



TOURISM AND CULTURE DEPARTMENT

SPECIAL EVENTS SPONSORSHIP PROGRAM GUIDELINES AND REQUIREMENTS



Tourism and Culture Department
City of Miami Beach, 1755 Meridian Avenue, 5th Floor, Miami Beach, Florida 33139
www.miamibeachfl.gov
Tel: 305-673-7577 Email: events@miamibeachfl.gov

About the Special Event Sponsorship Program:

The Special Event Sponsorship Program helps to support organizations whose primary mission is to produce and present cultural and artistic productions in Miami Beach. Organizations receiving Special Event Sponsorships are chosen based on a series of event criteria including, but not limited to length of event, event history, number of attendees, resident benefit, community benefit, marketing, event budget, environmental and sustainable practices and City recognition/engagement. Proposals must demonstrate cultural, community and economic impact to Miami Beach, reflect a high level of excellence, demonstrate audience engagement, and express authentic ideas that further elevate the cultural platform in Miami Beach.

Special Event Sponsorship applicants are not permitted to apply for any other City of Miami Beach funding outlet, including, but not limited to, Cultural Arts Council (CAC), Miami Beach Visitor and Convention Authority (VCA), etc., unless directed and approved by City Commission.

The Special Event Sponsorship Program is made possible through the vision and support of the Miami Beach Mayor and City Commission.

Department of Tourism and Culture

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If desired, appointments may be scheduled on a “first come first serve” basis with staff and must be scheduled at least one week in advance. It is in the best interest of the applicant to schedule this appointment as early as possible in the event that a second consultation review is necessary. Please call or visit the Tourism and Culture webpage, for the most current contact list of staff to schedule an appointment if necessary.

Eligibility Requirements:

- Applicants are required to secure a minimum \$1 to \$1 funding match. A City of Miami Beach Special Event Sponsorship shall not be considered the sole source of funding for any event. In-kind contributions cannot exceed 25% of total cash project budget.
- Organizations applying through a “fiscal agent” are not eligible.
- Sponsorship is allocated for events that take place in Miami Beach only.
- Eligible events include outdoor concerts, art fairs and exhibits, festivals, parades, cultural and community programming, charitable fundraising and health or athletic events.

Applicants NOT Eligible:

- Organizations that received Special Event Sponsorship funding for a prior year and did not comply with the Agreement and/or other requirements, including submittal of a final report.
- Individuals/Groups/Organizations that receive funding from the Miami Beach Visitor and Convention Authority (VCA) or Cultural Arts Council (CAC) for the same fiscal year are not eligible.
- Individuals/Groups/Organizations applying through a “fiscal agent/sponsor” are not eligible to apply.

Special Event Sponsorship Program Policies:

1. The Recipient agrees to abide by and be governed by all applicable Federal, State, County, and City laws.
2. All sponsorship recipients must comply with Sec. 12-5 of Chapter 12 (Arts, Culture and Entertainment) of the City Code of Miami Beach, wherein standards and procedures for the issuance of special event permits are set forth.
3. All sponsored activities funded must take place within the specified funding period.
4. The sponsorship recipient shall keep accurate and complete books and records of all receipts and expenditures of the sponsorship funds, in accordance with reasonable accounting standards, and shall retain such books and records at the completion of the event. Records will be kept for at least five (5) years after the completion of the event for audit purposes.
5. All events MUST be available to the public.

6. The City may monitor and conduct an evaluation of the event funded by this Sponsorship.
7. Recipient must provide a certificate of all insurance requirements as specified by in contractual agreement.
8. Past receipt of Special Event Sponsorship awards, financial need, and merit of an application do not in themselves guarantee funding.
9. Multiple organizations, individuals, groups, etc. may not apply for City of Miami Beach Special Event Sponsorship funding towards the same project.
10. All sponsorship recipients must provide equal access and equal opportunity in employment and services, and may not discriminate on the basis of disability, color, creed, gender, religion, or sexual orientation.
11. The sponsorship recipient must provide the City with a Final Report of all sponsorship fund expenditures. An approved award will only be paid at completion of the project and subject to the applicant' s compliance with the terms of the agreement. The Final Report must include all documents pertaining to payments received and made in conjunction with the sponsorship, including, but not limited to, vouchers, bills, invoices, receipts, and cancelled checks, and must be directly related to sponsored activities and dated within the appropriate fiscal year. Sponsorship must be closed out by the end of each funding period.
12. Any uncommitted Sponsorship Funds which remain under the control of Recipient must be returned to the City within thirty (30) days of the submitted Final Report.
13. Availability of sponsorship funds is contingent on City of Miami Beach's budget process.
14. No Special Event Sponsorship Agreement can exceed one (1) year, unless in the case of natural disaster or other uncontrollable act of God. In this unusual circumstance an addendum will be made to the contract with the necessary adjustments.

Eligible Expenditures:

Allowable expenditures for Sponsorship Funds include:

- Event Equipment/ Supplies/ Rentals
- Marketing/ Advertising/ Promotion
- Entertainment/ Talent
- Event Security
- City Services Administrative Fees
- Film/ Photograph
- Art installations
- Rides/ Attractions
- City Services, Permit Fees

Ineligible Expenditures:

Sponsorship funds may **NOT** be used towards:

- Operational costs, including staff salaries and wages
- Rent or Mortgage, including “Bricks and Mortar”
- Insurance Fees
- Travel Expenses
- Late Payment Fees or Fines
- Hospitality Costs, including purchase of Alcohol or Tobacco products, and/or meal stipends
- Utility Costs
- Debt Replacement
- Cash prizes
- Lobbying or propaganda materials
- Charitable contributions
- Events that are not open to the public; unless the event serves to specifically benefit City of Miami Beach government

Special Event Sponsorship Application Categories:

Events eligible to apply for City sponsorship funding are divided into the following two categories: **Major Special Events** or **Community Engagement Events**.

1. Major Special Events

A Major Special Event is any function that (i) is expected to attract a large daily attendance (as defined herein) that includes both residents and visitors, and (ii) meets the criteria set forth below. Examples of Major Special Events include outdoor concerts, art fairs and exhibits, festivals, parades, cultural and community programming, charitable fundraising and health or athletic events.

- **Event Category Criteria**
 - *Special Events occurring within the City of Miami Beach either as a single occurrence or on an annual basis.*
 - *Each applicant must demonstrate confirmed hotel room blocks within Miami Beach hotels, in the form of hotel contracts or booking codes.*
 - *Each applicant must demonstrate a minimum of 100 room nights.*
 - *Minimum daily attendance of 1,000 people.*
 - *Eligible event producers include both non-profit organizations and private event producers.*
 - *There is no minimum event budget requirement to apply.*

- **Funding Requests**
 - *Each applicant must demonstrate proof of matching funds at a ratio of \$1 to \$1.*
 - *No sponsorship request shall exceed the following maximum amounts, based on the applicant's annual organizational budget:*

Maximum Request Amount	Organizational Budget
\$50,000	At or below \$1,000,000
\$100,000	At or above \$1,000,001

- **Evaluation Criteria**
 - **Duration of Event (10 points)**
 - How many days is your event? Producers are encouraged to shorten their load-in and load-out time periods. Extended or unnecessarily lengthy load-in/load-out schedules will be scored lower.
 - **Load In Day(s) and Load Out Day(s) Scoring Scale:**

Load In Day(s)	Load Out Day(s)	Points
1-2	1-2	10
3-4	3-4	8

5	5	6
6	6	4
7+	7+	2

- Event History (10 points)
 - Organizational history of producing this event in Miami Beach or other comparable location(s).
- Economic Impact and Hotel Room Block (10 points)
 - Verification of hotel room booking in the form of hotel contracts or booking codes.

Number of Room Nights	Points
100	2
101-250	4
251-500	6
501-1,000	8
1,001+	10

- Event Attendance (10 points)
 - Does the organization properly engage audiences, reach target audiences, and assess and measure feedback? Examples could include surveys, blogs, online engagement, social media impressions, etc. (up to 5 points)
 - Points will be awarded for projections on actual attendance (up to 5 points):

Number of Attendees	Points
1,000 – 2,000	1
2,001 - 3,000	2
3,001 - 4,000	3
4,001 - 5,000	4
5,001+	5

- Resident Benefit (10 points)
 - Applicants will receive higher scores based on the scope of benefits offered to Miami Beach residents. (Examples: discounted tickets, free admission, multiday passes, etc.)
- Social and Community Impact (10 points)
 - Applicants will receive higher scores based on their engagement with the Miami Beach community, including benefits related to education, arts and culture, charitable donations, and environmental efforts.

- Marketing and Communications (10 points)
 - Does the applicant present a comprehensive marketing and communications plan that aligns with the target audience and programming goals?
- Environmental and Sustainability (10 points)
 - Does the event show environmentally sustainable practices? (examples: recycling, eco-friendly materials, etc.)
- Budgeting and Accounting (10 points)
 - Does the applicant comprehensively outline its fiscal operation and provide a comprehensive and achievable budget?
- Name of Event Incorporates “Miami Beach” or the Miami Beach brand (10 points)
 - Use of “Miami Beach” to build brand identity and equity, as the community and tourists will continue to identify Miami Beach as a world-class tourist destination.

All applicants are required to have a minimum average score of 65 to be eligible to receive funding through the Special Events Sponsorship Program.

2. Community Engagement Events

A Community Engagement Event is any function that (i) is primarily geared toward the local community, (ii) is expected to attract a minimum of 200 people each day, and (iii) meets the criteria set forth below. Examples of Community Engagement Events include outdoor concerts, art fairs and exhibits, festivals, parades, cultural and community programming, charitable fundraising and health or athletic events.

- Category Criteria
 - *Special Events involving community engagement, with little to no use of hotel room blocks.*
 - *Minimum daily attendance of 200 people.*
 - *Eligible event producers include both non-profit organizations and private event producers.*
 - *There is no minimum event budget requirement to apply.*
- Funding Requests
 - *No sponsorship request shall exceed \$20,000.*
 - *Each applicant must demonstrate proof of matching funds at a ratio of \$1 to \$1.*
- Evaluation Criteria
 - Economic Impact (20 points)
 - Does the organization’s current programming contribute to Miami Beach as an international cultural destination/cultural tourism?
 - Event Attendance (20 points)
 - Does the organization properly engage audiences, reach target audiences, assess and measure feedback? Examples could include

surveys, blogs, online engagement, social media impressions, etc. (up to 10 points)

- Additional points will be awarded for projected attendance (up to 10 points):

Number of Attendees	Points
200-300	5
301-400	6
401-500	7
501-600	8
601-1,000	9
1,001+	11

- Resident, Social and Community Impact (20 points)
 - Applicants will receive higher scores based on the scope of benefits offered to Miami Beach residents. (Examples: discounted tickets, free admission, multiday passes, etc.)
 - Applicants will receive higher scores based on their engagement with the Miami Beach community, including benefits related to education, arts and culture, charitable donations, and environmental efforts.
 - Does the proposed programming enhance the quality of life for residents and visitors? Is the programming reflective of Miami Beach's demographics? Are diverse communities of Miami Beach being reached? Does the programming include collaborative efforts with other organizations/ groups?
- Marketing and Communication (20 points)
 - Does the applicant present a comprehensive marketing and communications plan that aligns with the target audience and programming goals?
- Budgeting and Accounting (20 points)
 - Does the applicant comprehensively outline its fiscal operation and provide a comprehensive and achievable budget?

All applicants are required to have a minimum average score of 65 to be eligible to receive funding through the Special Events Sponsorship Program.

Special Event Sponsorship Application and Timeline

Please visit our website for the most accurate information including, but not limited to, application requirements, online submission portal, meeting dates/times, and submission dates/times. The Department of Tourism and Culture reserves the right to make changes in meeting dates/times, submission dates/times, and deadlines as it is deemed necessary.

During any phase of the cycle, applicants may contact the Grants and Operations Administrator at 305.673.7577 with any questions regarding the application or it's process. Applicants shall not solicit or initiate any communication with Panel members. Violations may result in disqualification from consideration of application to the Special Event Sponsorship Program or, if after selection, disqualification.

Funding amount is based on several factors including, but not limited to, percentage of available funds, actual application score, number of applications within the fiscal year, etc.

Application and Final Report deadlines will be strictly enforced.

The Department of Tourism and Culture reserves the right to revise published information.

What supporting materials are required to complete the application?

1. (If Applicable) Organization's most recent 501 (c) (3) Letter of Determination (tax-exemption status). Letters can be obtained via fax and mail by calling the Internal Revenue Service at 1-877-829-5500.
2. Past programming and detailed history of event organizer's capacity to produce the event.
3. Marketing Plan and proof of media commitments secured for the event.
4. Project Budget.
5. Proof of \$1 to \$1 matching funds.
6. Copy of hotel contract(s) – *not applicable for Community Engagement Event category*
7. State of Florida Business License (Issued by Florida Department of Business and Professional Regulation).
8. Site Plan to scale with area/ event feature.
9. Environmental and Sustainability Plan.
10. General Liability Insurance: \$ 1M million general liability, including workers compensation and liquor liability (if required). The City of Miami Beach must be named certificate holder and additional insured. City of Miami Beach- 1700 Convention Center Drive Miami Beach, FL 33139

To request this material in alternate format, sign language interpreter (five-day notice required), information on access for persons with disabilities, and/or any accommodation to review any document or participate in any City-sponsored proceedings, call 305-604-2489 and select 1 for English or 2 for Spanish, then option 6; TTY users may call via 711 (Florida Relay Service).

Each Special Event Sponsorship applicant must follow an extensive multi-level public review process. This includes meeting all application requirements, including deadlines, or the application will be disqualified. **A mandatory dollar for dollar (\$1 to \$1) match** is applicable to the Special Event Sponsorship program. The Special Event Sponsorship Program should not be considered the sole source of funding. Applicants should thoroughly explore other funding sources prior to seeking support from this program. An individual/group/organization may submit only one application each grant year. An application **must score a minimum average of 65 points or higher** during the Panel scoring period to be eligible to receive funding.

Compliance with Laws / Good Standing with the City:

The Sponsorship agrees to abide by and be governed by all applicable Federal, State, County, and City laws, including but not limited to Miami-Dade County's Conflict of Interest and Code of Ethics Ordinance, as amended, which is incorporated herein by reference as if fully set forth herein, and Chapter 2, Article VII of the Miami Beach City Code, as amended, which is incorporated herein by reference as if fully set forth herein. Sponsorship Applicant shall maintain its good standing in accordance with the laws of the State of Florida and the City of Miami Beach Code of Ordinances ("City Code"), and shall comply with any City Code requirement applicable to Sponsorship Applicant or to the Sponsorship Applicant's operation, its business or other activities in the City of Miami Beach, including, without limitation, obtaining any Certificate of Use or Business Tax Receipt(s) that may be required for any business activity, timely making payment of all taxes, fees or charges that may be due to the City of Miami Beach. Sponsorship Applicant shall promptly take corrective action to correct any City Code violation or notice of violation issued by any governmental agency with jurisdiction over Sponsorship Applicant. Further, Sponsorship Applicant agrees to comply with the terms and conditions of any lease, contract, or other sponsorship agreement that Sponsorship Applicant may have separately entered into with the City of Miami Beach ("Other City Contracts"). Any failure by Sponsorship Applicant to comply with any provision of the City Code applicable to Sponsorship Applicant, or any breach or default by the Sponsorship Applicant of any covenant or other term or condition contained in any Other City Contracts (after the passage of any applicable notice and cure provision set forth therein), shall, at the option of the City, be considered a Default (as such term is defined more fully below in Article II, Section 14 of this Agreement), in which event the

City shall be entitled (but in no event required) to apply all rights and remedies available to the City under the terms of this Agreement by reason of an Sponsorship Applicant's breach or failure to comply with said obligations. Recipient shall comply with Florida Public Records law under Chapter 119, Florida Statutes, as may be amended from time to time.