566.00
		<b>96.20</b>	<b>\$ 420,000.00</b>	<b>\$ 319,605.78</b>
	<b>CULTURAL PRESENTERS</b>			
15	National Foundation for Advancement in the Arts	96.75	\$ 20,000.00	\$ 15,285.50
16	Tigertail Productions, Inc.	94.57	\$ 20,000.00	\$ 16,941.06
17	Miami Gay & Lesbian Film Festival	92.16	\$ 20,000.00	\$ 14,560.28
18	University of Wynwood, Inc.	91.62	\$ 20,000.00	\$ 16,474.74
19	Locust Projects	90.50	\$ 20,000.00	\$ 14,298.00
20	Inffinito Art & Cultural Foundation	89.25	\$ 20,000.00	\$ 16,100.50
21	Miami Music Institute	89.00	\$ 12,500.00	\$ 10,787.75
22	Patrons of Exceptional Artists, Inc.	88.87	\$ 20,000.00	\$ 14,040.46
23	Center for the Advancement of Jewish Education	88.12	\$ 20,000.00	\$ 15,921.96
24	Miami Beach Jazz, Inc.	87.75	\$ 10,000.00	\$ 6,931.25
25	Community Arts and Culture	86.37	\$ 20,000.00	\$ 13,645.46
26	FUNDarte, Inc.	86.00	\$ 20,000.00	\$ 15,587.00
27	MDC Live Arts	85.62	\$ 20,000.00	\$ 13,526.96
28	Global Arts Project	83.75	\$ 20,000.00	\$ 15,231.50
29	South Florida Friends of Classical Music	83.50	\$ 20,000.00	\$ 13,192.00
30	Miami Bach Society	83.25	\$ 20,000.00	\$ 13,152.50
31	Miami short Film Festival Inc.	82.87	\$ 20,000.00	\$ 15,092.46
32	Chopin Foundation	82.00	\$ 7,000.00	\$ 4,533.60
33	Edge Zones, Inc.	81.00	\$ 20,000.00	\$ 14,797.00
		<b>87.52</b>	<b>\$ 349,500.00</b>	<b>\$ 260,099.98</b>
	<b>ARTISTIC DISCIPLINES</b>			
34	Seraphic Fire	96.87	\$ 20,000.00	\$ 15,304.46
35	Dance Now! Ensemble	94.71	\$ 20,000.00	\$ 16,963.18
36	Miami Lyric Opera	94.22	\$ 20,000.00	\$ 14,885.76
37	Fantasy Theater Factory	94.00	\$ 10,000.00	\$ 9,425.00
38	Miami Symphony Orchestra	93.66	\$ 20,000.00	\$ 16,797.28
39	Florida Grand Opera	93.44	\$ 10,000.00	\$ 7,380.76
40	Miami New Drama	92.88	\$ 20,000.00	\$ 14,674.04
41	Orchestra Miami	92.11	\$ 10,000.00	\$ 9,275.69
42	Peter London Global Dance Co.	92.00	\$ 15,000.00	\$ 10,901.00
43	Greater Miami Youth Symphony	91.66	\$ 10,000.00	\$ 7,240.14
44	Miami Momentum Dance Co.	91.66	\$ 20,000.00	\$ 16,481.28
45	Miami Children's Chorus	91.22	\$ 10,000.00	\$ 9,205.38
46	Cuban Classical Ballet of Miami	90.88	\$ 20,000.00	\$ 14,358.04
47	South Florida Composer's Alliance	90.62	\$ 20,000.00	\$ 14,316.96
48	Miami Piano Circle	90.55	\$ 10,000.00	\$ 7,152.45
49	Siempre Flamenco	90.50	\$ 15,000.00	\$ 12,723.25
50	Ballet Flamenco La Rosa	89.77	\$ 20,000.00	\$ 14,182.66
51	South Beach Chamber Ensemble	89.50	\$ 16,000.00	\$ 13,311.80
52	Florida Opera Prima	89.50	\$ 20,000.00	\$ 16,140.00
53	Ground Up and Rising	89.33	\$ 10,000.00	\$ 9,056.07
54	Brazz Dance Theater Incorporated	88.22	\$ 10,000.00	\$ 6,968.38
55	South Florida Art Enrichment	85.77	\$ 20,000.00	\$ 13,550.66
		<b>91.50</b>	<b>\$ 346,000.00</b>	<b>\$ 270,294.24</b>
			<b>\$ 1,115,500</b>	<b>\$ 850,000</b>

Fresh Air Funding \$ 38,000

<b>TOTAL</b>	<b>\$ 1,153,500</b>	<b>\$ 850,000</b>
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- ☒ Applicants receiving Fresh Air Funds (19 organizations)  
☐ Applicants whose funding request was reduced to 20K (11 organizations)

## **Exhibit F**

### **MIAMI BEACH VISITOR AND CONVENTION AUTHORITY (MBVCA)**

#### **FY 2016/2017 WORKPLAN AND BUDGET**

##### **ADMINISTRATION RECOMMENDATION**

Adopt the Budget

##### **ANALYSIS**

##### **BACKGROUND**

The Miami Beach Visitor and Convention Authority (MBVCA) was created and exists pursuant to Chapter 67-930 of the Laws of Florida and Sections 102-246 through, and including 102-254 of the Code of the City of Miami Beach (CMB).

According to Sec. 102-251, the MBVCA is to take "all necessary and proper action to promote the tourist industry for the city, including but not restricted to causing expert studies to be made, promotional programs, the recommendations and development of tourist attractions and facilities within the city, and to carry out programs of information, special events, convention sales and marketing, advertising designed to attract tourists, visitors and other interested persons." The MBVCA also has the duty of making all necessary rules and regulations for the efficient operations of the authority.

The MBVCA is a seven-member authority. Each member is appointed by the City of Miami Beach Commission, with the goal of encouraging, developing and promoting the image of Miami Beach locally, nationally and internationally as a vibrant community and tourist destination. To this end, the MBVCA strategically focuses its funding investments in a balanced manner, fostering outstanding existing programs, stimulating new activities, and encouraging partnerships. The MBVCA is committed to a careful, long-term plan for allocation of resources to build the uniqueness of Miami Beach as one of the world's greatest communities and tourism destinations.

A budget revenue projection is provided to the MBVCA by the City of Miami Beach Budget Office annually based on 5% of the 2% Resort Tax, less 4% for administrative allowance. On an annual basis the MBVCA must provide the City with a budget, on City forms, based on this projection as outlined in Sec. 102-252, before October 1<sup>st</sup>.

The MBVCA normally budgets funding below the City's projection, as the collection of funds can differ substantially from projection, such as the result of unanticipated problems like an airline strike, terrorism, economic issues or storms. In 2008, revenue collections came in \$48,000 under estimated projection, and in 2001 the revenue collection was down approximately \$300,000 from projection. When and if there are unallocated funds remaining at the end of the budget year, those funds are either rolled over and allocated in the next budget year, or retained in MBVCA accounts for future reserves, endowment funding, to address any funding reductions in future years; in 2001, by statute, the MBVCA began investing into the creation of an endowment fund.

The MBVCA is required by law to maintain reserve bank accounts in approved public depositories, with sufficient reserves to cover one year of funding, which it does. Reserves are maintained to pay grant recipients (contracted) for the previous program funding cycle, and to ensure that sufficient funds can be invested to stimulate tourism in the future. The level of reserves was modified in 2011 in order to maximize the value and impact of tourism directed funds.

The MBVCA submits an annual Program of Work to the CMB as required by Sec. 102-281.

##### **FY 2015/2016 REVIEW/TOURISM ADVANCEMENT PROGRAM (TAP)**

The MBVCA Tourism Advancement Program (TAP) was established to promote Miami Beach as a sophisticated tourist destination by increasing the number of visitors; through enhancement of visitors' experiences; through the allocation of funds granted to events or programs that bring visitors to the CMB and strengthen the CMB brand. In fiscal year 2015/2016, the MBVCA funded the TAP in nine categories, including: Cultural Tourism, Film Incentive, Initiatives, Major One Time Special Event, North Beach Incentive, Special Events Recurring, Special Projects, Special Projects Recurring, and Tourism Partnerships. In 2015, the MBVCA continued to fund projects,

## Exhibit F

### MBVCA FY 2016/2017 WORKPLAN AND BUDGET

utilizing funds rolled over from several years past.

A total of \$1,779,357.50 was awarded in FY 2015/2016, compared to \$1,801,330 in FY 2014/2015. The decrease in awards reflects several rescinded events, due to non-compliance or cancellation. Grants funded in partnership with the CMB are critical, branded tourism-related programs, such as the South Beach Wine & Food Festival and Winter Music Conference, both examples of events whose beginnings in Miami Beach stem from grants provided by the MBVCA; events which could easily be recruited by other destinations.

#### **FY 2016/2017 TOURISM ADVANCEMENT PROGRAM**

The MBVCA strategically focuses funding to maximize tourism and brand, to improve Miami Beach by focusing on events and projects that generate significant publicity, strengthen brand and increase tourism (generating critical resort taxes for Miami Beach). The Board pays significant attention to marquee events.

#### *Review process:*

For over a decade, the MBVCA has used a multi-level review process for its grant program and the process is reviewed annually. The process includes a mandatory pre-proposal staff conference regarding MBVCA policies and procedures and TAP. During the interview, MBVCA administration advises each potential applicant regarding the eligibility and appropriateness of the proposed project and defines the grant category best suited to the potential applicant. Once it is determined that the project is eligible, the MBVCA administration provides further detail, including required attachments and relevant meeting dates and deadlines. The applicant is provided with an overview of the application submission process. All applications are submitted through the online Application Portal in a multi-step format. All grant formats and policies are available on the MBVCA website. By Florida law, all MBVCA meetings are advertised and open to the public; all records are public records.

Annually, the MBVCA Board reviews and refines grant guidelines with respect to efficacy and effectiveness. In FY 2012/2013, the MBVCA implemented changes to its funding caps and declining scale. The new declining scale and funding caps allowed the MBVCA to diversify their funding into other areas and initiatives as requested by the City administration and/or the Board. In FY 2016/2017 the MBVCA voted to maintain the criteria in place for the Major One Time Special Event and Special Events Recurring grant categories requiring a total of 350 hotel room nights to be contracted, along with the 1,000,000 contracted media impressions. The viewership criteria remained at 1,000,000. The grant criteria guidelines were further defined for clarity and accuracy, requiring fully executed contracts to be submitted prior to proceeding with the next step in the application process. The application requires contract confirmation for hotel room blocks; media contract agreements, and/or television/cable contracts to be attached to the completed application. The data must be confirmed before and after funding is awarded. Grant applicants need to meet two of the three criteria in place for each of the MBVCA grant categories. MBVCA grants are paid upon performance; therefore, grantees are required to provide post-performance reports in the form of reservation or pick up reports from Miami Beach hotels; impressions reports garnered from the organization's PR Firm, or from a media monitoring/press clipping service such as BurrellesLuce to prove media impressions, and a broadcast post performance report from a third party reporting delivery of Adult 18+ and Households (HH) in Thousands (000) from Nielsen, Over The Top (OTT), or Rentrak Post for viewership. The defined criteria and specific post-performance reporting structure will be implemented in FY 2016/2017.

The MBVCA guidelines and application process place emphasis on defining and measuring the economic impact of each event, as well as considering the impact and value of marketing, publicity and television origination/viewership. Questions concerning the economic impact of the program, including requiring an explanation of various aspects of the marketing plan, and how the numbers of hotel room nights are calculated and where they are contracted, are also required as part of the application. The event's or organization's publicity plan, community and residential involvement, and/or special residents' considerations. Standardized recap sheets and point systems have been developed to give each applicant a score that rates potential success. In 2016/2017, a revamped point system will be implemented to be more closely aligned with the MBVCA's grant criteria. Using

## Exhibit F

### MBVCA FY 2016/2017 WORKPLAN AND BUDGET

this tool, the MBVCA can better evaluate the applicant's long-term commitment to the community; commitment to brand enhancement; value to tourism, and economic impact. The MBVCA votes on each specific and individual grant, and evaluates the grant request, funds available and possible extenuating circumstances after a formal presentation is made by the grant applicant. A question and answer period follows with further discussion as needed.

#### RECURRING PROJECTS:

The MBVCA has a current policy in place to fund recurring projects on a declining scale. The declining scale encourages recurring events to recruit corporate and private sponsorship and; therefore, not solely rely on MBVCA funds as a means of sustaining the event year after year. The award category establishes funding caps for recurring events, funding that can be reduced based on the maximum request for the specific grant category. Below is the current scale, implemented in FY 2012/2013; applicable to non and for profit agencies. The declining scale will remain in place for FY 2016/2017.

Year 1	Initial Grant Award
Year 2	No more than 80% of Eligible Request
Year 3	No more than 70% of Eligible Request
Year 4	No more than 60% of Eligible Request
Year 5	New Cycle Begins

#### CATEGORIES:

Tourism Advancement Program funds are currently awarded in eight categories, including: Film Incentive, Initiatives, Major One Time Special Event, North Beach Incentive, Special Events Recurring, Special Projects, Special Projects Recurring, and Tourism Partnerships. The MBVCA has developed pre-eligibility criteria for grants within these categories. The criteria allow staff to determine eligibility and the appropriate grant category. Applicants must meet two of three of the criteria noted. The Cultural Tourism grant program has been retired.

Grant Category	Contracted Hotel Room Nights	Contracted Media Impressions	Contracted Television or Cable Broadcast
Film Incentive*	250	N/A	N/A
Initiatives**	N/A	N/A	N/A
Major One Time Special Event	350	1,000,000	1,000,000
North Beach Incentive	75	200,000	500,000
Special Events Recurring	350	1,000,000	1,000,000
Special Projects	2,500	250,000,000	15,000,000
Special Projects Recurring	2,500	250,000,000	15,000,000
Tourism Partnerships	200	500,000	5,000 (visitors/attendees/participants)

\* Industry specific eligibility criteria in place for this program

\*\* Initiatives are specifically targeted towards organizations chosen by the MBVCA to carry out the designated initiative

#### Budget

##### *Budget (TAP) FY 2016/2017:*

The MBVCA has budgeted \$1,876,000 for FY 2016/2017 for its Tourism Advancement Program which reflects 60% of the total budget. This grant funding reflects an increase of \$13,755 from FY 2015/2016. This increase is due to an increase in the total number of new grants being requested.

## Exhibit F

### MBVCA FY 2016/2017 WORKPLAN AND BUDGET

- The *Tourism Partnerships* category is budgeted at \$120,000, reflecting 4% of the total budget for FY 2016/2017. The category currently includes applicants at the maximum request cap of \$30,000. Four applications are anticipated to be received.
- The *Major One Time Special Event* category, representing 6% of the total budget, is budgeted at \$180,000 in FY 2016/2017, which reflects a 20% decrease from FY 2015/2016. The MBVCA expects four new events to apply at a maximum request of \$45,000. The MBVCA works tirelessly to stimulate and recruit new events and is willing and prepared to fund valuable tourism and brand related events. In fact, the MBVCA works with all partners, city leadership and media to solicit appropriate new projects. New applicants are expected to include Sports Illustrated Volleyball Tournament, Maison d' Objet, Prizm Art Fair, and The Hangout Festival.
- The *Special Events Recurring* category, reflecting 25% of the total budget, has been calculated at \$784,000 for FY 2016/2017 based on the established declining scale and the number of applicants anticipated to return.
- The *Special Projects* category is budgeted at \$270,000 with three applicant expected at the maximum request of \$90,000 representing 9% of the total budget.
- The *Special Projects Recurring* category is budgeted at \$442,000 and represents 14% of the total budget. Anticipated applicants include the Orange Bowl Marketing Campaign; South Beach Comedy Festival; Lifetime Miami Marathon, Half Marathon, and Tropical 5K; the Food Network & Cooking Channel South Beach Wine & Food Festival; the Miami International Film Festival; FUNKSHION Fashion Week Miami Beach; and Winter Music Conference. These events, recruited and sustained by the MBVCA, are all marquee events and annually fill the City's hotel rooms.
- The *Film Incentive* category is budgeted at \$60,000 for FY 2016/2017, which represents 2% of the budget; budgeting for a total of 1 possible applicant.
- The *North Beach Initiative Incentive* category is budgeted at \$20,000 for FY 2016/2017, representing 1% of the budget; in anticipation of 2 applicants at the maximum request of \$10,000 each.

#### Destination Marketing

The Destination Marketing allocation reflects a 3% of the total budget for FY 2016/2017. This allocation provides for the additional placement of stories and press releases on the PR Newswire as well as the Video Blogger Program that will be implemented in FY 2016/2017.

#### New Initiatives

The MBVCA expects to support new initiatives in FY 2016/2017. Strategic plans, goals and initiatives are developed through consultation, the result of ongoing communications with the Mayor, Commission and City Administration. Some of these initiatives include the continued support of The Customer and You – Certificate Program in Service and the development of an online Customer Service Program; offered free of charge to all Miami Beach hospitality employees. The category is budgeted for FY 2016/2017 at \$205,000, representing 7% of the total budget.

One of these initiatives in the Visual Memoirs Project. In 2011/2012, the MBVCA issued an RFP for qualified entities to record, catalogue and warehouse personal and eyewitness accounts of the history of the City of Miami Beach. The deliverables included a recorded detailed history of Miami Beach through personal interviews, creating collateral materials about the history of Miami Beach and identifying comprehensive exhibit concepts that can be implemented to execute a comprehensive visual memoir library and promotional campaign.

The Miami Design Preservation League (MDPL) in partnership with Close-Up Productions, was awarded a one year contract on October 1, 2011 in the amount of \$21,000, and the contract was renewed in FY 2012/2013 for an additional \$21,000, which represents 1% of the total budget. A total of forty interviews were conducted during the Project's first year.



## **Exhibit F**

### **MBVCA FY 2016/2017 WORKPLAN AND BUDGET**

The exhibit opened to the public daily for its initial run from mid-October through late November 2012, free of charge from 10:00am until 4:30pm and reopened during Art Deco Weekend 2013. The documentary played on a loop in the lecture hall portion of the Art Deco Welcome Center. Seating was also placed near the screen and accommodated approximately 25 people at a time with standing room in the back. A total of twenty interviews were completed by September 2013.

An educational component was developed for FY 2012/2013 that included a video and guide for Miami Beach Middle Schools.

In FY 2013/2014, the videos were prepared for archival as part of a statewide university consortium. MDPL also collaborated with various institutions to create links to the online materials.

At the end of FY 2014/2015, MDPL and Close-Up Productions had conducted and transcribed a total of 75 interviews.

In FY 2015/2016 MDPL conducted and transcribed an additional 15 interviews and coordinated and presented the Visual Memoirs material at the MDPL Deco Museum. In addition to their scheduled interviews, MDPL developed a digital promotional portal showcasing the video archive with links highlighting other Miami Beach historical resources, housed at institutions in Miami Beach and Miami Dade County. The "Windows on Miami Beach" portal is expected to generate local interest and support through school contests and online displays created by students and joint curating displays by portal partners; offer daily and weekly calendars of partners' events; develop social media linkages that drive people to the new website and its resources; provide easier access to the interviews, educational videos and curricula produced by the Visual Memoirs Project; increase patronizing of museums and historic sites on Miami Beach, and promote Miami Beach as a tourist destination through historic and artistic connections. A total of \$30,000 has been budgeted in FY 2016/2017 towards this project, which reflects 1% of the total budget.

#### **Public Relations Initiative**

In FY 2013/2014, the MBVCA issued a Request for Qualifications (RFQ) for a P.R. agency of record to enhance Miami Beach's image, after their initial Request for Proposals (RFP) issued in FY 2011/2012. The MBVCA selected Hill & Knowlton/SAMCOR (H+K) to support the MBVCA efforts by continuing increasing brand awareness through strategic media outreach to consumer and travel trades, major event recruitment, and business and corporate communications programs. There is an allotment of \$250,000, representing 8% of the total budget, towards this effort.

The current contract with H+K runs through June 27, 2017 in FY 2016/2017. Objectives include increased public relations or tourism related activities in CMB, recruitment of new events and meetings, and improvement of CMB global reputation. CMB leaders have been active participants in planning and in oversight. H+K has an extensive presence in the US and internationally. The agency's ability to network and leverage its global relationships is crucial to the growth of the 'Miami Beach' brand.

H+K created and distributed a total of 15 press releases and pitches during their first year as agency of record, garnering 3,416,581,560 media impressions and 12 press releases during their second year, generating 3,913,341,910 media impressions. In their third year, H+K generated 2,783,369,818 media impressions through the issuance of 12 press releases and a Harris Poll Survey that was conducted to determine why people visit Miami Beach.

During their fourth year, H+K developed and released a total of 12 press releases and 1 pitch, generating a total of 1,492,734,059 media impressions, valued at \$15,615,214.75. During its fifth, and most recent, year H+K wrote and released 12 press releases, generating 1,410,465,887 media impressions, valued at \$15,638,438.52. To date, H+K has generated over 3 billion media impressions for the destination.

## **Exhibit F**

### **MBVCA FY 2016/2017 WORKPLAN AND BUDGET**

#### **IT/API Development**

The MBVCA wishes to provide visitors with timely and relevant information about the City of Miami Beach, its public and private attractions, services, hotels, businesses, and events in order to enhance visitors (and residents) experiences. Visitors to Miami Beach - all visitors worldwide – are increasingly using technology to navigate cities or make decisions about leisure experiences, dining, parking, entertainment and travel in general. Worldwide, technology is king. Many visitors already use the free Miami Beach Wi-Fi service, CMBWiFi, to access the information they need at select public locations around town.

Miami Beach visitors and residents are using smartphones and tablets to communicate and acquire information to make these kinds of decisions on-the-go. It is now critical for these visitors and residents to have access to mobile applications (Apps) that can help them obtain the information they need to make a timely and informed decisions. A new version of the App, Miami Beach Information (MBI), was released in fiscal year 2015/2016 for both Android and iOS platforms. The latest version of MBI included new and exciting features for the end-user. The newest features included a side-swipe feature; listing the information in an A-Z format; new categories added that included Shopping, Nightlife, Art & Culture, and Restaurants, and the creation of “My Miami Beach” section where users can add events, photos, and itineraries as they navigate the App. In addition, the App features a “Deals” section that has special promotional rates or offers developed by MBVCA grantees. This cross promotional effort increases the number of downloads the App receives, while also assisting with the promotion of MBVCA-funded events. The promotions in the “Deals” section were also posted to the various MBVCA social media pages such as Facebook, Twitter, and Instagram. The App has now been downloaded over 6,500 times across both mobile platforms. Approximately half of all downloads come from European users seeking to learn about Miami Beach. The first version of the App was released in FY 2013/2014.

The MBVCA’s preliminary review of opportunities and needs was initiated in spring 2011 in consultation with area experts, and subsequent to a public meeting sponsored by the MBVCA, as a situational analysis. The MBVCA released an RFP in January 2012 and awarded a one year contract to Just Program LLC dba Solodev on May 22, 2012. The purpose of the RFP was to develop a Miami Beach-focused web-based digital content management system (CMS) and modifiable database to support 3<sup>rd</sup> party mobile applications via an application programming interface (API).

Currently, the API is fully functional with 250 different categories of businesses each averaging 90 different services and amenities. Web and App developers will be able to use these attributes to create new and exciting experiences for their end-users. A fully functional mobile App for the MBVCA API for both iPhone and Android platforms.

We have allocated \$30,000 or 1% of the overall budget in FY 2016/2017 towards IT development, to add additional categories to expand the API database to include local non-business information that can be useful in App development such as beach access roads, public restrooms, and lifeguard stands. A total of \$65,000 has been allotted to market and promote the API/App to App developers in FY 2016/2017, representing 2% of the total budget.

#### **Research and Development**

The MBVCA will develop a strategic list of major events worldwide as the result of ongoing communications and consulting with all partners. We expect to investigate some of these events with the goal of the development of a new major event for the destination. The MBVCA has budgeted \$10,000 of the total towards this effort.

#### **Projected Cash Flow Reserve**

The MBVCA has budgeted \$2,000 of the total budget, for cash flow reserve in FY 2016/2017. The City of Miami Beach allots resort tax payments to the MBVCA a month after its collection; therefore, as a fiscal responsibility, the MBVCA has built in a \$2,000 projected cash flow reserve to its budget to ensure that all grants awarded will

## **Exhibit F**

### **MBVCA FY 2016/2017 WORKPLAN AND BUDGET**

have the necessary funds to be reimbursed upon proper request and documentation.

#### **Administration and Overhead**

The MBVCA's administration and benefits costs are budgeted at \$365,000 for the FY 2016/2017. This figure represents 12% of the total budget. The overhead allocation is budgeted at \$210,000 which reflects 7% of the overall budget. The increase from FY 2015/2016 is attributed to the cloud information hosting and redundancy, and staffing a full office. The total administration and overhead is 19% of the total budget.<sup>1</sup>

#### **Rollover**

A total of \$425,000 will be rolled over from FY 2015/2016 into the FY 2016/2017 MBVCA budget to fund special projects. This rollover of funds is primarily from the grants that were either not awarded and/or were rescinded for noncompliance.

#### **CONCLUSION**

At their August 9, 2016 meeting, the MBVCA Board recommended the Mayor and City Commission adopt the MBVCA Budget for FY 2016/2017 in the amount of \$3,101,000 as reflected in Exhibit A.

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<sup>1</sup> This is below the non-profit industry standard of 20% (Source: BBB)

# Exhibit F

## MIAMI BEACH VISITOR AND CONVENTION AUTHORITY FY 2016/2017

	ADOPTED BUDGET FY 2015.2016	PROPOSED FY 2016.2017
<b>REVENUES</b>		
Unrestricted		
Rollover	\$ 300,000	\$ 425,000
Projected Resort Tax	\$ 2,676,000	\$ 2,676,000
<b>TOTAL REVENUES</b>	<b>\$ 2,976,000</b>	<b>\$ 3,101,000</b>
<b>EXPENDITURES</b>		
Administration & Benefits	\$ 361,255	\$ 365,000
Operating Expenses	\$ 195,000	\$ 210,000
Capital	\$ 3,000	\$ 5,000
Total Administration	\$ 559,255	\$ 580,000
<b>GRANTS - Tourism Advancement Program</b>		
Tourism Partnerships	\$ 109,245	\$ 120,000
Cultural Tourism	\$ 30,000	\$ -
Major One Time Special Event	\$ 225,000	\$ 180,000
Special Events Recurring	\$ 736,000	\$ 784,000
Special Projects	\$ 270,000	\$ 270,000
Special Projects Recurring	\$ 442,000	\$ 442,000
Film Incentive	\$ 30,000	\$ 60,000
North Beach Incentive	\$ 20,000	\$ 20,000
Total Tourism Adv. Program	\$ 1,862,245	\$ 1,876,000
<b>Marketing/PR/Technology</b>		
Marketing/Communications and PR	\$ 250,000	\$ 250,000
API Marketing	\$ 65,000	\$ 65,000
IT Development	\$ 20,000	\$ 30,000
Total	\$ 335,000	\$ 345,000
<b>Other</b>		
Destination Marketing	\$ 50,000	\$ 83,000
Initiatives	\$ 130,000	\$ 205,000
R&D	\$ 7,500	\$ 10,000
Projected Cash Flow Reserve	\$ 2,000	\$ 2,000
Total Other	\$ 189,500	\$ 300,000
<b>TOTAL</b>	<b>\$ 2,946,000</b>	<b>\$ 3,101,000</b>