



## **Presentations & Awards/City Commission Meeting**

### **ADDENDUM MATERIAL 1**

**City Hall, Commission Chambers, 3rd Floor, 1700 Convention Center Drive  
February 25, 2015**

Mayor Philip Levine  
Vice-Mayor Joy Malakoff  
Commissioner Michael Grieco  
Commissioner Micky Steinberg  
Commissioner Edward L. Tobin  
Commissioner Deede Weithorn  
Commissioner Jonah Wolfson

City Manager Jimmy L. Morales  
City Attorney Raul J. Aguila  
City Clerk Rafael E. Granado

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#### **ATTENTION ALL LOBBYISTS**

**Chapter 2, Article VII, Division 3 of the City Code of Miami Beach entitled "Lobbyists" requires the registration of all lobbyists with the City Clerk prior to engaging in any lobbying activity with the City Commission, any City Board or Committee, or any personnel as defined in the subject Code sections. Copies of the City Code sections on lobbyists laws are available in the City Clerk's office. Questions regarding the provisions of the Ordinance should be directed to the Office of the City Attorney.**

#### **ADDENDUM AGENDA**

##### **C7 - Resolutions**

- C7A A Resolution Approving And Authorizing The Acceptance Of Cash And In-Kind Sponsorships In The Total Amount Of 1,700,000.00 Dollars; And Approving Event Ticket Prices; Pursuant To The Professional Services Agreement (Agreement) With Act Productions, Inc., Dated As Of July 30, 2014, For Event Planning And Marketing Services For The City's Centennial Celebration; And Further Authorizing The City Manager Or His Designee To Make All Necessary Reimbursements And/Or Expenditures In Connection With Said Sponsorship And Ticket Sales Under The Agreement.

(Tourism, Culture, & Economic Development Department)

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**Condensed Title:**

A Resolution Of The Mayor And City Commission Of The City Of Miami Beach, Florida, Approving And Authorizing The Acceptance Of Cash And In-Kind Sponsorships In The Amount Of 1,700,000.00 Dollars; And Approving Event Ticket Prices, pursuant to the Agreement with Act Productions, Inc., dated as of July 30, 2014, for event planning and marketing services for the City's Centennial Celebration; and further authorizing the City Manager or his designee to make all necessary reimbursements and/or expenditures in connection with said sponsorship and ticket sales under the Agreement.

**Key Intended Outcome Supported:**

Ensure Expenditure Trends are Sustainable Over the Long Term.

**Supporting Data (Surveys, Environmental Scan, etc.):** N/A

**Item Summary/Recommendation:**

The City of Miami Beach issued a Request for Qualifications for a vendor to collaborate with the City in planning, managing, and marketing the "Miami Beach Centennial Celebration" on March 20, 2015. On July 23, 2014, the City Commission adopted Resolution No. 2014-28661, which awarded Request For Qualifications (RFQ) No. 2014-182-LR, for event planning and marketing for the City's Centennial Celebration to ACT Productions, Inc. (ACT). The Professional Services Agreement (Agreement) between the City and ACT was subsequently executed in September 2014.

Planning for the celebration has resulted in a yearlong celebration that began September 2014 and runs through September 2015, with a 100 hour celebration from March 22 – 26, 2005 and a major public concert on the centennial, March 26, 2015. The Miami Beach 2015 Global Music Festival" celebrating the Miami Beach Centennial on March 26 will be the culmination of the weeklong festivities. While all Centennial events are free to the public, the Hard Rock Rising concert will have limited reserved premium seating which went on sale beginning February 24 for Miami Beach residents and Thursday February 26 for the general public. Reserved ticket prices range between \$55 and \$540.

Miami Beach residents with a valid form of identification verifying residency will receive a 10% discount by entering promo code "ResMB100" when purchasing tickets online at [www.MiamiBeach100.com](http://www.MiamiBeach100.com) during the 48-hour pre-sale ticket sale period from Tuesday, February 24, 8 P.M. through February 26, 7:59 P.M. or by calling (877) 987-6487 from 10:00 AM to 8:00 PM EST. Miami Beach residents will also have a complimentary viewing area at the concert. The first 5,000 pre-registered City of Miami Beach residents will be allowed to enter a preferred "Residence Viewing Area" on a first-come, first-serve basis. Resident pre-registration also begins Tuesday, February 24 at 8 P.M.

General public ticket sales open on Thursday, February 26 at 8 p.m. The complimentary public viewing area does not require a ticket or pre-registration. Gates open on Thursday, March 26 at noon, with the temporary beach amphitheater opening at 5 P.M. for the evening's performances.

In order to help cover the costs of producing a world-class Centennial Celebration, ACT has secured sponsors for these events at varying levels of cash and in-kind support.

The City's Agreement with ACT requires the City Commission to approve the final ticket prices, as well as all sponsorships. As a result, the attached resolution is being submitted for your consideration.

**Advisory Board Recommendation:**

N/A

**Financial Information:**

Source of Funds:		Amount	Account
N/A	1		
	Total		

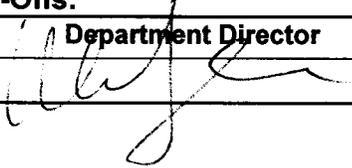
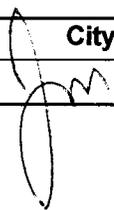
**Financial Impact Summary:**

N/A

**City Clerk's Office Legislative Tracking:**

Max Sklar, Tourism Cultural and Economic Development Director

**Sign-Offs:**

Department Director	Assistant City Manager	City Manager
		



City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

## COMMISSION MEMORANDUM

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: February 25, 2015

SUBJECT: **A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING AND AUTHORIZING THE ACCEPTANCE OF CASH AND IN-KIND SPONSORSHIPS IN THE TOTAL AMOUNT OF 1,700,000.00 DOLLARS; AND APPROVING EVENT TICKET PRICES; PURSUANT TO THE PROFESSIONAL SERVICES AGREEMENT (AGREEMENT) WITH ACT PRODUCTIONS, INC., DATED AS OF JULY 30, 2014, FOR EVENT PLANNING AND MARKETING SERVICES FOR THE CITY'S CENTENNIAL CELEBRATION; AND FURTHER AUTHORIZING THE CITY MANAGER OR HIS DESIGNEE TO MAKE ALL NECESSARY REIMBURSEMENTS AND/OR EXPENDITURES IN CONNECTION WITH SAID SPONSORSHIP AND TICKET SALES UNDER THE AGREEMENT.**

### ADMINISTRATION RECOMMENDATION

Adopt the Resolution.

### BACKGROUND

On March 20, 2015, the City of Miami Beach issued a Request for Qualifications for a vendor to collaborate with the City in planning, managing, and marketing the "Miami Beach Centennial Celebration". On July 23, 2014, the City Commission adopted Resolution No. 2014-28661, which awarded Request For Qualifications (RFQ) No. 2014-182-LR, for event planning and marketing for the City's Centennial Celebration to ACT Productions, Inc. (ACT). The Professional Services Agreement between the City and ACT, dated as of July 30, 2014, was subsequently executed on September 18, 2014 (Agreement).

Planning for the celebration has resulted in a yearlong celebration that began September 2014 and runs through September 2015, with a 100 hour celebration from March 22 – 26, 2015 and a major public concert on the centennial, March 26, 2015. As a city with a rich cultural and entertainment history, Miami Beach will feature a 100-hour, non-stop historic festival beginning Sunday, March 22nd. In addition to Hard Rock Rising Miami Beach, festivities include a concourse car show, pageant, an astrophysical concert, beachside wedding for 100 couples, naturalization ceremony for 100 new U.S. citizens, a world-class CAA tennis exhibition, and more.

The "Miami Beach 2015 Global Music Festival" celebrating the Miami Beach Centennial on March 26th will be the culmination of the weeklong festivities. While all Centennial events are free to the public, the Hard Rock Rising Miami Beach concert will have limited reserved premium seating which went on sale beginning February 24 for Miami Beach residents and Thursday February 26 for the general public. Reserved ticket prices range between \$55 and \$1,000, please refer to Exhibit "A" for a detailed list of ticket prices.

International superstars who will be performing include Andrea Bocelli, Barry Gibb and Gloria Estefan, Flo Rida, DJ Irie, Dave Mason, Jon Secada, Ky-Mani Marley, Nestor Torres, Nicole Henry, and Third World to name a few.

Miami Beach residents with a valid form of identification verifying residency will receive a 10% discount by entering promo code "ResMB100" when purchasing tickets online at [www.MiamiBeach100.com](http://www.MiamiBeach100.com) during the 48-hour pre-sale ticket sale period from Tuesday, February 24, 8 P.M. through February 26, 7:59 P.M. or by calling (877) 987-6487 from 10:00 AM to 8:00 PM EST. Miami Beach residents will also have a complimentary viewing area at the concert. The first 5,000 pre-registered City of Miami Beach residents will be allowed to enter a preferred "Residence Viewing Area" on a first-come, first-serve basis. Resident pre-registration also begins Tuesday, February 24 at 8 P.M.

General public ticket sales open on Thursday, February 26 at 8 p.m. The complimentary public viewing area does not require a ticket or pre-registration. Gates open on Thursday, March 26 at noon, with the temporary beach amphitheater opening at 5 P.M. for the evening's performances.

In order to help cover the costs of producing a world-class Centennial Celebration, ACT has secured the following sponsors for these events at varying levels of cash and in-kind support:

- Seminole Hard Rock Hotel
- Atlantic Broadband
- Coca-Cola
- Baptist Health South Florida
- Live Nation
- Royal Caribbean International
- Geico
- Land Rover
- W Hotel
- Car2Go
- Model Launcher
- Whole Foods

The Administration further recommends that the City Commission authorize the City Manager or his designee to make any necessary reimbursements and/or expenditures in connection with said sponsorship and ticket sales under the Agreement. The City and ACT anticipate additional sponsorships will be secured in the next thirty (30) days and any subsequent sponsorships will be brought back to the City Commission for approval.

The City's Agreement with ACT requires the City Commission to approve the final ticket prices, as well as all sponsorships. As a result, the attached resolution is being submitted for your consideration.

**CONCLUSION**

Staff and ACT have worked diligently to identify sponsors to off-set the costs of producing these events. The Administration recommends the adoption of the attached Resolution authorizing the acceptance of these sponsors.

JLM/KGB/MAS

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■ \$55  
 ■ \$79  
 ■ \$105 (obstructed)

■ \$129  
 ■ \$179  
 ■ \$365  
 □ For SKYBOXES Call (305) 341-7899

CLUB SUITES (individual seating) →



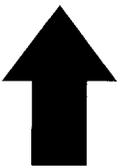
FREE BEACH VIEWING AREA

FREE MIAMI BEACH RESIDENT AREA

CLUB SUITES (individual seating) →



MAIN STAGE



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

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING AND AUTHORIZING THE ACCEPTANCE OF CASH AND IN-KIND SPONSORSHIPS IN THE TOTAL AMOUNT OF 1,700,000.00 DOLLARS; AND APPROVING EVENT TICKET PRICES; PURSUANT TO THE PROFESSIONAL SERVICES AGREEMENT (AGREEMENT) WITH ACT PRODUCTIONS, INC., DATED AS OF JULY 30, 2014, FOR EVENT PLANNING AND MARKETING SERVICES FOR THE CITY'S CENTENNIAL CELEBRATION; AND FURTHER AUTHORIZING THE CITY MANAGER OR HIS DESIGNEE TO MAKE ALL NECESSARY REIMBURSEMENTS AND/OR EXPENDITURES IN CONNECTION WITH SAID SPONSORSHIP AND TICKET SALES UNDER THE AGREEMENT.**

**WHEREAS**, on March 20, 2015, the City issued Request for Qualifications No. 2014-182-LR (the RFQ), for event planning and marketing for the City's Centennial Celebration; and

**WHEREAS**, on July 23, 2014, the City Commission adopted Resolution No. 2014-28661, authorizing the administration to negotiate and contract with ACT Productions, Inc. (ACT), as the top ranked proposer pursuant to said RFQ, for the collaboration, planning, managing, and marketing of the "Miami Beach Centennial Celebration"; and

**WHEREAS**, the City and Act executed a Professional Services Agreement, dated as of July 30, 2014, (Agreement), which Agreement requires City Commission approval of the sponsorships and ticket prices relating to the City's Centennial Celebration; and

**WHEREAS**, planning for the celebration has resulted in a yearlong celebration that began September 2014 and runs through September 2015, with a 100 hour celebration from March 22 – 26, 2015, which includes a major public concert on the date of the centennial, March 26, 2015; and

**WHEREAS**, the Miami Beach 2015 Global Music Festival, celebrating the Miami Beach Centennial on March 26, 2015, will be the culmination of the weeklong festivities, including performances by international superstars, such as Andrea Bocelli, Barry Gibb, Gloria Estefan, Flo Rida, DJ Irie, Dave Mason, Jon Secada, Ky-Mani Marley, Nestor Torres, Nicole Henry, and Third World; and

**WHEREAS**, in addition to Hard Rock Rising Miami Beach concert, festivities include a concourse car show, fashion show, an astrophysical concert, beachside wedding for 100 couples, naturalization ceremony for 100 new U.S. citizens, a world-class CAA tennis exhibition, and more; and

**WHEREAS**, while all Centennial events are free to the public, the Hard Rock Rising Miami Beach concert will have limited reserved premium seating with ticket prices ranging between \$55 and \$1,000; and

**WHEREAS**, Miami Beach residents with a valid form of identification, verifying residency, will receive a 10% discount off of the reserved premium seating during the forty-eight hour pre-sale ticket sale period from Tuesday, February 24, 8 P.M., through February 26, 7:59 P.M., with general public ticket sales opening on Thursday, February 26, 2015, at 8 P.M.; and

**WHEREAS**, Miami Beach residents will also have a complimentary "Residence Viewing Area" at the concert, for which residents may preregister, commencing on Tuesday, February 24, 2015 at 8 P.M., on a first-come, first-serve basis, for the first 5,000 pre-registered City of Miami Beach residents; and

**WHEREAS**, in order to help cover the costs of producing a world-class Centennial Celebration, ACT has secured the following sponsors for these events at varying levels of cash and in-kind support:

- Seminole Hard Rock Hotel
- Atlantic Broadband
- Coca-Cola
- Baptist Health Systems
- Live Nation
- Royal Caribbean
- Geico
- Land Rover
- W Hotel
- Car2Go
- Model Launcher
- Whole Foods
- Elaine Lancaster; and

**WHEREAS**, the Administration recommends that the City Commission approve and accept the aforesated cash and in-kind sponsorships, totaling \$1,700,000.00; and

**WHEREAS**, the Administration recommends that the City Commission approve the event ticket prices as set forth in the attached Exhibit "A"; and

**WHEREAS**, the Administration further recommends that the City Commission authorize the City Manager or his designee to make any necessary reimbursements and/or expenditures in connection with said sponsorship and ticket sales under the Agreement.

**NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA**, hereby approve and authorize the acceptance of cash and in-kind sponsorships, in the amount of \$1,700,000.00; and approve event ticket prices, as set forth in the attached Exhibit "A"; pursuant to the Professional Services Agreement (Agreement) with Act Productions, Inc., dated as of July 30, 2014, for event planning and marketing services for the City's Centennial Celebration; and further authorize the City Manager or his designee to make all necessary reimbursements and/or expenditures in connection with said sponsorship and ticket sales under the Agreement.

**PASSED and ADOPTED** this 25<sup>th</sup> day of February, 2015.

**ATTEST:**

\_\_\_\_\_  
PHILIP LEVINE, MAYOR

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

**APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION**

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

2/23/15  
Date

\$55  
 \$79  
 \$105 (obstructed)

\$129  
 \$179  
 \$365  
 \$540  
 \$1,000

For SKYBOXES Call (305) 341-7899

CLUB SUITES (individual seating) →



SKYBOX



FREE BEACH VIEWING AREA  
 FREE MIAMI BEACH RESIDENT AREA



CLUB SUITES (individual seating) →



SKYBOX



MAIN STAGE