

**RESOLUTION NO. 2023-32785**

**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, NORTH BEACH CRA AD VALOREM TAXES, ENTERPRISE, INTERNAL SERVICE, AND SPECIAL REVENUE FUNDS FOR FISCAL YEAR 2024.**

**WHEREAS**, the City Manager's total proposed Fiscal Year (FY) 2024 operating budget, net of transfers and Internal Service Funds, as amended at the September 27, 2023 City Commission meeting, is \$829,120,000 including the General, General Obligation (G.O.) Debt Service, RDA Ad Valorem Taxes, North Beach CRA Ad Valorem Taxes, Enterprise, and Special Revenue Funds, as reflected in the attached Composite Exhibit "A"; and

**WHEREAS**, the General Fund operating budget, as amended, totals \$427,648,000; and

**WHEREAS**, the budgets for the G.O. Debt Service, RDA Ad Valorem Taxes, and North Beach CRA Ad Valorem Taxes are \$16,295,000, \$31,026,000, and \$1,082,000, respectively; and

**WHEREAS**, the budgets for the Enterprise Funds total \$289,117,000; and

**WHEREAS**, the budgets for the Special Revenue Funds total \$148,680,000; and

**WHEREAS**, the budgets for the Internal Service Funds, which are wholly supported by transfers from the General Fund, Enterprise Funds, the Redevelopment Districts, and Special Revenue Funds total \$132,102,000; and

**WHEREAS**, in order to utilize prior year fund balance/reserves to fund recurring costs for the Building and Sanitation Funds in accordance with the budgets proposed for FY 2024, the Mayor and City Commission would need to waive the City's established policy of not utilizing one-time, non-recurring revenue to fund recurring personnel, operating, and maintenance costs; and

**WHEREAS**, Section 932.7055 of the 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 FY 2024 in the amount of \$137,000 shall be funded from State Confiscation Funds in the amount of \$55,000 and Federal Treasury and Justice Confiscation Funds in the amount of \$82,000, as reflected in the attached Exhibit "B"; and

**WHEREAS**, funds in the amount of \$137,000 are available in the State and Federal Police Confiscation 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 \$29,000, 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 \$29,000 for those purposes as authorized pursuant to Section 938.15 of the Florida Statutes for education degree programs and training courses for officers and support personnel of the Miami Beach Police Department; and

**WHEREAS**, Section 705.105 of the 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**, \$18,000 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 procure 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 \$1,950,000 budget allocation for FY 2024 to continue implementation of its programs; and

**WHEREAS**, from January 16, 2023 through June 1, 2023, the Cultural Affairs staff and the CAC conducted its application and review process for its FY 2024 Cultural Arts Grant Programs; and

**WHEREAS**, grants panelists, comprised of the CAC members, yielded 55 viable applications; and

**WHEREAS**, the CAC, at its regular meeting on July 6, 2023, reviewed the grant panelists' recommendations and unanimously supported the recommended Cultural Arts awards totaling \$845,947 for FY 2024, as more specifically identified in the "Recommended FY 2024 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 FY 2024, in the amount of \$3,879,000, 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 27, 2023 City Commission meeting, for the General, G.O. Debt Service, RDA Ad Valorem Taxes, North Beach CRA Ad Valorem Taxes, Enterprise, Internal Service, and Special Revenue Funds for Fiscal Year 2024 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 fund recurring personnel, operating, and maintenance costs in the Building and Sanitation Funds budgets for FY 2024.

**PASSED AND ADOPTED** this 27<sup>th</sup> day of September 2023.

**ATTEST:**



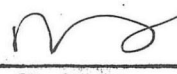
Rafael E. Granado, City Clerk

SEP 28 2023



Dan Gelber, Mayor

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION



City Attorney P A Z


9-28-23  
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  
28 day of SEPTEMBER, 2023.

SEP 28 2023

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



**COMPOSITE EXHIBIT A**  
**TOTAL REVENUE SUMMARY BY FUND AND MAJOR CATEGORY**  
**Fiscal Year 2024**

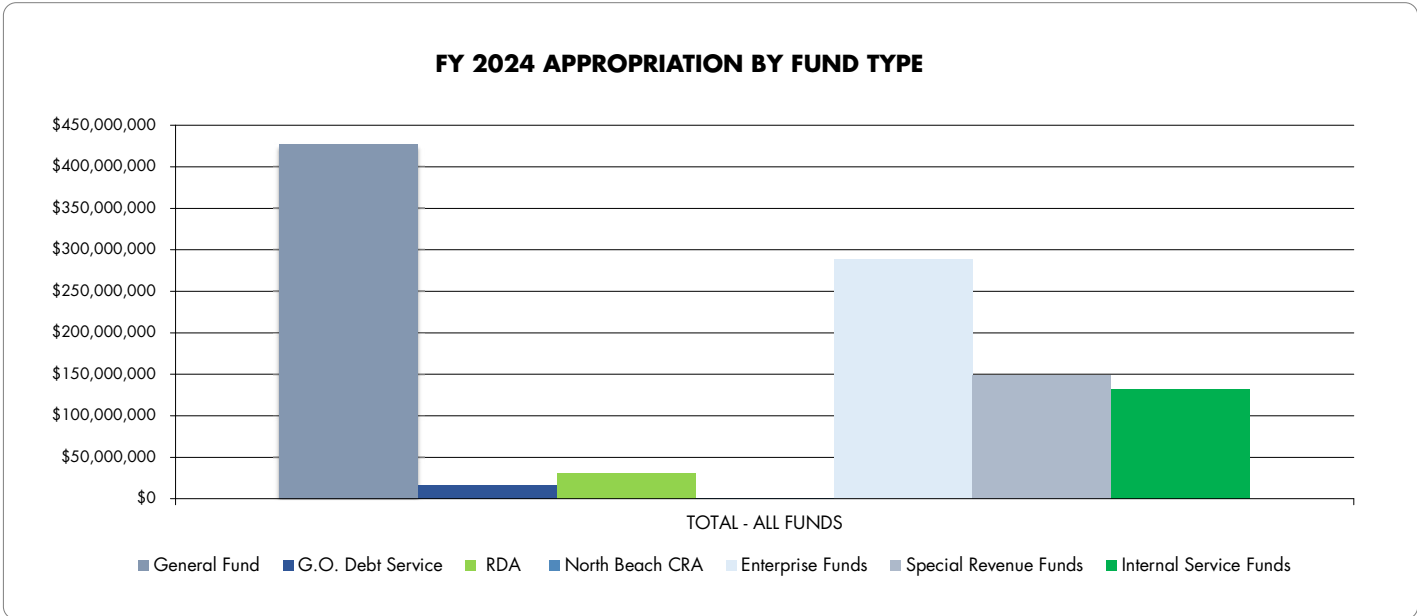
FUNCTION/DEPARTMENT	GENERAL	G.O. DEBT SERVICE	RDA	NORTH BEACH CRA	ENTERPRISE	SPECIAL REVENUES	TOTALS	INTERNAL SERVICE
<b>GENERAL OPERATING REVENUES</b>								
Ad Valorem Taxes	\$ 246,283,000							
Ad Valorem- Capital Renewal & Repl.	2,170,000							
Ad Valorem- Pay-As-You-Capital	4,436,000							
Ad Valorem- Normandy Shores	316,000							
Other Taxes	27,405,000							
Licenses and Permits	20,971,000							
Intergovernmental	14,227,000							
Charges for Services	16,892,000							
Fines & Forfeits	1,511,000							
Interest Earnings	6,222,000							
Rents & Leases	7,596,000							
Miscellaneous	14,780,000							
Resort Tax Contribution	46,107,000							
Other Non-Operating Revenue	14,533,000							
Use of General Fund Reserves/Prior Year Surplus	4,199,000							
<b>FUND TOTAL</b>	<b>\$ 427,648,000</b>						<b>\$ 427,648,000</b>	
<b>G.O. DEBT SERVICE FUND</b>								
Ad Valorem Taxes		16,295,000						
<b>FUND TOTAL</b>		<b>\$ 16,295,000</b>					<b>\$ 16,295,000</b>	
<b>RDA FUND-CITY TIF Only</b>								
<b>AD VALOREM TAXES</b>								
Property Taxes- RDA City Center (net)			31,026,000					
<b>FUND TOTAL</b>			<b>\$ 31,026,000</b>				<b>\$ 31,026,000</b>	
<b>NORTH BEACH CRA FUND-CITY TIF Only</b>								
<b>AD VALOREM TAXES</b>								
Property Taxes- North Beach CRA (net)				1,082,000				
<b>FUND TOTAL</b>				<b>\$ 1,082,000</b>			<b>\$ 1,082,000</b>	
<b>ENTERPRISE FUNDS</b>								
Building					18,909,000			
Convention Center					45,678,000			
Parking					52,993,000			
Sanitation					24,789,000			
Sewer Operations					64,101,000			
Storm Water Operations					38,463,000			
Water Operations					44,184,000			
<b>FUND TOTAL</b>					<b>\$ 289,117,000</b>		<b>\$ 289,117,000</b>	
<b>INTERNAL SERVICE FUNDS</b>								
Central Services								1,180,000
Fleet Management								19,952,000
Information Technology								19,895,000
Medical & Dental Insurance								49,842,000
Office of Inspector General								1,724,000
Property Management								12,769,000
Risk Management								26,740,000
<b>FUND TOTAL</b>								<b>\$ 132,102,000</b>
<b>SPECIAL REVENUE FUNDS</b>								
Education Compact						143,000		
Resort Tax					117,834,000			
Tourism & Hospitality Scholarships					35,000			
Cultural Arts Council					1,950,000			
Sustainability					1,029,000			
Waste Haulers					110,000			
Normandy Shores					316,000			
Biscayne Point					341,000			
Allison Island					324,000			
Biscayne Beach					244,000			
Miami City Ballet					60,000			
5th & Alton Garage					926,000			
7th St. Garage					2,891,000			
Transportation					12,290,000			
Tree Preservation					341,000			
Commemorative Tree Trust Fund					2,000			
People's Transportation Plan					5,316,000			
Police Confiscations - Federal					82,000			
Police Confiscations - State					55,000			
Police Crash Report Sales					89,000			
Police Unclaimed Property					18,000			
Police Training					29,000			
Red Light Camera					1,215,000			
Residential Housing					830,000			
E-911					923,000			
Information & Technology Tech					300,000			
Art in Public Places					121,000			
Beachfront Concession Initiatives					44,000			
Resiliency Fund					666,000			
Sustainability and Resiliency Fund					88,000			
Biscayne Bay Protection Trust Fund					38,000			
Adopt-A-Bench					20,000			
Brick Paver					10,000			
<b>FUND TOTAL</b>						<b>\$ 148,680,000</b>	<b>\$ 148,680,000</b>	
<b>TOTAL ALL FUNDS</b>	<b>\$ 427,648,000</b>	<b>\$ 16,295,000</b>	<b>\$ 31,026,000</b>	<b>\$ 1,082,000</b>	<b>\$ 289,117,000</b>	<b>\$ 148,680,000</b>	<b>\$ 913,848,000</b>	<b>\$ 132,102,000</b>
Less Transfers							(84,728,000)	
<b>GRAND TOTAL - ALL FUNDS</b>							<b>\$ 829,120,000</b>	

**COMPOSITE EXHIBIT A**  
**TOTAL EXPENDITURES BY FUND AND DEPARTMENT**  
**Fiscal Year 2024**

FUNCTION/DEPARTMENT	GENERAL	G.O. DEBT SERVICE	RDA	NORTH BEACH CRA	ENTERPRISE	SPECIAL REVENUES	TOTALS	INTERNAL SERVICE
<b>MAYOR &amp; COMMISSION</b>							<b>\$ 2,879,000</b>	
MAYOR & COMMISSION	\$ 2,879,000							
<b>ADMINISTRATIVE SUPPORT SERVICES</b>							<b>\$ 36,226,000</b>	
CITY ATTORNEY	6,955,000							
CITY CLERK	2,422,000							
Central Services								1,180,000
CITY MANAGER	4,411,000							
INSPECTOR GENERAL								1,724,000
FINANCE	10,604,000							
Education Compact						143,000		
HUMAN RESOURCES/LABOR RELATIONS	3,265,000							
Risk Management								26,740,000
Medical & Dental								49,842,000
INFORMATION TECHNOLOGY								19,895,000
IT Tech						300,000		
MARKETING & COMMUNICATIONS	3,179,000							
OFFICE OF MANAGEMENT AND BUDGET	1,747,000							
PROCUREMENT	3,200,000							
<b>ECONOMIC DEV. &amp; CULTURAL ARTS</b>							<b>\$ 209,417,000</b>	
BUILDING					18,909,000			
CODE COMPLIANCE	7,360,000							
ECONOMIC DEVELOPMENT	2,352,000							
Convention Center					45,678,000			
Tourism & Hospitality Scholarships						35,000		
HOUSING & COMM. SERVICES	4,794,000							
Residential Housing						830,000		
PLANNING	5,754,000							
TOURISM & CULTURE	3,800,000							
Resort Tax						117,834,000		
Art in Public Places						121,000		
Cultural Arts Council						1,950,000		
<b>OPERATIONS</b>							<b>\$ 325,501,000</b>	
CAPITAL IMPROVEMENT PROJECTS	6,179,000							
ENVIRONMENT & SUSTAINABILITY	2,074,000							
Tree Preservation						341,000		
Commemorative Tree Trust Fund						2,000		
Sustainability						1,029,000		
Beachfront Concession Initiatives						44,000		
Sustainability and Resiliency Fund						88,000		
Biscayne Bay Protection Trust Fund						38,000		
Resiliency Fund						666,000		
FACILITIES AND FLEET MANAGEMENT								
Property Management	4,042,000							12,769,000
Fleet Management								19,952,000
Normandy Shores						316,000		
Biscayne Point						341,000		
Allison Island						324,000		
Biscayne Beach						244,000		
Miami City Ballet						60,000		
PARKING					52,993,000			
5th & Alton Garage						926,000		
7th Street Garage						2,891,000		
PARKS & RECREATION	46,699,000							
Adopt-A-Bench						20,000		
Brick Paver						10,000		
PUBLIC WORKS	16,921,000							
Sanitation					24,789,000			
Sewer					64,101,000			
Storm Water					38,463,000			
Water					44,184,000			
Waste Haulers						110,000		
TRANSPORTATION						12,290,000		
People's Transportation Plan						5,316,000		

**COMPOSITE EXHIBIT A**  
**TOTAL EXPENDITURES BY FUND AND DEPARTMENT**  
**Fiscal Year 2024**

FUNCTION/DEPARTMENT	GENERAL	G.O. DEBT SERVICE	RDA	NORTH BEACH CRA	ENTERPRISE	SPECIAL REVENUES	TOTALS	INTERNAL SERVICE
<b>PUBLIC SAFETY</b>							<b>\$ 262,523,000</b>	
FIRE	115,108,000							
E-911						923,000		
POLICE	145,004,000							
Police Confiscations - Federal						82,000		
Police Confiscations - State						55,000		
Police Unclaimed Property						18,000		
Police Training						29,000		
Police Crash Report Sales						89,000		
Red Light Camera						1,215,000		
<b>CITYWIDE ACCOUNTS</b>							<b>\$ 28,899,000</b>	
CITYWIDE ACCTS	9,862,000							
CITYWIDE ACCTS-Normandy Shores	316,000							
CITYWIDE ACCTS-Operating Contingency	1,000,000							
CITYWIDE ACCTS-Transfers								
Capital Reserve	978,000							
Info & Comm Technology Fund	300,000							
Pay-As-You-Go Capital	11,145,000							
General Fund Reserve	3,128,000							
Capital Renewal & Replacement	2,170,000							
<b>G.O. DEBT SERVICE</b>							<b>\$ 16,295,000</b>	
G.O. DEBT SERVICE		16,295,000						
<b>RDA-City TIF Transfer only</b>							<b>\$ 31,026,000</b>	
CITY CENTER RDA			31,026,000					
<b>NORTH BEACH CRA-City TIF Transfer only</b>							<b>\$ 1,082,000</b>	
NORTH BEACH CRA				1,082,000				
<b>TOTAL - ALL FUNDS</b>	<b>\$ 427,648,000</b>	<b>\$ 16,295,000</b>	<b>\$ 31,026,000</b>	<b>\$ 1,082,000</b>	<b>\$ 289,117,000</b>	<b>\$ 148,680,000</b>	<b>\$ 913,848,000</b>	<b>\$ 132,102,000</b>
Less Transfers							(84,728,000)	
<b>GRAND TOTAL - ALL FUNDS</b>							<b>\$ 829,120,000</b>	



## **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 2023/24 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.



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Richard Clements  
Chief of Police  
Miami Beach Police Department

8/16/2023

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Date



**EXHIBIT B**

**Miami Beach Police Department  
Confiscations - Federal & State Funds  
FY 2024 Proposed Budget**

**Federal Funds:**

	<b>FY 2024 Proposed Budget</b>
Bulletproof Vest Partnership	\$ 60,000
Organizational Development Travel & Off-Site Testing	22,000
<b>Total Federal Funds</b>	<b>\$ 82,000</b>

**State Funds:**

	<b>FY 2024 Proposed Budget</b>
Organizational Development Travel & Off-Site Testing	\$ 22,000
Crime Prevention Initiatives & School Liaison Projects	15,000
AR Rifle Program/Initiative	10,000
Costs connected with the Prosecution/Processing of Forfeitures	8,000
<b>Total State Funds</b>	<b>\$ 55,000</b>

<b>Total Federal &amp; State Funds</b>	<b>\$ 137,000</b>
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## **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 2023/24 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.



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Richard Clements  
Chief of Police  
Miami Beach Police Department

8/16/2023

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Date

**EXHIBIT C**

**Miami Beach Police Department  
Police Training and School Resources Fund  
FY 2024 Proposed Budget**

**Police Training and School Resources Funds:**

	<b>FY 2024 Proposed Budget</b>
Education of Police Personnel at Various Schools, Conferences, and Workshops, as well as Training	\$ 29,000
<b>Total Funds</b>	<b>\$ 29,000</b>

**EXHIBIT D**

**Miami Beach Police Department  
Unclaimed Property Account  
FY 2024 Proposed Budget**

**Special Revenue Funds:**

	<b>FY 2024 Proposed Budget</b>
Community Outreach Activities	\$ 11,000
Facilities Maintenance	4,000
Law Enforcement Equipment and Supplies	3,000
<b>Total Funds</b>	<b>\$ 18,000</b>

## EXHIBIT E

<b>Cultural Arts Council FY 2024 Grant Recommendations</b>	
<b>Miami Beach Cultural Anchors</b>	<b>Recommended FY 2024 Funding</b>
FIU - Jewish Museum of Florida	\$23,069
FIU - Miami Beach Urban Studios	\$23,161
FIU - Wolfsonian	\$27,182
Friends of the Bass Museum	\$27,983
Holocaust Memorial Committee	\$23,505
Living Arts Trust (O Cinema)	\$22,543
Miami Beach Garden Conservancy, Inc.	\$22,703
Miami City Ballet	\$27,743
Miami Design Preservation League	\$20,538
Miami New Drama	\$28,331
New World Symphony	\$28,606
O, Miami	\$21,832
South Florida Arts Center, Inc. (Oolite Arts)	\$26,807
The Rhythm Foundation	\$24,032
<b>SUBTOTAL</b>	<b>\$348,035</b>
<b>Miami Beach Cultural Presenters</b>	<b>Recommended FY 2024 Funding</b>
<b>DANCE</b>	
Ballet Flamenco La Rosa, Inc.	\$15,004
Cuban Classical Ballet of Miami Corp.	\$15,456
Peter London Global Dance Company, Inc.	\$15,205
The Dance NOW ! Ensemble, Inc.	\$16,393
<b>SUBTOTAL</b>	<b>\$62,058</b>
<b>FILM</b>	
Center for the Advancement of Jewish Education (Jewish Film Festival)	\$16,727
Infinito Art & Cultural Foundation Inc.(Brazilian Film Festival)	\$14,887
Italian Film Festival	\$15,217
Miami Gay and Lesbian Film Festival, Inc.	\$16,476
Miami Short Film Festival	\$11,617
<b>SUBTOTAL</b>	<b>\$74,925</b>

## EXHIBIT E

<b>Cultural Arts Council FY 2024 Grant Recommendations</b>	
<b>MULTI-DISCIPLINARY &amp; VISUAL ARTS</b>	
FUNDARTE	\$15,489
Hued Songs	\$14,737
Miami Light Project	\$11,416
National Foundation for Advancement in the Arts, Inc. (YoungArts)	\$16,844
<b>SUBTOTAL</b>	<b>\$58,487</b>
<b>MUSIC</b>	
Buskerfest	\$11,203
Community Arts and Culture, Inc.	\$15,623
Global Arts Project	\$14,787
Greater Miami Youth Symphony of Dade County FL	\$15,339
Miami Chamber Music Society	\$15,305
Miami Dade College Foundation*	\$15,941
Miami Music Project, Inc.	\$16,309
Nu Deco Ensemble	\$17,062
Orchestra Miami, Inc.	\$15,958
Patrons of Exceptional Artists	\$15,138
Power Access, Inc.	\$16,242
Seraphic Fire, Inc.	\$15,807
South Beach Chamber Ensemble , Inc.	\$16,025
South Florida Symphony Orchestra	\$15,891
The Miami Symphony Orchestra	\$15,523
Young Musicians Unite	\$17,313
<b>SUBTOTAL</b>	<b>\$249,466</b>
<b>OPERA, CHORUS &amp; THEATRE</b>	
Fantasy Theater Factory, Inc.	\$15,673
Florida Grand Opera	\$16,527
Miami Children's Chorus	\$13,324
The Children's Voice Chorus	\$7,452
<b>SUBTOTAL</b>	<b>\$52,976</b>
<b>SUBTOTAL (Cultural Presenters)</b>	
<b>\$497,912</b>	
<b>TOTAL (Cultural Anchors and Cultural Presenters)</b>	
<b>\$845,947</b>	

### FOOTNOTE

The Proposed FY 2024 budget includes an enhancement of \$250,000 in the CAC fund. If approved, the allocation above will be updated to include the additional grant funding and will be presented to Commission for approval.

## **EXHIBIT F**

### **MBVCA FY 2024 COMMISSION MEMO 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 1<sup>st</sup>.

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 the 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 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.

## **EXHIBIT F**

### **MBVCA FY 2024 COMMISSION MEMO AND BUDGET**

#### **FY 2022/2023 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 the 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 2022/2023, the MBVCA funded the TAP in seven categories, including: Development Opportunities, Film Incentive, Major One Time Special Event, Special Events Recurring, Special Projects, Special Projects Recurring, and Tourism Partnerships.

A total of \$965,829 was awarded in FY 2022/2023, compared to \$954,829 in FY 2021/2022. The increase is attributed to the return of many recurring events that have returned to the MBVCA, post-pandemic, with 1 new event receiving funding from the MBVCA.

Grants funded in partnership with the CMB are critical, branded tourism-related programs, such as the Food Network & Cooking Channel South Beach Wine + Food Festival and UNTITLED, Art in 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 2023/2024 TOURISM ADVANCEMENT PROGRAM (TAP)**

The MBVCA strategically focuses its 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 two decades, 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 to discuss MBVCA policies, procedures, and the TAP. During the meeting, 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, relevant meeting dates, 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 2022/2023 the MBVCA voted to maintain the Major One Time Special Event and Special Events Recurring minimum criteria at 200 hotel room nights and maintained the media impressions and viewership minimum requirements at 1,000,000 each. The Special Projects and Special Projects Recurring hotel room night requirements were also maintained at 1,000 hotel room nights, along with the media impressions at 100,000,000, with the viewership requirement at 10,000,000. The Board continued to accept hotel agreements in place of fully executed hotel contracts, to meet the hotel requirement, as long as they were entered into by the Applicant Organization. This allowed groups to assume less risk when entering agreements and to encourage new events to apply. This criterion will remain the same in FY 2023/2024.



## **EXHIBIT F**

### **MBVCA FY 2024 COMMISSION MEMO AND BUDGET**

The Board will also continue to allow applicants to submit their reviews and/or audits using Generally Accepted Accounting Principles (GAAP), as well as, prepared in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA, for tax basis financial statements, in FY 2023/2024.

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 and/or blocks; fully executed media contracts or confirmed and generated media impressions, and/or broadcast/cable/TV contracts, in order to proceed with the grant submission. The criteria must be confirmed before and after funding is awarded and 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 analytics 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/or 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. In FY 2023/2024, the guidelines will specify that third party hotel agreements will not be accepted. In addition, any changes to the original hotel agreements must be reported to the administration.

In FY 2023/2024, the MBVCA will include specific language/messaging provided by the grantee within its social media accounts to include Facebook, Instagram, and Twitter. In turn, the Grantee will be required to proactively socialize information, photos and details that relate to the promotion with the specific inclusion and tagging of the MBVCA throughout its social media platform handles: Facebook - @ExperienceMiamiBeach; Instagram - @ExperienceMiamiBeach, and Twitter - @EMiamiBeach. The Grantee will be required to post, at a minimum, six pieces of content, to include three pieces of content with tags during their live activation in-market and in real time; two stories and one in-feed post plus, three pieces of post event content with appropriate tags within ten days of the activation dates. As part of their post-event reports, the grantee would then provide a topline recap of reach, engagement and any other key metrics based on performance from their respective channels within 30 days of the posting. Proof of engagement and other key metrics will also be required from the grantees' social media platforms metrics/insights, with copies provided with the grantees' respective final report documentation, post-event.

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. Standardized recap sheets and point systems have been developed to give each applicant a score that rates potential success. In 2020/2021, specific point systems were developed and implemented for each of the grant categories. The redesign allowed for a better alignment with the minimum requirements in place within each grant category, focusing the scoring on the three grant criteria in place, of which an applicant must meet two. This point system will remain in place for FY 2023/2024.

## EXHIBIT F

### MBVCA FY 2024 COMMISSION MEMO AND BUDGET

Utilizing these tools, the MBVCA is better equipped to evaluate the applicant’s long-term commitment to the community; commitment to brand enhancement; value to tourism, and overall economic impact. The MBVCA Board then 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. A question-and-answer period follows, 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, and applicable to both non- and for-profit agencies. The declining scale will remain in place for FY 2023/2024.

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, 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	70	200,000	500,000
Film Incentive*	200	N/A	N/A
Major One Time Special Event	200	1,000,000	1,000,000
Special Events Recurring	200	1,000,000	1,000,000
Special Projects	1,000	100,000,000	10,000,000
Special Projects Recurring	1,000	100,000,000	10,000,000
Tourism Partnerships	175	500,000	1,500 (Engagement)**

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

\*\* Combination of confirmed visitors/guests (walk-ins); Website Hits; Telephone Calls; Emails, App downloads; Webpage Engagement via Website through “Contact Us Form” or Live Chat, from prior fiscal year.

## EXHIBIT F

### MBVCA FY 2024 COMMISSION MEMO AND BUDGET

#### **Budget**

*Budget (TAP) FY 2023/2024:*

The MBVCA has budgeted \$1,779,000 for its Tourism Advancement Program in FY 2023/2024, which reflects 46% of the total budget. This grant funding reflects a decrease of \$54,500 from FY 2022/2023. This decrease is due to recurring events subject to the declining scale.

- The Tourism Partnerships category is budgeted at \$90,000, reflecting 2% of the total budget for FY 2023/2024. The category currently includes applicants at the maximum request cap of \$30,000. Three applications are anticipated to be received.
- The Major One Time Special Event category, representing 6% of the total budget, is budgeted at \$225,000 for FY 2023/2024. The MBVCA expects four to six 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 Open Beach Tennis Challenge and Miami Open Beach Soccer Challenge, the AIPE Latin Golden Awards, and two to four additional projects.
- The Special Events Recurring category, reflecting 15% of the total budget, has been calculated at \$588,000 for FY 2023/2024 based on the established declining scale and the number of applicants anticipated to return.
- The Special Projects category is budgeted at \$180,000 with two applicants expected at the maximum request of \$90,000 representing 5% of the total budget in FY 2023/2024.
- The Special Projects Recurring category is budgeted at \$476,000 and represents 12% of the total budget. Anticipated applicants include Art Basel Miami Beach; the Orange Bowl Marketing Campaign; the Food Network & Cooking Channel South Beach Wine + Food Festival; Paraiso Miami Beach/Miami Swim Week, and the Aspen Institute Climate Summit. These events, recruited and sustained by the MBVCA, are all marquee events and annually fill the City's hotel rooms.
- The Film Incentive category is budgeted at \$100,000 for FY 2023/2024 representing 3% of the budget.
- The Development Opportunities category is budgeted at \$120,000 for FY 2023/2024, representing 3% of the budget; in anticipation of four applicants at the maximum request of \$30,000 each.

#### **Partnerships**

Tourism Enrichment has been budgeted at \$220,000 for FY 2023/2024, representing 6% of the budget. This will allow for partnerships with the Miami Beach Cultural Arts Council, for the No Vacancy project and for additional citywide projects like Open House Miami.

In FY 2020/2021, the MBVCA partnered with the City of Miami Beach to assist with the funding of the No Vacancy, Miami Beach project that was scheduled to take place May 7 – 17, 2020. The project is a contemporary art experience that celebrates artists, provokes critical discourse, and invites the public to experience Miami Beach's famed hotels as destination art spaces by turning hotels into temporary cultural institutions. The art was to have been exhibited throughout ten (10) hotels in Miami Beach - lobbies, restaurants, lounges, patio areas, rooms, balconies, and swimming pools were available to serve as the canvas. Due to the pandemic, the project was postponed and took place December 2 - 12, 2020. During

## **EXHIBIT F**

### **MBVCA FY 2024 COMMISSION MEMO AND BUDGET**

its inaugural year, the project hosted 10 artists in 10 Miami Beach hotels. It is estimated that at least 10,000 persons experienced at least one of the art projects in person, throughout its 10-day activation.

In 2021/2022, the second annual No Vacancy, Miami Beach was held November 18 – December 9, 2021. The project once again selected ten (10) artists through a Call To Artists issued by the Cultural Arts Council, and included Chris Friday (Miami, FL.); Amada Keeley (Miami, FL.); Lauren Shapiro (Miami, FL.); Monika Bravo (Bogota, Colombia and Miami, FL.); Brookhart Jonquijil (Miami, FL.); Gianna DiBartolomeo (Miami, FL.); Kx2 (Hollywood, FL.); Nick Mahshie (Miami, FL.); Edouard Duval Carrie (Port-au-Prince, Hair and Miami, FL.), and Christina Friday (Miami, FL.) The participating hotels included the Avalon Hotel, The Betsy South Beach Hotel, Catalina Hotel and Beach Club, Hotel Croydon, Faena Hotel Miami Beach, International Inn on the Bay, Lennox Miami Beach, Marseilles Hotel, Riviera Hotel South Beach, and the Royal Palm South Beach.

No Vacancy, Miami Beach is committed to providing art experiences that are accessible to everyone, free and open to the public as well as reinventing Cultural Tourism on Miami Beach.

In 2022/2023, the third annual No Vacancy, Miami Beach was held November 17 – December 8, 2022, and exhibited art throughout twelve hotels in Miami Beach, where lobbies, restaurants, lounges, patio areas, rooms, balconies, and swimming pools served as canvases. The selected hotels included the Avalon Hotel, The Betsy Hotel South Beach, Catalina Hotel & Beach Club, Hotel Croydon, Esme, Fontainebleau, The Faena, International Inn, Loews Hotel, Royal Palm Hotel, Cadillac Hotel, and Riviera South Beach.

The 12 selected artists included Maritza Caneca, Beatriz Chachamovits, Brookhart Jonquil, Justin Long, Claudio Marcotulli, Jessy Nlte, Charo Oquet, Sri Prabha, Magnus Sodamin, Michelle Weinberg, Antonia Wright, and Bas Fisher Invitational (BFI). It is estimated that over 50,000 persons experienced at least one of the art projects in person.

In FY 2023/2024, the MBVCA expects to once again partner with the City of Miami Beach to assist with the promotion and expansion of No Vacancy, Miami Beach. The project will be taking place over a 4-week period, November 16 – December 14, 2023. In its fourth year, No Vacancy, Miami Beach, an open, international art competition, will once again select twelve hotels and twelve artists, where the hotels will welcome art interventions into their public spaces. The participating hotels will be located within walking distance or easily accessible by the Miami Beach trolley transportation system. The City of Miami Beach Department of Tourism and Culture will work collaboratively with participating hotels and artists to assist in coordination and provide project management. Thirty-five thousand dollars (\$35,000) in prizes will be awarded, which includes a \$10,000 prize awarded entirely by public vote and another \$25,000 prize awarded by a jury of art experts. The City of Miami Beach will select at least twelve (12) applicants to participate in the program. Each selected artist will receive a stipend of \$10,000 to materialize their project.

## **EXHIBIT F**

### **MBVCA FY 2024 COMMISSION MEMO AND BUDGET**

In addition, the MBVCA will be partnering with the GMCVB and the Miami Center for Architecture & Design (MCAD), and other partners to launch the inaugural year of Open House Miami. Open House Worldwide is a global network of nearly 60 nonprofit organizations from New York to Seoul, Buenos Aires to Maputo, San Diego to Miami! Each organization is dedicated to making cities more open, accessible, and equitable. The network now spans 52 festivals, 29 countries, and 6 continents. The Miami edition is scheduled to take place March 1 - 2, 2024, with participating buildings and venues throughout Miami Dade County and beyond, allowing access to some of the areas that may otherwise be restricted to the general public. Open House Miami will allow patrons to access these buildings and learn about their architecture and what takes place back of house.

#### **Initiatives**

The MBVCA expects to support new initiatives in FY 2023/2024. 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. Objectives included comprehensive destination marketing and communications consulting services to continue to expand public relations and marketing, increasing the overall social media footprint through all social media handles, both MBVCA and Experience Miami Beach, and marketing of Miami Beach to international and national visitors, complimenting the efforts of the GMCVB. H+K had an extensive presence in the US and internationally. The agency's ability to network and leverage its global relationships was 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 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 year, a total of 13 press releases were distributed, generating a total of 1,042,610,221 impressions with a value of \$1,041,811.24. In their eighth year in working with the MBVCA, H+K collectively released a total of 16 press releases to date, generating a total of 1,042,610,221 media impressions, with a value of \$1,041,811.24. Through a contract extension for year 9, a total of 3 press releases were distributed that generated 195,661,377 media impressions, valued at \$195,661.37. During H+K's tenth year with the MBVCA, a total of 236,792,636 media impressions were generated through the distribution of 7 press releases, with a value of \$2,367,923.36. During H+K's eleventh and final year with the MBVCA, 13 press releases were distributed, generating 2,495,686,016 impressions, valued at \$3,904,285,476.81.

## **EXHIBIT F**

### **MBVCA FY 2024 COMMISSION MEMO AND BUDGET**

The contract with H+K ran through September 30, 2022, in FY 2021/2022. In FY 2021/2022, the PR contract went out to bid via RFP with a cohesive scope of services developed in conjunction with the GMCVB, to avoid duplicating efforts and deliver a united message that Miami Beach is open and welcoming back its visitors, post-pandemic. As a result, Private Label Marketing, LLC was awarded a one-year contract for PR services. Within their first year (January through December 2022), a total of 2,736,064,485 impressions were generated as a result of 13 press releases and services. The impressions generated were valued at \$24,864,486.11.

In FY 2022/2023, the Board unanimously voted to renew the PR contract with Private Label Marketing, LLC for a one-year term, beginning January 2023. As of June 2023, a total of 1,042,619,751 impressions have been generated, as a result of 5 press releases; valued at \$9,624,698.04.

There is an allotment of \$200,000, representing 5% of the total budget, towards this effort, in FY 2023/2024.

#### **Destination Marketing**

The Destination Marketing allocation reflects 13% of the total budget for FY 2023/2024. 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, online sweepstakes to promote increased activity on our social media channels, as well as ticket giveaway promotions/sweepstakes from MBVCA-funded events.

Projects will include the continuation of the Forbes Travel Guide Online Webinars, offering free hospitality training to Miami Beach-based employees. The webinars were incorporated during the pandemic when live trainings could not be conducted. Due to their popularity, they will again be offered during the upcoming fiscal year, for both Frontline and Leadership level employees, and available to all hospitality employees. A different topic will be introduced during each session.

#### **App Marketing**

The MBVCA wishes to continue 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.

Since its latest version release, the Experience Miami Beach (EMB) App, formerly the Miami Beach Information (MBI) App, has added new and exciting features for the end-user that include 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 the "My Miami Beach" section where users can add events, photos, and itineraries as they navigate the App. The App also features a "Deals" section that has special promotional rates or offers developed by MBVCA grantees that can be cross promoted through MBVCA grantees and social media pages such as Facebook, Twitter, and Instagram. The App has now been downloaded 20,400 times (as of June 2023), across the Android and iOS platforms. Approximately half of all downloads come from European users seeking to learn about Miami Beach.

## **EXHIBIT F**

### **MBVCA FY 2024 COMMISSION MEMO AND BUDGET**

During FY 2021/2022, the App's name was changed to Experience Miami Beach, from Miami Beach Information, to be better aligned with the MBVCA's social media accounts. In addition, the App was promoted through partnerships with the MBVCA grantees, featuring various events and upcoming grantee events.

In FY 2022/2023, a new app entitled EXPMiamiBeach.Tours was released through iOS, Android, and was made available to view on mobile web devices. The new app focused solely on the enhanced version of the existing tours and provided a platform to include new tours curated with the MBVCA's various partners. Some of the tours created included "Art in Public Places", "No Vacancy Miami Beach" (available during the project dates), both through a collaboration with the City of Miami Beach; "Art Outside" through a collaboration with The Bass Museum; a "Cultural Institutions" tour, developed in collaboration with Miami Beach's museums and cultural spaces; "LGBTQ Sites Top Five" and "LGBTQ Nightlife" tour, both through a collaboration with the GMCVB and the Miami Dade Gay and Lesbian Chamber of Commerce; and the "Hidden Art", "Public Art and Iconic History", and "A Day Inside Miami Beach Architectural Wonders" tours, all developed through a collaboration with George Neary, Board Member and President of Tours "R" Us.

In FY 2023/2024, the MBVCA will continue to promote both Apps through social media; the MBVCA website; specific ads promoting the apps, and grantee partnerships, allocating 1% of its total budget. Deals, promotions, and special notices will continue to be posted and promoted through the Experience Miami Beach App as well.

#### **IT Development**

The MBVCA's preliminary review of opportunities and needs was initiated in spring 2011 in consultation with area experts, and after 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 forty-one (41) distinct categories of businesses, each averaging 90 different services and amenities.

In FY 2020/2021, the API upgrades included the updating of various sections within the business categories. They also included adding whether a restaurant/bar/nightclub's event space is considered small, medium, or large; the changing of celebrity chef to executive chef, expanding the Cuisine type, adding services, and what the restaurant is "good for" within the restaurant category; adding services and amenities to the Bars category; changing form fields and services within the Nightclub category; adding "Dorm Style" to the type of hotel room within the hotel category, as well as, adding property and room amenities; adding additional services to the Beauty Parlors category, and adding Health & Safety Measures throughout all of the business categories.

In 2021/2022, the staff collaborated with the Board to create walking tours that were then featured on the MBVCA newsletters. The tours included "A Day Inside Miami Beach Architectural Tour" and "Public Art and Iconic History Tour".

## **EXHIBIT F**

### **MBVCA FY 2024 COMMISSION MEMO AND BUDGET**

In 2022/2023, the Experience Miami Beach App was updated with the revamped list of businesses. The categories available were reviewed and condensed to be more in line with what a tourist would search for when visiting our City. Web and App developers can use these attributes to create new and exciting experiences for their end-users. The App continued to promote the MBVCA grantee's deals and highlighted various promotions available.

In FY 2023/2024, the MBVCA will continue to work with City personnel to ensure the business information within the API is the most up to date. A total of \$100,000, or 3% of the total budget, will be allocated towards IT development.

#### **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 investigate some of these events with the goal of the development of a new major event for the destination. They will continue to work with their PR firm of record, to compile a list of major events that could be attracted to the destination. The MBVCA will also continue to collaborate with local partners. A total of \$152,000 has been allotted for Research and Development in FY 2023/2024.

#### **Projected Cash Flow Reserve**

The MBVCA has budgeted \$5,000 of the total budget, for cash flow reserve in FY 2023/2024. 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 \$518,000 for FY 2023/2024. This figure represents 13% of the total budget. The overhead allocation is budgeted at \$190,000, which reflects 5% of the overall budget, with \$15,000 allocated for capital expenses. The increase from FY 2022/2023 is attributed to the purchase of updated office equipment, technology, and the reconfiguration of the conference room utilized by the Board for their monthly meetings, along with a 4% COLA increase for all employees. The total administration and overhead are 19% of the total budget.

#### **Reserves**

A total of \$200,000 is being transferred from reserves to supplement the FY 2023/2024 budget.

#### **Conclusion**

During their July 19, 2023 meeting, the MBVCA Board recommended the Mayor and City Commission adopt the MBVCA Budget for FY 2023/2024 in the amount of \$3,879,000.



## EXHIBIT F

### MBVCA FY 2024 COMMISSION MEMO AND BUDGET

	APPROVED FY 2022.2023	PROPOSED FY 2023.2024	\$ VARIANCE	% OF PROPOSED BUDGET
<b>REVENUES</b>				
Unrestricted				
Rollover	\$ -	\$ -	\$ -	
Reserves	\$ 400,000	\$ 200,000	\$ (200,000)	5%
Projected Resort Tax	\$ 3,433,000	\$ 3,679,000	\$ 246,000	95%
<b>TOTAL REVENUES</b>	<b>\$ 3,833,000</b>	<b>\$ 3,879,000</b>	<b>\$ 46,000</b>	<b>100%</b>
<b>EXPENDITURES</b>				
Administration & Benefits	\$ 485,000	\$ 518,000	\$ 33,000	13%
Operating Expenses	\$ 185,000	\$ 190,000	\$ 5,000	5%
Capital	\$ 10,000	\$ 15,000	\$ 5,000	0%
<b>Total Administration</b>	<b>\$ 680,000</b>	<b>\$ 723,000</b>	<b>\$ 43,000</b>	<b>19%</b>
<b>GRANTS - Tourism Advancement Program</b>				
Tourism Partnerships	\$ 90,000	\$ 90,000	\$ -	2%
Major One Time Special Event	\$ 315,000	\$ 225,000	\$ (90,000)	6%
Special Events Recurring	\$ 544,000	\$ 588,000	\$ 44,000	15%
Special Projects	\$ 180,000	\$ 180,000	\$ -	5%
Special Projects Recurring	\$ 484,500	\$ 476,000	\$ (8,500)	12%
Film Incentive	\$ 100,000	\$ 100,000	\$ -	3%
Development Opportunities	\$ 120,000	\$ 120,000	\$ -	3%
<b>Total Tourism Adv. Program</b>	<b>\$ 1,833,500</b>	<b>\$ 1,779,000</b>	<b>\$ (54,500)</b>	<b>46%</b>
<b>PARTNERSHIPS</b>				
Tourism Enrichment	\$ 130,000	\$ 220,000	\$ 90,000	6%
<b>Total</b>	<b>\$ 130,000</b>	<b>\$ 220,000</b>	<b>\$ 90,000</b>	<b>6%</b>
<b>MARKETING/PR/TECHNOLOGY</b>				
Marketing/Communications & PR	\$ 200,000	\$ 200,000	\$ -	5%
Destination Marketing	\$ 500,000	\$ 500,000	\$ -	13%
APP Marketing	\$ 50,000	\$ 50,000	\$ -	1%
IT Development	\$ 75,000	\$ 100,000	\$ 25,000	3%
<b>Total</b>	<b>\$ 825,000</b>	<b>\$ 850,000</b>	<b>\$ 25,000</b>	<b>22%</b>
<b>OTHER</b>				
Initiatives	\$ 159,500	\$ 150,000	\$ (9,500)	4%
R&D	\$ 200,000	\$ 152,000	\$ (48,000)	4%
Projected Cash Flow Reserve	\$ 5,000	\$ 5,000	\$ -	0%
<b>Total Other</b>	<b>\$ 364,500</b>	<b>\$ 307,000</b>	<b>\$ (57,500)</b>	<b>8%</b>
<b>TOTAL</b>	<b>\$ 3,833,000</b>	<b>\$ 3,879,000</b>	<b>\$ 46,000</b>	<b>100%</b>