

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, APPROVING AND AUTHORIZING THE CITY MANAGER TO EXECUTE A SPONSORSHIP AGREEMENT WITH MIAMI DESIGN PRESERVATION LEAGUE, IN A FORM ACCEPTABLE TO THE CITY ATTORNEY AND THE CITY MANAGER, IN AN AMOUNT NOT TO EXCEED ONE HUNDRED THOUSAND DOLLARS (\$100,000), IN CONNECTION WITH THE 2018 ART DECO WEEKEND, AND SUBJECT TO BUDGETARY APPROVAL FOR FY 2017/2018.**

**WHEREAS**, the Miami Design Preservation League ("MDPL"), an anchor not-for-profit organization in Miami Beach, created the annual Art Deco Weekend ("Event") festival forty years ago as a way to draw people to Ocean Drive in an effort to preserve and protect the historic architecture of the area; and

**WHEREAS**, the annual three day event, which takes place over Martin Luther King weekend, is the City's longest running free community cultural festival, full of family-friendly activations, educational lectures, live music and a class car parade; and

**WHEREAS**, the festival annually attracts over 150,000 attendees, 57% of whom are out of town visitors, 71% of which stayed in a Miami Beach hotel, according to a 2017 Touch Poll Survey commissioned by MDPL; and

**WHEREAS**, the festival annually receives a waiver of all relevant special event application, permit, vehicle access pass, square footage and user fees, and a reduced security deposit as a long-standing event by Special Event guidelines; and

**WHEREAS**, for the 41<sup>st</sup> edition of the Event, taking place from Friday, January 12, 2018, through Sunday, January 14, 2018, on Ocean Drive from 5 to 14 Street, including the closure of Ocean Drive in this area, MDPL estimates Event costs that cannot be waived to be \$89,255; and

**WHEREAS**, the City is working with MDPL to identify additional grant and funding opportunities for the Event; and

**WHEREAS**, given the historic importance and tourism value created by ADW, MDPL is requesting that the City of Miami Beach agree to sponsor the Event at a \$100,000 value; and

**WHEREAS**, MDPL's request was submitted for consideration by the Finance and Citywide Projects Committee, at its May 19, 2017 meeting, and the Committee recommended in favor of submitting the request for consideration by the full City Commission; and

**WHEREAS**, the Administration recommends approving a sponsorship agreement with MDPL for the Event, in an amount not to exceed \$100,000, subject to budgetary approval for the 2017-2018 fiscal year, and further subject to review and approval by the City Attorney's Office.

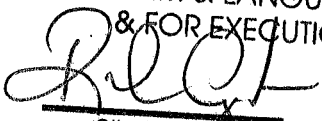

**NOW THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA**, that the Mayor and City Commission hereby approve and authorize the City Manager to execute a sponsorship agreement with Miami Design Preservation League, in a form acceptable to the City Attorney and the City Manager, in an amount not to exceed One Hundred Thousand Dollars (\$100,000), in connection with the 2018 Art Deco weekend, and subject to budgetary approval for FY 2017/2018.

**PASSED and ADOPTED** this, the \_\_\_\_\_ day of \_\_\_\_\_, 2017.

**ATTEST:**

\_\_\_\_\_  
**PHILIP LEVINE, LEVINE**

\_\_\_\_\_  
**RAFAEL E. GRANADO, CITY CLERK**

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION  
  
\_\_\_\_\_  
City Attorney  Date 6-1-17