

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AUTHORIZING THE CITY MANAGER TO EXECUTE A SPONSORSHIP AGREEMENT WITH OCEAN DRIVE IMPROVEMENT ASSOCIATION, INC., IN THE AMOUNT NOT TO EXCEED \$100,450.00, FOR THE 2024 SEASON OF THE OCEAN DRIVE PROMENADE MUSIC SERIES.

WHEREAS, the Ocean Drive Promenade Music Series (the "Event") is a free weekly Sunday afternoon public event, celebrating, through careful activation, the Ocean Drive Promenade; building a community for residents in the Art Deco Cultural District; and amplifying a positive message about Ocean Drive and the Miami Beach community through musical performances; and

WHEREAS, the Ocean Drive Improvement Association, Inc. ("ODA"), as the event organizer, in partnership with the City and the Greater Miami Convention and Visitors Bureau, features live concerts that showcases jazz and classical musicians on the Ocean Drive Promenade; and

WHEREAS, on May 4, 2022, the Mayor and City Commission adopted Resolution No. 2022-32154, accepting the recommendation of the Finance and Economic Resiliency Committee to fund the Event, in the amount of \$100,450, and requiring the ODA to include a final report depicting audience attendance and demographics for the series, and to secure a 1:1 match for future funding requests; and

WHEREAS, on April 28, 2023, the Mayor and City Commission adopted Resolution No. 2023-32577, approving ODA's funding request for the 2023 Ocean Drive Promenade Music Series, in an amount not to exceed \$100,450.00, authorizing the City Manager to execute a sponsorship agreement, and requiring ODA to provide a final report depicting audience attendance and demographics; and requiring that future funding requests for this Event require a 1:1 match; and

WHEREAS, the ODA has requested funding assistance from the City, in the amount of \$100,450.00, for the 2024 Ocean Drive Promenade Music series ("Event series"); and

WHEREAS, on September 27, 2023, the Mayor and City Commission adopted the FY 2024 budget that included funding for the Event series; and

WHEREAS, the City's sponsorship will be funded from Resort Tax funds; and

WHEREAS, the 2024 Event series is scheduled to take place every Sunday evening, from October 1, 2023 through September 30, 2024, in the Ocean Drive Promenade, between 14th Street and 14th Place on Ocean Drive; and

WHEREAS, the City Manager recommends approving the sponsorship and authorizing the City Manager to enter into a sponsorship agreement with ODA for the 2024 Ocean Drive

Promenade Music Series.

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 authorize the City Manager to execute a sponsorship agreement with Ocean Drive Improvement Association, Inc., in the amount not to exceed \$100,450.00, for the 2024 Season of the Ocean Drive Promenade Music Series.


PASSED and **ADOPTED** this ____ day of _____, 2023.

ATTEST:

Dan Gelber, Mayor

Rafael E. Granado, City Clerk

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney

10-11-23
Date