RESOLUTION NO. 2019-31004

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ADOPTING THE FINAL BUDGETS FOR THE GENERAL, G.O. DEBT SERVICE, RDA AD VALOREM TAXES, ENTERPRISE, INTERNAL SERVICE, AND SPECIAL REVENUE FUNDS FOR FISCAL YEAR 2020.

WHEREAS, the City Manager's total proposed Fiscal Year 2020 operating budget, net of transfers and Internal Service Funds, as amended and adopted at the September 25, 2019 Commission meeting, is $669,274,000 including the General, General Obligation (G.O.) Debt Service, RDA Ad Valorem Taxes, Enterprise, and Special Revenue Funds, as shown in Composite Exhibit "A"; and

WHEREAS, the proposed Fiscal Year 2020 General Fund operating budget totals $350,143,000; and

WHEREAS, the proposed Fiscal Year 2020 budgets for the Enterprise Funds total $229,282,000; and

WHEREAS, the proposed Fiscal Year 2020 budgets for the Internal Service Funds, which are wholly supported by transfers from the General Fund, Enterprise Funds, the Redevelopment District, and Special Revenue Funds, total $98,924,000; and

WHEREAS, the proposed Fiscal Year 2020 budgets for the Special Revenue Funds total $119,922,000; and

WHEREAS, in order to utilize prior year fund balance to fund recurring costs in the Fiscal Year 2020 budgets for the Sanitation Fund, the Mayor and City Commission would need to waive the City's established policy of not utilizing one-time, non-recurring revenue to subsidize recurring personnel, operating, and maintenance costs adopted by Resolution 2006-26341; and

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

WHEREAS, the proceeds and interest earned from the Police Confiscated Trust Fund are 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 Fiscal Year 2020 in the amount of $386,000 shall be funded from State Confiscation Funds in the amount of $106,000

and Federal Treasury and Justice Confiscation Funds in the amount of $280,000, as reflected in the attached Exhibit "B"; and

WHEREAS, funds in the amount of $386,000 are available in the Police Confiscated 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 $25,000, 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 $25,000 for those purposes as authorized pursuant to Section 938.15 of the Florida for education degree programs and training courses for officers and support personnel of the Miami Beach Police Department; and

WHEREAS, Section 705.105, 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, $29,000 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 Unclaimed Property Account, 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 in the attached Exhibit "D" with funds in the Unclaimed Property 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 $1,866,000 budget allocation for Fiscal Year 2020 to continue implementation of its programs; and

WHEREAS, from January 2019 through July 2019, the Cultural Affairs staff and CAC conducted its application and review process for its Fiscal Year 2020 Cultural Arts Grant Programs; and

WHEREAS, grants panelists, comprised of the CAC members, yielded 46 viable applications; and

WHEREAS, the CAC, at its regular meeting on July 11, 2019, reviewed the grant panelists' recommendations and unanimously supported the recommended Cultural Arts awards totaling $850,000 for Fiscal Year 2020, as more specifically identified in the "Proposed Fiscal Year 2020 Funding" column in 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 Fiscal Year 2020, in the amount of $3,315,000, 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 the final budgets, as amended at the September 25, 2019 Commission meeting, for the General, G.O. Debt Service, RDA Ad Valorem Taxes, Enterprise, Internal Service, and Special Revenue Funds for Fiscal Year 2020 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 Unclaimed Property Account), Exhibit "E" (Cultural Arts Council Grants), and Exhibit "F" (MBVCA) and waive the City's policy of not utilizing one-time, non-recurring revenue to subsidize recurring personnel, operating and maintenance costs for the Sanitation Fund for Fiscal Year 2020.

PASSED AND ADOPTED this 25th day of September, 2019.

ATTEST:

Rafael E. Granado, City Clerk

Dan Gelber, Mayor

MIAMI BEACH INCORPORATED MARCH 26TH 1915

APPROVED AS TO FORM & LANGUAGE & FOR EXECUTION

City Attorney

9/26/19
Date

STATE OF FLORIDA
COUNTY OF MIAMI-DADE

I, RAFAEL E. GRANADO, City Clerk of the City of Miami Beach, Florida, do hereby certify that the above and foregoing is a true and correct copy of the original thereof on file in this office.

WITNESS my hand and seal of said City this 27 day of September, 2019.

for Rafael E. Granado
City Clerk of the City of Miami Beach, Florida

MIAMI BEACH
INCORPORATED
MARCH 26TH 1915

COMPOSITE EXHIBIT A
REVENUE SUMMARY BY FUND AND MAJOR CATEGORY
Fiscal Year 2020

FUNCTION/DEPARTMENT	GENERAL	G.O. DEBT SERVICE	RDA	ENTERPRISE	SPECIAL REVENUES	TOTALS	INTERNAL SERVICE
GENERAL OPERATING REVENUES							
Ad Valorem Taxes	$ 184,150,000						
Ad Valorem- Capital Renewal & Repl.	769,000						
Ad Valorem- Pay-As-You-Capital	2,470,000						
Ad Valorem- Normandy Shores	174,000						
Other Taxes	23,995,000						
Licenses and Permits	30,437,000						
Intergovernmental	12,081,000						
Charges for Services	12,522,000						
Fines & Forfeits	1,756,000						
Interest Earnings	3,461,000						
Rents & Leases	5,959,000						
Miscellaneous	14,780,000						
Resort Tax Contribution	36,757,000						
Other Non-Operating Revenue	20,832,000						
FUND TOTAL	$ 350,143,000					$ 350,143,000	
G.O. DEBT SERVICE FUND							
Ad Valorem Taxes		11,796,000					
FUND TOTAL		$ 11,796,000				$ 11,796,000	
RDA FUND-CITY TIF Only							
AD VALOREM TAXES							
Property Taxes- RDA City Center (net)			31,202,000				
FUND TOTAL			$ 31,202,000			$ 31,202,000	
ENTERPRISE FUNDS							
Convention Center				30,002,000			
Parking				55,532,000			
Sanitation				22,420,000			
Sewer Operations				52,415,000			
Storm Water				31,998,000			
Water Operations				36,915,000			
FUND TOTAL				$ 229,282,000		$ 229,282,000	
INTERNAL SERVICE FUNDS							
Central Services							1,115,000
Fleet Management							12,938,000
Information Technology							16,848,000
Property Management							11,001,000
Risk Management							19,655,000
Medical & Dental Insurance							37,367,000
FUND TOTAL							$ 98,924,000
SPECIAL REVENUE FUNDS							
Education Compact					335,000		
Resort Tax					93,627,000		
Tourism & Hospitality Scholarships					174,000		
Cultural Arts Council					1,866,000		
Sustainability					453,000		
Waste Haulers					70,000		
Normandy Shores					297,000		
Biscayne Point					223,000		
5th & Alton Garage					650,000		
7th St. Garage					2,891,000		
Transportation					11,068,000		
Tree Preservation					132,000		
Commemorative Tree Trust Fund					5,000		
People's Transportation Plan					4,158,000		
Police Confiscations - Federal					280,000		
Police Confiscations - State					106,000		
Police Crash Report Sales					25,000		
Police Unclaimed Property					29,000		
Police Training					25,000		
Red Light Camera					1,313,000		
Residential Housing					839,000		
E-911					603,000		
Information & Technology Tech					300,000		
Domestic Violence					250,000		
Art in Public Places					21,000		
Beach Renourishment					75,000		
Beachfront Concession Initiatives					65,000		
Miami City Ballet					22,000		
Adopt-A-Bench					20,000		
FUND TOTAL					$ 119,922,000	$ 119,922,000	
TOTAL ALL FUNDS	**$ 350,143,000**	**$ 11,796,000**	**$ 31,202,000**	**$ 229,282,000**	**$ 119,922,000**	**$ 742,345,000**	**$ 98,924,000**
Less Transfers						(73,071,000)	
GRAND TOTAL - ALL FUNDS						**$ 669,274,000**	

COMPOSITE EXHIBIT A
TOTAL EXPENDITURES BY FUND AND DEPARTMENT
Fiscal Year 2020

FUNCTION/DEPARTMENT	GENERAL	G.O. DEBT SERVICE	RDA	ENTERPRISE	SPECIAL REVENUES	TOTALS	INTERNAL SERVICE
MAYOR & COMMISSION	$ 2,500,000					**$ 2,500,000**	
ADMINISTRATIVE SUPPORT SERVICES						**$ 31,927,000**	
CITY MANAGER	4,314,000						
COMMUNICATIONS	2,424,000						
MANAGEMENT AND BUDGET	1,963,000						
INSPECTOR GENERAL	1,455,000						
ORG DEV & PERFORMANCE INITIATIVES	1,284,000						
Education Compact					335,000		
FINANCE	6,530,000						
PROCUREMENT	2,726,000						
INFORMATION TECHNOLOGY							16,848,000
IT Tech					300,000		
HUMAN RESOURCES/LABOR RELATIONS	2,728,000						
Risk Management							19,655,000
Medical & Dental Insurance							37,367,000
CITY CLERK	1,790,000						
Central Services							1,115,000
CITY ATTORNEY	6,078,000						
ECONOMIC DEV. & CULTURAL ARTS						**$ 158,467,000**	
Economic Development							
ECONOMIC DEVELOPMENT	2,491,000						
HOUSING & COMM. SERVICES	3,695,000						
Domestic Violence					250,000		
Residential Housing					839,000		
BUILDING	14,085,000						
ENVIRONMENT & SUSTAINABILITY	1,632,000						
Tree Preservation					132,000		
Commemorative Tree Trust Fund					5,000		
Sustainability					453,000		
Beach Renourishment					75,000		
Beachfront Concession Initiatives					65,000		
PLANNING	5,510,000						
Cultural Arts							
TOURISM & CULTURAL DEV.	3,545,000						
Convention Center				30,002,000			
Resort Tax					93,627,000		
Tourism & Hospitality Scholarships					174,000		
Art in Public Places					21,000		
Cultural Arts Council					1,866,000		
OPERATIONS						**$ 283,749,000**	
CODE COMPLIANCE	6,488,000						
PARKS & RECREATION	37,864,000						
Adopt-A-Bench					20,000		
PROPERTY MANAGEMENT							11,001,000
Normandy Shores					297,000		
Biscayne Point					223,000		
Miami City Ballet					22,000		
PUBLIC WORKS	15,391,000						
Sanitation				22,420,000			
Sewer				52,415,000			
Stormwater				31,998,000			
Water				36,915,000			
Waste Haulers					70,000		
CAPITAL IMPROVEMENT PROJECTS	5,327,000						
PARKING				55,532,000			
5th & Alton Garage					650,000		
7th Street Garage					2,891,000		
FLEET MANAGEMENT							12,938,000
TRANSPORTATION					11,068,000		
People's Transportation Plan					4,158,000		
PUBLIC SAFETY						**$ 208,202,000**	
POLICE	115,174,000						
Police Confiscations - Federal					280,000		
Police Confiscations - State					106,000		
Police Unclaimed Property					29,000		
Police Training					25,000		
Police Crash Report Sales					25,000		
Red Light Camera					1,313,000		
FIRE	90,647,000						
E-911					603,000		

COMPOSITE EXHIBIT A
TOTAL EXPENDITURES BY FUND AND DEPARTMENT
Fiscal Year 2020

FUNCTION/DEPARTMENT	GENERAL	G.O. DEBT SERVICE	RDA	ENTERPRISE	SPECIAL REVENUES	TOTALS	INTERNAL SERVICE
CITYWIDE ACCOUNTS						**$ 10,494,000**	
CITYWIDE ACCTS	9,227,000						
CITYWIDE ACCTS-Normandy Shores	267,000						
CITYWIDE ACCTS-Operating Contingency	1,000,000						
Transfers						**$ 4,008,000**	
Info & Comm Technology Fund	300,000						
Pay-As-You-Go Capital	2,939,000						
Capital Renewal & Replacement	769,000						
G.O. DEBT SERVICE		11,796,000				**$ 11,796,000**	
RDA-City TIF Transfer only							
City Center			31,202,000			**$ 31,202,000**	
TOTAL - ALL FUNDS	**$ 350,143,000**	**$ 11,796,000**	**$ 31,202,000**	**$ 229,282,000**	**$ 119,922,000**	**$ 742,345,000**	**$ 98,924,000**
Less Transfers						(73,071,000)	
GRAND TOTAL - ALL FUNDS						**$ 669,274,000**	

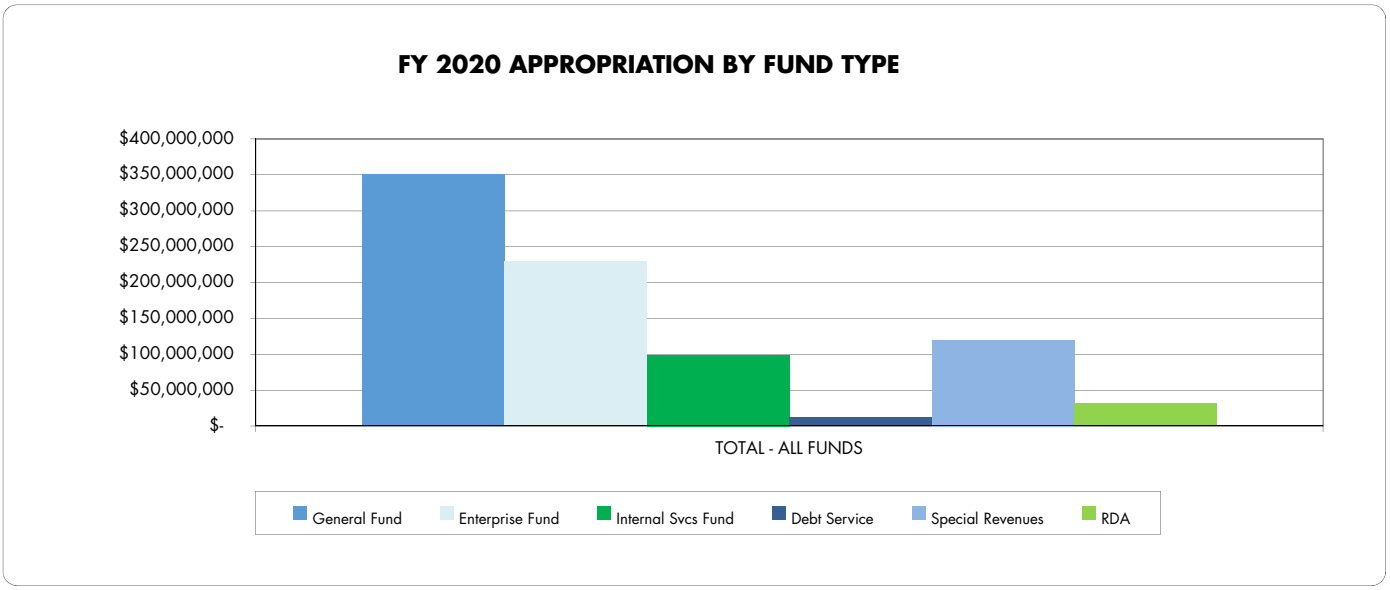

EXHIBIT B

CERTIFICATION

I, Richard Clements, 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 2019/20 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.

Richard Clements
Chief of Police
Miami Beach Police Department

8/16/19
Date

EXHIBIT B

Miami Beach Police Department
Confiscations - Federal & State Funds
FY 2020 Proposed Budget

Federal Funds (603):

	FY 2020 Proposed Budget
Organizational Development Travel & Off-site Testing	$ 70,000
Bulletproof Vest Partnership	70,000
Training Supplement to LETTF	140,000
Total Federal Funds (603)	**$ 280,000**

State Funds (607):

	FY 2020 Proposed Budget
Costs connected with the prosecution/processing of forfeitures.	$ 20,000
Crime Prevention initiatives & School Liaison Projects	15,000
AR Rifle Program/initiative- City's match for reimbursement of rifles at $500.	15,000
Departmental training and operational equipment	56,000
Total State Funds (607)	**$ 106,000**

Total Federal & State Funds	**$ 386,000**

EXHIBIT C

CERTIFICATION

I, Richard Clements, 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 2019/20 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.

Richard Clements
Chief of Police
Miami Beach Police Department

8/16/19
Date

EXHIBIT C

Miami Beach Police Department
Police Training and School Resources Fund
FY 2020 Proposed Budget

Police Training and School Resources Funds (608):

	FY 2020 Proposed Budget
Education of police personnel at various schools, conferences, and workshops, as well as training and operational supplies	$ 25,000
Total Funds	**$ 25,000**

EXHIBIT D

Miami Beach Police Department
Unclaimed Property Account
FY 2020 Proposed Budget

Special Revenue Funds:

	FY 2020 Proposed Budget
Community Activities	$ 16,000
Law Enforcement Equipment and Supplies	8,000
Facilities Maintenance	5,000
Total Funds	**$ 29,000**

EXHIBIT E
Cultural Arts Council Grant Recommendations FY 2020

Miami Beach Cultural Anchors	Recommended FY 2020 Funding
Florida International University- Miami Beach Urban Studios	$ 24,000
Florida International University- Wolfsonian	$ 29,000
Florida International University-Jewish Museum of Florida	$ 23,000
Friends of the Bass Museum, Inc.	$ 29,000
Friends of the Miami-Dade Public Library, Inc.	$ 8,000
Miami Beach Film Society (Miami Beach Cinematheque)	$ 20,000
Miami Beach Garden Conservancy	$ 21,000
Miami City Ballet	$ 23,000
Miami Design Preservation League	$ 23,000
Miami New Drama	$ 24,000
New World Symphony	$ 30,000
O'Cinema (Living Arts Trust)	$ 19,000
Oolite	$ 27,000
The Holocaust Memorial Committee, Inc.	$ 24,000
The Rhythm Foundation, Inc.	$ 24,000
SUBTOTAL	**$ 348,000**

Miami Beach Cultural Presenters	Recommended FY 2020 Funding
FILM	
Center for the Advancement of Jewish Education (CAJE)	$ 20,000
Inffinito Art & Cultural Foundation, Inc. (Brazilian Film Festival)	$ 18,000
Italian Film Festival (Cinema Italy)	$ 18,000
Miami Gay and Lesbian Film Festival, Inc.	$ 19,000
SUBTOTAL	**$ 75,000**
MULTI-DISCIPLINARY	
FUNDARTE, Inc.	$ 18,000
Miami Light Project	$ 15,000
National Foundation for the Advancement in the Arts, Inc. (Young Arts)	$ 19,000
University of Wynwood, Inc. (O,Miami)	$ 19,000
SUBTOTAL	**$ 71,000**
THEATER	
Fantasy Theater Factory	$ 17,000
Juggerknot Theater Company	$ 18,000
SUBTOTAL	**$ 35,000**

EXHIBIT E
Cultural Arts Council Grant Recommendations FY 2020

VISUAL ARTS		
Bas Fisher Invitational, Inc.	$	18,000
Edge Zones	$	14,000
South Florida Composer Alliance	$	17,000
SUBTOTAL	**$**	**49,000**

OPERA		
Florida Opera Prima, Inc.	$	11,000
The Opera Atelier	$	10,000
SUBTOTAL	**$**	**21,000**

DANCE		
Ballet Flamenco La Rosa, Inc.	$	18,000
Cuban Classical Ballet of Miami Corp.	$	14,000
Miami Hispanic Ballet Corp.	$	14,000
Peter London Global Dance Company, Inc.	$	15,000
Siempre Flamenco, Inc.	$	11,000
The Dance NOW! Ensemble, Inc.	$	19,000
SUBTOTAL	**$**	**91,000**

MUSIC		
Community Arts and Culture, Inc.	$	18,000
Global Arts Project	$	18,000
Miami Children's Chorus, Inc.	$	9,000
Miami Music Festival	$	19,000
Nu Deco Ensemble, Inc.	$	20,000
Orchestra Miami	$	11,000
Patrons of Exceptional Artists, Inc.	$	19,000
Power Access, Inc.	$	18,000
Seraphic Fire	$	16,000
South Beach Chamber Ensemble, Inc.	$	12,000
SUBTOTAL	**$**	**160,000**
SUBTOTAL	**$**	**502,000**

		FY 2020 Budget
TOTAL	**$**	**850,000**

EXHIBIT F

MBVCA FY 2019/2020 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 1st.

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 in 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 2018/2019 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 2018/2019, the MBVCA funded the TAP in nine categories, including: Cultural Tourism, Development Opportunities, Film Incentive, Initiatives, Major One Time Special Event, Special Events Recurring, Special Projects, Special Projects Recurring, and Tourism Partnerships. In 2018, the MBVCA continued to fund

projects, utilizing funds rolled over from several years past.

A total of $1,028,575 was awarded in FY 2018/2019, compared to $1,278,750 in FY 2017/2018. The decrease in awards reflects rescinded events, due to non-compliance or cancellation; repeat events that could not meet the grant application criteria; deadlines that could not be met, and large events that did not return to Miami Beach.

Grants funded in partnership with the CMB are critical, branded tourism-related programs, such as the South Beach Wine & Food Festival and UNTITLED. Art Fair Miami Beach; both examples of events whose beginnings in Miami Beach stem from grants provided by the MBVCA; events that could easily be recruited by other destinations.

FY 2019/2020 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 determines 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 and access to the online Application Portal. 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 2019/2020 the MBVCA voted to lower the criteria for the Major One Time Special Event and Special Events Recurring grant categories requiring a total of 275 hotel room nights to be confirmed, along with the 1,000,000 contracted media impressions. The viewership criteria remained at 1,000,000. The Special Projects and Special Projects Recurring hotel room night requirement was lowered to 2,000 with the media impressions requirement decreased to 150,000,000. The grant criteria guidelines were reviewed for clarity and accuracy, requiring fully executed agreements and contracts to be submitted prior to proceeding with the next step in the application process. The application requires hotel room block agreements; media contracts, and/or broadcast/cable/TV contracts to in order to proceed with the grant submission. The criteria must be confirmed before and after funding is awarded. Grant applicants must 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 accompanied by third party confirmation 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 Comscore/Rentrak for viewership.

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 must also be provided. 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 was implemented to be more closely aligned with the MBVCA's grant criteria and will continue to be utilized in FY 2019/2020. Using 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 Board 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 to the Board. A question and answer period follow, 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 2019/2020.

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:

TAP funds are currently awarded in seven categories, including: Development Opportunities, Film Incentive, Initiatives, Major One Time Special Event, 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

Grant Category	Contracted Hotel Room Nights	Contracted Media Impressions	Contracted Television and/or Cable Broadcast
Development Opportunities	75	200,000	500,000
Film Incentive*	250	N/A	N/A
Major One Time Special Event	275	1,000,000	1,000,000
Special Events Recurring	275	1,000,000	1,000,000
Special Projects	2,000	150,000,000	15,000,000
Special Projects Recurring	2,000	150,000,000	15,000,000
Tourism Partnerships	200	500,000	5,000 (visitors/attendees/participants)

* Specific requirements are in place for the Film Incentive Grant Program.

EXHIBIT F

MBVCA FY 2019/2020 WORKPLAN AND BUDGET

Budget

Budget (TAP) FY 2019/2020:

The MBVCA has budgeted $1,945,000 for FY 2019/2020 for its Tourism Advancement Program which reflects 60% of the total budget. This grant funding reflects an increase of $211,500 from FY 2018/2019. This increase is due to an **increase** in the amount requested from some repeat applicants being moved to the top of declining scale as well as the introduction of the Partnerships program and the allocation for the Film Incentive Program.

- The *Tourism Partnerships* category is budgeted at $90,000, reflecting 3% of the total budget for FY 2019/2020. 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 9% of the total budget, is budgeted at $295,000 in FY 2019/2020. The MBVCA expects six to seven new events to apply at a maximum request of $45,000 each. 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 the Miami Beach Pop Festival, Celebrity Beach Soccer Match, FIBEGA, Slamdance Film Festival, and two to three additional projects.
- The *Special Events Recurring* category, reflecting 24% of the total budget, has been calculated at $786,000 for FY 2019/2020 based on the established declining scale and the number of applicants anticipated to return.
- The *Special Projects* category is budgeted at $90,000 with one applicant expected at the maximum request of $90,000 representing 3% of the total budget.
- The *Special Projects Recurring* category is budgeted at $374,000 and represents 11% of the total budget. Anticipated applicants include the Orange Bowl Marketing Campaign; Lifetime Miami Marathon, Half Marathon, and Tropical 5K; the Food Network & Cooking Channel South Beach Wine & Food Festival; Paraiso 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 *Development Opportunities* category is budgeted at $60,000 for FY 2019/2020, representing 2% of the budget; in anticipation of 2 applicants at the maximum request of $30,000 each.
- The *Film Incentive* category is budgeted at $250,000 for FY 2019/2020 representing 8% of the budget

Partnerships

- *Cultural Tourism Program* is budgeted at $165,000 for FY 2019/2020 representing 5% of the budget in anticipation of 2 new projects. This new and improved program is a partnership between the City of Miami Beach Cultural Arts Council and the MBVCA to attract between 1 -3 citywide projects that highlight the entire destination by adding a niche to the wide array of reasoning for visiting the destination.

- *Tourism Enrichment Projects* include the continuation of the Forbes Travel Guide Hospitality Training, both live and online formats, offered free of charge to Miami Beach hospitality employees. The live training sessions will be offered 2 times a year with the webinar offered year-round to ensure all Miami Beach hospitality employees benefit from this valuable training.

Another project is the Miami Beach Visual Memoirs Project that was started in 2011/2012 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.

MBVCA FY 2019/2020 WORKPLAN AND BUDGET

The Miami Design Preservation League (MDPL) in partnership with Close-Up Productions has conducted a total of 130 interviews to date. In previous years, components have included an exhibit that was open to the public daily and free of charge, initially from mid-October through late November 2012, re-opening during Art Deco Weekend 2013. The documentary played on a loop in the lecture hall portion of the Art Deco Welcome Center. An educational component was also developed that included a video and teacher guide for Miami Beach Middle Schools and used as a model for other educational videos to be used with Elementary and High School students. Videos were prepared for archival as part of a statewide university consortium. A digital promotional portal showcasing the video archive with links highlighting other Miami Beach historical resources and housed at institutions in Miami Beach and Miami Dade County, were also developed. The "Windows on Miami Beach" portal generated local interest and support through school contests and online displays created by students and portal partners; daily and weekly calendars of partners' events; social media linkages that drove people to the new website and its resources; easier access to the interviews, educational videos and curricula produced by the Visual Memoirs Project; patronization of museums and historic sites on Miami Beach, and promoted Miami Beach as a tourist destination through historic and artistic connections.

Additionally, the project developed a video on Barbara Baer Capitman, "Barbara's Crusade", that premiered during Art Deco 2017. The project's website, miamibeachvisualmemoirs.com, was rebuilt for new and readily expandable internet access. The project stored archives through FIU's Digital Archive continued to expand full-length interviews in an effort to stimulate interest in Miami Beach's history and historic venues. The social media exposure attracted nearly 500 followers on the project's Facebook page. The ON-MiamiBeach.com Portal added a separate "Learning and Teaching" section that included links to current videos and mini co-curations and videos about Miami Beach by the portal partners and students.

The Project has continued to enhance its community and visitor awareness of the Portal through partner organizations' cross-promotional efforts and increased social media integration. New interviews continue to take place; thereby, augmenting the existing database. In addition, an architectural discussion was mounted at the Wolfsonian Museum during Art Deco Weekend 2018 that included leading architects discussing preservation architecture and the combining of styles within the expansion on Miami Beach.

Most recently, the project expanded its distribution on cable, social media, digital libraries, and their linked websites. A YouTube channel was also launched, and an additional 10 interviews were also conducted.

The Tourism Enrichment Projects category is budgeted at $80,000 for FY 2019/2020, representing 4% of the total budget.

Initiatives

The MBVCA expects to support new initiatives in FY 2019/2020. Strategic plans, goals and initiatives are developed through consultation; the result of ongoing communications with the Mayor, Commission, and City Administration.

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 to increase 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 September 30, 2020 in FY 2019/2020. Objectives include increased public relations or tourism related activities in CMB; recruitment of new events and meetings; improvement of CMB global reputation, and the activation and population of all the "Experience Miami Beach" social media

handles. 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 year H+K wrote and released 12 press releases, generating 1,410,465,887 media impressions, valued at $15,638,438.52. During its sixth year, a total of 15 press releases were written and distributed, generating 1,272,729,422 impressions valued at $14,353,222.76. During their seventh and most recent year, a total of 15 press releases and 1 Audio News Release (ANR) were distributed generating 1,302,477,118 impressions valued at $1,583,728.46. During their eighth, and most recent year, H+K has written and released a total of 13 press releases and generated a total of 1,042,610,221 impressions with a value of $1,041,811.24.

Destination Marketing

The Destination Marketing allocation reflects a 3% of the total budget for FY 2019/2020. This allocation provides for the additional placement of stories and press releases on the PR Newswire as well as the continuation of our Blogger Program, FAM trips, and online sweepstakes to promote increased activity on our social media channels that will be implemented in FY 2019/2020.

App Marketing

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 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; the addition of new categories 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 nearly 14,000 times since 2015, 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 and continues to be offered free of charge.

IT Development

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 third party mobile applications via an application programming interface (API).

Currently, the API is fully functional with 252 different categories of businesses, each averaging 90 different services and amenities. Web and App developers are able to use these attributes to create new and exciting experiences for their end-users.

A total of $30,000 or 1% of the overall budget has been allocated in FY 2019/2020 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 $10,000 has been allotted to market and promote the API/App through ads for placement on MBVCA social media channels. in FY 2019/2020, representing less than 1% 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 investigative some of these events with the goal of the development of a new major event for the destination. The MBVCA has budgeted $5,000 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 2019/2020. 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 projected cash flow reserve to its budget to ensure that all grants awarded will 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 $449,500 for FY 2019/2020. This figure represents 14% of the total budget. The overhead allocation is budgeted at $215,500 which reflects 7% of the overall budget. The increase from FY 2018/2019 is attributed to the cloud information hosting and redundancy, the addition of office security measures and staffing a full office. The total administration and overhead are 21% of the total budget.

Rollover

A total of $375,000 will be rolled over from FY 2018/2019 into the FY 2019/2020 MBVCA budget to assist in funding special projects. This rollover of funds is primarily from the grants that were either not awarded and/or were rescinded for noncompliance.

CONCLUSION

During their August 7, 2019 meeting, the MBVCA Board recommended the Mayor and City Commission adopt the MBVCA Budget for FY 2019/2020 in the amount of $3,315,000 as reflected in Exhibit A.

EXHIBIT F

MIAMI BEACH VISITOR AND CONVENTION AUTHORITY
FY 2019/2020

	ADOPTED BUDGET FY 2018.2019	PROPOSED FY 2019.2020	VARIANCE	
REVENUES				
Unrestricted				
Rollover	$ 200,000	$ 375,000	$ 175,000	
Projected Resort Tax	$ 2,862,000	$ 2,940,000	$ 78,000	
TOTAL REVENUES	**$ 3,062,000**	**$ 3,315,000**	$ 253,000	
EXPENDITURES				
Administration & Benefits	$ 420,000	$ 449,500	$ 29,500	14%
Operating Expenses	$ 215,500	$ 215,500	$ -	7%
Capital	$ 5,000	$ 5,000	$ -	0%
Total Administration	$ 640,500	$ 670,000	$ 29,500	21%
GRANTS - Tourism Advancement Program				
Tourism Partnerships	$ 120,000	$ 90,000	$ 30,000	3%
Major One Time Special Event	$ 135,000	$ 295,000	$ 160,000	9%
Special Events Recurring	$ 768,000	$ 786,000	$ 18,000	24%
Special Projects	$ 180,000	$ 90,000	$ (90,000)	3%
Special Projects Recurring	$ 280,500	$ 374,000	$ 93,500	11%
Film Incentive	$ 250,000	$ 250,000	$ -	8%
Development Opportunities	$ 60,000	$ 60,000	$ -	2%
Total Tourism Adv. Program	$ 1,793,500	$ 1,945,000	$ 211,500	59%
PARTNERSHIPS				
Cultural Tourism	$ 90,000	$ 165,000	$ 75,000	5%
Tourism Enrichment	$ 120,000	$ 80,000	$ (40,000)	4%
Total	$ 210,000	$ 245,000	$ 35,000	7%
MARKETING/PR/TECHNOLOGY				
Marketing/Communications and PR	$ 250,000	$ 250,000	$ -	8%
Destination Marketing	$ -	$ 108,000		3%
APP Marketing	$ 10,000	$ 10,000	$ -	0%
IT Development	$ 30,000	$ 30,000	$ -	1%
Total	$ 290,000	$ 398,000	$ -	13%
OTHER				
Initiatives	$ 121,000	$ 50,000	$ (71,000)	4%
R&D	$ 5,000	$ 5,000	$ -	1%
Projected Cash Flow Reserve	$ 2,000	$ 2,000	$ -	1%
Total Other	$ 128,000	$ 57,000	$ (76,000)	43%
TOTAL	**$ 3,062,000**	**$ 3,315,000**	**$ 165,000**	100%