

## RESOLUTION NO. 2022-

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE CITY ADMINISTRATION TO ENGAGE AND CONTRACT WITH VARIOUS EVENT PRODUCERS AND PROVIDE SPECIAL EVENT SPONSORSHIP INCENTIVES FOR MIAMI BEACH LIVE! CULTURAL AND WELLNESS PROGRAM ACTIVATIONS IN LUMMUS PARK AND THE ART DECO CULTURAL DISTRICT FOR THE MONTH OF MARCH 2023, TO BE FUNDED FROM THE PREVIOUSLY APPROVED RESORT TAX HIGH IMPACT BUDGET IN THE AMOUNT OF \$3,200,000; AND FURTHER, AUTHORIZING THE CITY MANAGER AND CITY CLERK TO EXECUTE ALL AGREEMENTS IN CONNECTION WITH THE MARCH 2023 CULTURAL AND WELLNESS PROGRAMMING.

**WHEREAS**, the City of Miami Beach produced the first *Miami Beach Live!*, a month-long celebration in March 2022 that featured a variety of exciting activations and live events designed to engage all five senses; and

**WHEREAS**, every Friday through Sunday from March 1 - March 29, 2022, *Miami Beach Live!* hosted an exciting and diverse lineup of programming in and around Lummus Park and the beachfront areas from 10th to 13th Streets, where locals and visitors enjoyed thematic weekend programming - including Dance, Pop, International, and Symphonic/Broadway - across an array of music, arts, culture, and culinary offerings; and

**WHEREAS**, on May 17, 2022, at the Finance and Economic Resiliency Committee (FERC) meeting, the Administration presented an after-action of *Miami Beach Live!* to provide the results of the activation and future activation in the Lummus Park area; and

**WHEREAS**, while *Miami Beach Live!* was successful, the consensus at FERC was for the Administration to work on a parallel track to incentivize a large-scale event or festival to create an activation that would take over the footprint of Ocean Drive, Lummus Park, and Art Deco Cultural District in March 2023 and 2024; and

**WHEREAS**, the Administration considered the lessons learned from the *Miami Beach Live!* 2022 program, and it was compared with successful annual Miami Beach activations including Art Basel Miami Beach, Miami International Boat Show, and Bitcoin Conference, whose success is demonstrated with several satellite activations occurring within Miami Beach and across Miami-Dade County; and

**WHEREAS**, for example, the month of December in Miami-Dade County is renowned as "art" month, and April has recently solidified itself as "fintech" month, both with events in the Miami Beach Convention Center and beyond; and

**WHEREAS**, shortly after *Miami Beach Live! 2022*, staff began engaging with successful local area producers to receive feedback and input on the programming and footprint, and based on these meetings, in an effort to mimic successful Miami Beach events, staff deduced that the fitness category was an area that had not fully been explored; and

**WHEREAS**, through these brainstorming discussions, the idea to brand the month of March in Miami Beach as an "Official Fitness Month" was adopted, and City staff met and engaged with different organizations to propose activations for Miami Beach Live! 2023; and

**WHEREAS**, the proposed March 2023 Event Schedule is as follows:

- March 2 - 5, 2023 Miami Beach Tennis and Beach Soccer Tournament
- March 10 - 12, 2023 King of the Courts / Major League Baseball Fan Fest
- March 17 - 19, 2023 Kiwanis of Little Havana Art in the Park
- March 24 - 26, 2023 National Cycling League / Mayhem Nation
- March 2023 - Smaller activations by Nike, Crunch, and RCX Sports; and

**WHEREAS**, in addition, the Administration has been working on a parallel path to curate the month of March in 2024, and is vetting proposals for large-scale activations from several entities, with the working tentative schedule for March 2024 detailed as follows:

- March 1 - 3, 2024 TBD
- March 8 - 10, 2024 North Sea South Beach Music Festival
- March 15 - 17, 2024 Goodwood Festival of Speed
- March 22 -24, 2024 Kiwanis of Little Havana Art in the Park

**WHEREAS**, based on the FY 2022/23 adopted budget, an amount of \$3,200,000 was appropriated for March 2023 activations; and

**WHEREAS**, the City's Tourism and Culture Administration is currently working with Tom Bercu Presents on the budget allocation for each weekend based on size, scale and funding requests from each event organizer; and

**WHEREAS**, through special event sponsorship incentives, the City is able to attract high-caliber events interested in activating during the month of March and take over the areas of Ocean Drive, Lummus Park, and Art Deco Cultural District; and

**WHEREAS**, the criteria to qualify for special event sponsorship includes events that increase Resort Tax collection by supporting experiences that can verify tourism initiatives with large hotel room blocks or estimated tourist attendance, events that serve as a marketing/branding opportunity for the City to generate favorable media impressions on the international stage via partnership and media/PR exposure, and events that promote quality of life for the City's residents by promoting events residents would want to attend.

**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 City Administration to engage and contract with various event producers and provide special event sponsorship incentives for *Miami Beach Live!* cultural and wellness program activations in Lummus Park and the Art Deco Cultural District for the month of March 2023, to be funded from the previously approved Resort Tax High Impact Budget in the amount of \$3,200,000; and further, authorize the City Manager and City Clerk to execute all agreements in connection with the March 2023 cultural and wellness programming.

**PASSED** and **ADOPTED** this \_\_\_\_ day of \_\_\_\_\_, 2022

**ATTEST:**

\_\_\_\_\_  
Dan Gelber, Mayor

\_\_\_\_\_  
Rafael E. Granado, City Clerk

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION



\_\_\_\_\_  
City Attorney

10-19-22

\_\_\_\_\_  
Date