

RESOLUTION NO:

2022-32064

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO PROVIDE FUNDING FOR THE MIAMI BEACH SENIOR HIGH SCHOOL ROCK ENSEMBLE AFTERSCHOOL PROGRAM, THROUGH A GRANT TO YOUNG MUSICIANS UNITE, INC FOR THE 2021-22 SCHOOL YEAR, IN AN AMOUNT NOT TO EXCEED \$30,000; AND AUTHORIZING THE CITY MANAGER AND CITY CLERK TO EXECUTE A GRANT AGREEMENT WITH YOUNG MUSICIANS UNITE, INC, RETROACTIVE TO THE BEGINNING OF THE 2021-2022 SCHOOL YEAR (AUGUST 23, 2021); AND FURTHER AUTHORIZING FUNDING FOR SUBSEQUENT SCHOOL YEARS, IN AN AMOUNT NOT TO EXCEED \$30,000 PER FISCAL YEAR, SUBJECT TO FUNDING APPROVAL DURING THE CITY'S ANNUAL BUDGETARY PROCESS.

WHEREAS, over the past several years, the City of Miami Beach has expanded free afterschool enrichment programs at Miami Beach Fienberg Fisher K-8, Biscayne Beach Elementary, and Miami Beach Senior High School to support various components of the Miami Beach Education Compact ("Education Compact"); and

WHEREAS, the Education Compact reflects the desire of the Miami Beach community to support excellence in education in the City's public schools and is an investment in the overall enhancement of education for the City's residents; and

WHEREAS, as a result of the City's Education Compact with Miami-Dade County Public Schools, the City has expanded free afterschool school enrichment at select public schools in order to expand educational opportunities for Miami Beach youth; and

WHEREAS, on October 16, 2019, the Mayor and Cities Commission adopted Resolution No. 2019-31014, amending Resolution No. 2018-30259, adding the Rock Ensemble program as part of the afterschool enrichment program offerings at Miami Beach Senior High School, at a cost of \$10,000 for the 2019-2020 school year; and

WHEREAS, on January 13, 2021, the Mayor and City Commission adopted Resolution No. 2021-31537, approving donations for afterschool performances by the Miami Beach Senior High School Rock Ensemble ("Miami Beach Rock Ensemble") program; said donations would be received by the City of Miami Beach to support the needs of the Miami Beach Rock Ensemble program, which would include, without limitation, musical equipment, uniforms, competition registration fees, and transportation needs of the Miami Beach Rock Ensemble afterschool youth participants each year; and

WHEREAS, at the October 13, 2021 City Commission meeting, item C4 R was referred to the Finance and Economic Resiliency Committee for discussion, to provide matching funds in an amount not to exceed \$30,000 for the Miami Beach Ensemble program, through Young Musicians Unite, Inc., for the 2021-22 school year; and

WHEREAS, at the February 25, 2022 Finance and Economic Resiliency Committee meeting, members unanimously supported the funding of the Miami Beach Rock Ensemble program, through a grant to Young Musicians Unite, Inc., in an amount not to exceed \$30,000 for the 2021-22 school year and each year thereafter, subject to funding approval during the City's annual budgeting process; and

WHEREAS, the City Manager recommends that the Mayor and City Commission accept the recommendation of the Finance and Economic Resiliency Committee to approve the funding for the Miami Beach Rock Ensemble program, in the amount not to exceed \$30,000 for the 2021-2022 school year, as well as funding for subsequent school years, in an amount not to exceed \$30,000 per fiscal year, subject to funding approval during the City's annual budgetary process; and further recommends that the funding for the 2021-2022 school year become effective retroactively as of the beginning of the 2021-2022 school year (August 23, 2021).

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 hereby accept the recommendation of the Finance and Economic Resiliency Committee to provide funding for the Miami Beach Senior High School Rock Ensemble afterschool program, through a grant to Young Musicians Unite, Inc. for the 2021-22 school year, in an amount not to exceed \$30,000; and authorize the City Manager and City Clerk to execute a grant agreement for the 2021-22 school year, retroactive to the beginning of the school year (August 23, 2021); and further authorize funding for subsequent school years, in an amount not to exceed \$30,000 per fiscal year, subject to funding approval during the City's annual budgetary process.

PASSED and ADOPTED this 9 day of March, 2022.

ATTEST:



Rafael E. Granado, City Clerk

MAR 14 2022



Dan Gelber, Mayor



APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION


City Attorney

3-2-22
Date

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Alina T. Hudak, City Manager
DATE: March 9, 2022

SUBJECT: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO PROVIDE FUNDING FOR THE MIAMI BEACH SENIOR HIGH SCHOOL ROCK ENSEMBLE AFTERSCHOOL PROGRAM, THROUGH A GRANT TO YOUNG MUSICIANS UNITE, INC. FOR THE 2021-22 SCHOOL YEAR, IN AN AMOUNT NOT TO EXCEED \$30,000; AND AUTHORIZING THE CITY MANAGER AND CITY CLERK TO EXECUTE A GRANT AGREEMENT WITH YOUNG MUSICIANS UNITE, INC., RETROACTIVE TO THE BEGINNING OF THE 2021-2022 SCHOOL YEAR (AUGUST 23, 2021); AND FURTHER AUTHORIZING FUNDING FOR SUBSEQUENT SCHOOL YEARS, IN AN AMOUNT NOT TO EXCEED \$30,000 PER FISCAL YEAR, SUBJECT TO FUNDING APPROVAL DURING THE CITY'S ANNUAL BUDGETARY PROCESS.

RECOMMENDATION

If approved, administration will execute a grant agreement with Young Musicians Unite for the 2021-22 school year for the Miami Beach Senior High School Rock Ensemble afterschool program to cover expenditures throughout the 2021-22 school year retroactive to August 23, 2021 not to exceed \$30,000. Currently, there is no funding for this partnership in the FY22 budget.

BACKGROUND/HISTORY

Commissioner David Richardson requested at the October 13, 2021 Commission meeting to place an item for discussion on the Finance and Economic Resiliency Committee agenda to discuss the City of Miami Beach Committee for Quality Education's motion requesting the Mayor and City Commission provide annual funding up to \$30,000 to the Miami Beach Rock Ensemble with Young Musicians Unite. The Finance and Economic Resiliency Committee unanimously supported the request to provide funding for the Miami Beach Senior High School Rock Ensemble in partnership with Young Musicians Unite for the 2021-22 school year in an amount not to exceed \$30,000 and each school year thereafter.

The Rock Ensemble, founded by the late Doug Burris in 1972, is the first school-based ensemble of its kind in our nation's history. The student-led musical group is a combination of

musicians, stage crew and a sound engineering team. The Rock Ensemble comes together to play classic and modern rock and lends vocational experience to its students through engaging them in professional environments at a young age. Many professional musicians and sound engineers have passed through the ranks of the Rock Ensemble over its 50-year run. The Rock Ensemble performs for over 10,000 community members a year and inspires thousands of students to pick up an instrument for the very first time.

The Miami Beach Senior High Rock Ensemble has historically been part of the school day curriculum up until a few years ago. As such, the program is no longer funded by Miami-Dade County Public Schools as a part of the in-school curriculum. For the 2020-21 school year, the Miami Beach Rock Ensemble was funded by the City as an afterschool enrichment at a cost of \$10,000.

ANALYSIS

The Miami Beach High School Rock Ensemble is a legendary ensemble on Miami Beach which includes 12-15 performing musicians, a stage tech crew of 5-8 students, and a student management team. The ensemble sets up their own sound and equipment for rehearsals and shows across the city. The Miami Beach youth historically perform in a minimum of 10 performances annually and compete nationally.

The Miami Beach Rock Ensemble 50th Anniversary will take place on Saturday, May 28, 2022. The 40th Anniversary saw over 150 musicians from all over the United States collaborate for months in order to perform at the historic concert. The show sold out and over 1,500 current and former Miami Beach residents attended the event at the Miami Beach Senior High School auditorium.

These past few years, Young Musicians Unite (YMU) has supported the Miami Beach Rock Ensemble by providing staff members to instruct the students and support the live concerts. YMU continues to support the Rock Ensemble by giving young musicians an environment to network with peers, create new work, and be inspired by the creative energy of like-minded students. For the 2021-22 school year, YMU has already planned several live public and private performances such as the following:

YMU Presents! Halloween Youth Shows @ Lakeview
Annual Doug Burris Tribute Showcase @ The North Beach Bandshell
The Miami Beach Youth Music Festival @ The North Beach Bandshell
YMU Presents! Youth Showcase @ The Normandy Fountain
YMU Presents! Youth Showcase @ Altos Del Mar Park
YMU Presents! Youth Showcase @ The Euclid Circle on Lincoln Road
Arts and Culture Day @ North Beach Elementary
YMU's 9th Annual Spring Benefit Concert @ The North Beach Bandshell
Youth Performance @ The Normandy Fountain

Per YMU, it costs approximately \$88,000 per year to fund and train the ensemble for a full school year as an after-school program. This would include a minimum of 10 performances, national competitions, and weekly sessions with students at the Miami Beach Senior High School campus. YMU is seeking a match of up to \$30,000 to support and sustain the Miami Beach Rock Ensemble as an afterschool program for Miami Beach youth.

SUPPORTING SURVEY DATA

FINANCIAL INFORMATION

FY 22 \$30,000

FY 23 \$30,000

Amount(s)/Account(s):

Applicable Area

Not Applicable

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?

No

Does this item utilize G.O. Bond Funds?

No

Strategic Connection

Prosperity - Be known for (K-12) educational excellence.

Legislative Tracking

Organizational Development Performance Initiatives

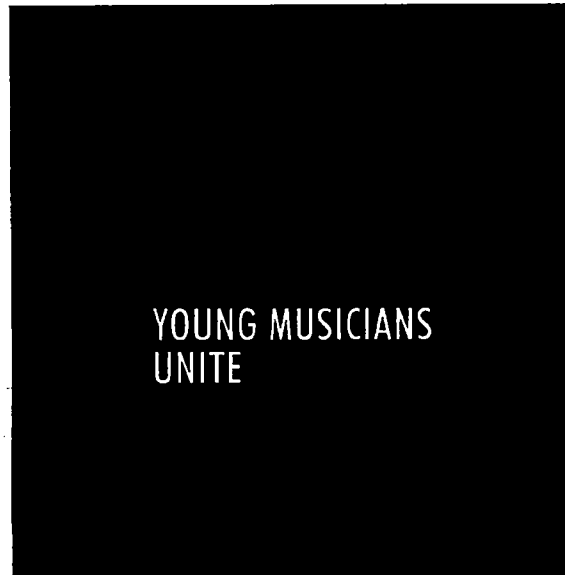
Sponsor

Commissioner David Richardson

ATTACHMENTS:

Description

- Rock Ensemble and YMU Information
- 50th Anniversary Concert Budget
- Rock Ensemble Budget 21-22
- Resolution



The Mission

"Every Child Deserves Access to A Free Music Education"

Young Musicians Unite collaborates with schools to provide free music education, which has been proven to inspire personal development, foster a sense of community and prepare our future leaders.

- **Over 8,100 Students Served Since 2013**
- **Currently Serving Over 3,000 Students Across 36 Schools**
- **Serve Grades 4-12**
- **Total YMU Budget \$1,682,485**
- **Cost Per Student \$560**
- **Over 90% of students in our after-school programs receive a scholarship to college.**
- **Students have received music scholarships from Berklee College of Music, Manhattan School of Music, FSU, and UF.**

YMU Programming

In-School Programs - Classes are open to students of all levels who have their choice of 9 diverse courses. Students have access to consistent music education from grades 5-12. Students are given their own instrument and learn in a collaborative setting as they build friendships, develop musical skills, and gain real-world experience through group performances.

"Of over 60 music education non-profits in Miami Dade County, YMU is THE ONLY in-school Non-profit for grades 5-12"

After-School Ensembles - Focused on providing vocational experience ensuring employability or eligibility for college scholarships.

- **Performances** - Youth Show Series features over 80 live public performances per year.
- **ONErpm Recording Studio:** Free student Media Studio that promotes youth expression and storytelling while eliminating the barrier of entry for students interested in a career in the music industry.

"90% of our students in YMU after-school programs receive a full scholarship to college"

Impact Evaluation

- 83% of students reported improved musical and creative abilities.
- 84% of students documented their ability to work with peers had increased since joining YMU.
- 85% of teachers reported improvement in their students' ability to socialize and work in groups.
- 90% of students stated that their motivation to do well academically has increased.
- 87% of students acknowledged increased optimism for the future

MIAMI BEACH

STEAM+

“YMU has Impacted Over 1,200 Miami Beach Students Since 2018”

- **North Beach Elementary**
- **Nautilus Middle School**
- **Fienberg Fisher K-8**
- **Miami Beach Senior High School**
- **Treasure Island Elementary**

Young Musicians Unite is thankful for the generous support of the City of Miami Beach. Over the last 4 years, YMU has impacted over 1,200 students in four Miami Beach schools through the City's STEAM+ Arts Programs and has successfully implemented over 50 youth concerts for Miami Beach residents.

Miami Beach Senior High Rock Ensemble

The Rock Ensemble, founded by the late Doug Burris in 1972, is the first school-based ensemble of its kind in our nation's history. The student-led musical group is a combination of musicians, stage crew and a sound engineering team. The Rock Ensemble comes together to play classic and modern rock and lends vocational experience to its students through engaging them in professional environments at a young age. Many professional musicians and sound engineers have passed through the ranks of the Rock Ensemble over its 50-year run. The Rock Ensemble performs for over 10,000 community members a year and inspires thousands of students to pick up an instrument for the very first time.

50th Anniversary Concert

The Miami Beach Rock Ensemble's 50th Anniversary will take place on Saturday, May 28th, 2022. The 40th Anniversary saw over 150 musicians from all over the United States fly into Miami Beach to perform in one of the most epic concerts of our city's history. The show SOLD OUT. Over 1,500 attended and crammed into the Miami Beach Auditorium. We look forward to a night of current and returning ensembles and musicians spanning from 1972 to 2022.

Annual Miami Beach Youth-Led Performances

YMU's student-led performances continue to prove the abundance of remarkable young talent in Miami Beach. These concert experiences are giving young musicians an environment to network with peers, create new works and be inspired by the creative energy of like-minded students. We plan on approx 80 live public and private performances in 2021-22.

YMU Presents! Halloween Youth Shows @ Lakeview
Annual Doug Burris Tribute Showcase @ The North Beach Bandshell
The Miami Beach Youth Music Festival @ The North Beach Bandshell
YMU Presents! Youth Showcase @ The Normandy Fountain
YMU Presents! Youth Showcase @ Altos Del Mar Park
YMU Presents! Youth Showcase @ The Euclid Circle on Lincoln Road
Arts and Culture Day @ North Beach Elementary
YMU's 9th Annual Spring Benefit Concert @ The North Beach Bandshell
Youth Performance @ The Normandy Fountain

THE ASK

Rock Ensemble Funding - The MBSH Rock Ensemble is a legendary ensemble, and my goal is to officially note the achievement and success of the group and truly unite in a partnership between The City of Miami Beach, Miami Beach Senior High School, Young Musicians Unite and MDCPS. The ensemble includes 12-15 performing musicians, a stage tech crew of 5-8 students, and a student management team. The

ensemble sets up their own sound and equipment for rehearsals and shows across the city. It costs approximately \$88,000 to fully fund and train the ensemble for a full school year, perform in a minimum of 10 performances, and compete nationally. Young Musicians Unite is looking towards the city for a funding match of \$30,000 per year.



Young Musicians Unite

	Project Budget
Venue	
North Beach Bandshell Rental Fees	\$5,600
North Beach Bandshell Staffing Fees	\$9,940
Event Pre-Production	
Event Coordinator - Maggie Guenin	\$5,000
Logistics Coordinator - Caleb	\$3,500
Artistic Coordinator - Mac Macanamee	\$3,500
YMU Admin	\$10,000
YMU Program Director	\$3,500
YMU Operations Director	\$3,500
YMU Marketing Director	\$5,000
YMU CEO (Sammy Gonzalez)	\$15,000
Event Staff Food/Beverages	
Beverages for performers	\$2,500
Food for the Team	\$1,500
Marketing/Design	
PR Company	\$10,000
Ad Spend	\$4,500
Flyer Designs/Posters/Etc.	\$500
Design (Banner & Program)	\$500
Program Print	\$150
Banners	\$1,000
PROGRAM WORKERS	
Host/Anchor	\$150
Rehearsal Stage Hands and Set Up	\$800
Rehearsal Stage Hands and Set Up	\$800
Rehearsal Stage Hands and Set Up	\$800

Day of Chaperones and Stage Hands	\$200
Day of Chaperones and Stage Hands	\$200
Day of Chaperones and Stage Hands	\$200
Day of Chaperones and Stage Hands	\$200
Day of Chaperones and Stage Hands	\$200
Day of Chaperones and Stage Hands	\$200
Day of Chaperones and Stage Hands	\$200
Day of Chaperones and Stage Hands	\$200
CONTENT	
Video- Videographer	\$500
Photographer	\$350
Photographer II	\$350
TOTAL	\$90,540

TOTAL PROJECT REVENUE	
REVENUE	Project Budget
MB Stage!	\$14,090
Young Musicians Unite	\$43,700
TOTAL PROJECT REVENUE	\$57,790

ock Ensemble 50th Anniver

YMU	
	\$0
	\$0
	\$0
	\$0
	\$0
	\$10,000
	\$3,500
	\$3,500
	\$5,000
	\$15,000
	\$0
	\$0
	\$0
	\$2,000
	\$500
	\$500
	\$150
	\$1,000
	\$150
	\$0
	\$0
	\$0

\$200 on the day of to help run the show stage
\$200 on the day of to help run the show stage
\$200 on the day of to help run the show stage
\$200 on the day of to help run the show stage
\$200 on the day of to help run the show stage
\$200 on the day of to help run the show stage
\$200 on the day of to help run the show stage
\$200 on the day of to help run the show stage
Videographer for the event, multi camera shoot, editing, and final 4 hour production video

Young Musicians Unite

	PROJECT BUDGET	City of Miami Beach Request
Project Staff Creative Director - AJ Hill	\$ 6,180.00	\$ 6,180.00
Project Staff Assisstant Director - Michael Mac	\$ 6,180.00	\$ 6,180.00
Project Staff - Director - Sammy Gonzalez	\$ 17,192.00	\$ -
Project Staff - Tech	\$ 6,000.00	
Project Staff - Performance Chapperone Performances	\$ 2,250.00	\$ 2,250.00
Project Staff - Stage Hand for Performances	\$ 2,250.00	\$ 2,250.00
YMU Program Director	\$ 2,520.00	\$ 2,000.00
YMU Regional Director	\$ 2,400.00	
YMU Operations Support	\$ 2,400.00	
YMU (Admin Support)	\$ 5,000.00	\$ 3,000.00
Van Fee	\$ 1,500.00	\$ 1,500.00
Food/Beverage	\$ 1,000.00	\$ 1,000.00

T Shirts	\$	400.00		
Ad Spends and Flyer Designs	\$	3,500.00	\$	1,640.00
Concert Winter and Spring Venue Rentals and Associated Costs	\$	8,500.00	\$	2,500.00
Equipment	\$	3,500.00	\$	1,500.00
Competition	\$	20,000.00	\$	-
TOTAL EXPENSES	\$	90,772.00	\$	30,000.00

	TOTAL PROJECT REVENUE		
REVENUE	Project Budget		
City of Miami Beach	\$	30,000.00	
Young Musicians Unite	\$	60,772.00	
TOTAL PROJECT REVENUE	\$	90,772.00	

Beach Rock Ensemble Ann

Young Musicians Unite	
\$	-
\$	-
\$	17,192.00
\$	6,000.00
\$	520.00
\$	2,400.00
\$	2,400.00
\$	2,000.00

\$	400.00
\$	1,860.00
\$	6,000.00
\$	2,000.00
\$	20,000.00
\$	60,772.00

ual Budget

DESCRIPTION
\$105 x 56 Classes (3hr per class) + \$300 for auditions
\$105 x 56 Classes (3hr per class) + \$300 for auditions
56 Classes (168 Hours), Management (80 Hours for the year), and 10 Performances (10 x 5 hours = 50 hours) Total 298 Hours x \$57.69 = \$17,192. (Note: This is still steeply discounted. Sammy works with 3 paying ensembles in our community and charges and recieves \$200 an hour, the in-kind benefit through market value is \$59,600 for the total time dedicated.
\$500 stipend per month - tech - show set ups - performances
Chaperones the students throughout the set up and breakdown of performances. Performance days are 8-12 hours long. \$150 stipend per show, average about 15 shows a year.
Pick up all of the equipment at the last rehearsal before a performance. Transports and sets up all of the equipment and the sound system to the performance. Breaks down the equipment at the end of a show. Transports the equipment back to the school at the next rehearsal. \$150 stipend per show and average about 15 shows a year
Staff member in charge of day to day operations, communications, and staff support - 1.5 hour per school x \$35 per hour x 48 weeks x program
Regional Director is in charge of programs, lesson plans, concerts, and mentors at all 8 schools: 2.5 Hours per week per school x \$20 an hour x 48 weeks x program
2 hour per week per school x \$25 x 48 weeks x program
5,000 admin fee per school per year
\$1500 Van Fee for the moving of equipment for performances and rehearsals
Food and Beverage during performances and yearly thank you dinner

T-Shirt for every Student, Posters, Banners, Etc \$20 per student

The design of flyers and ad spends to help promote performances

Winter and Spring Concerts \$1,500 per concert

Equipment

Compete in Orlando, New York, New Orleans Festivals in the Spring. Competitions also include college visits in the local cities we are visiting

