

**RESOLUTION NO.            2015-29141**

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION  
OF THE CITY OF MIAMI BEACH, FLORIDA, ADOPTING  
FINAL BUDGETS FOR THE GENERAL, G.O. DEBT  
SERVICE, RDA AD VALOREM TAXES, ENTERPRISE,  
INTERNAL SERVICE, AND SPECIAL REVENUE FUNDS  
FOR FISCAL YEAR 2015/16.**

**WHEREAS**, the City Manager's adopted Fiscal Year (FY) 2015/16 General Fund operating budget totals \$300,354,000 and the total adopted operating budget for FY 2015/16 net of transfers is \$576,389,000 including the General Fund, General Obligation Debt Service Fund, Transfers to the Redevelopment District Ad Valorem Taxes, Enterprise Funds, Internal Service Funds, and Special Revenue Funds as shown in composite Exhibit "A"; and

**WHEREAS**, the proposed Enterprise Fund budgets total \$212,193,000; and

**WHEREAS**, the budget for Internal Service Funds, which are wholly supported by transfers from the General Fund, Enterprise Funds, and the Redevelopment District, is \$80,370,000; and

**WHEREAS**, the proposed Special Revenue Fund budgets total \$101,643,000; 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 Confiscation Trust Fund; and

**WHEREAS**, the proceeds and interest earned from the Police Confiscation Trust Fund is 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 City Commission, and only upon appropriation to the Miami Beach Police Department by the City of Miami Beach City 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 budget for FY 2015/2016 in the amount of \$552,000 shall be funded from State Confiscated Funds in the amount of \$317,000, and Federal Justice Confiscated Funds in the amount of \$235,000, as reflected in the attached Exhibit "B"; and

**WHEREAS**, funds in the amount of \$552,000 are available in the Police Confiscation Trust Fund; 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 \$41,000, 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 \$41,000 for those purposes as authorized pursuant to Section 938.15 of the Florida Statutes, and the \$41,000 shall be expended from the Police Training and School Resources Fund 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**, \$75,000 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 Special Revenue Account Fund, as provided by Resolution No. 90-19931, adopted on March 7, 1990; and

**WHEREAS**, the Miami Beach Police Department seeks to purchase those items identified on Exhibit "D" with the funds in the Police Special Revenue 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 \$1,264,000 budget allocation for FY 2015/16 to continue implementation of its programs; and

**WHEREAS**, CAC was created to develop, coordinate, and promote the performing and visual arts of the City of Miami Beach for the enjoyment, education, cultural enrichment, and benefit of the residents of, and visitors to, the City; and

**WHEREAS**, from December 2014 through June 2015, the Cultural Affairs staff and CAC conducted its application and review process for its FY 2015/16 Cultural Arts Grant Programs; and

**WHEREAS**, grants panelists, comprised of the CAC members for CAC grant programs and both Miami Beach Visitors Convention Authority and CAC members for the joint Cultural Tourism grant program, yielded 47 viable applications, requesting a total of \$970,000; and

**WHEREAS**, the CAC, at its regular meeting on July 9, 2015, reviewed the grant panelists' recommendations and unanimously supported the recommended Cultural Arts awards totaling \$798,000 for FY 2015/16, as more specifically identified in the 2015-16 "City Administration Recommendation" column on 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

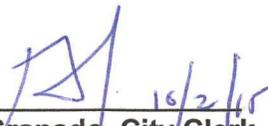
**WHEREAS**, pursuant to its enabling legislation, the MBVCA's budget for each fiscal year shall be presented to the Mayor and Commission; and

**WHEREAS**, the MBVCA has recommended approval of the proposed work plan and budget for FY 2015/16, in the amount of \$2,976,000, to continue implementation of its programs as shown in Exhibit "F".

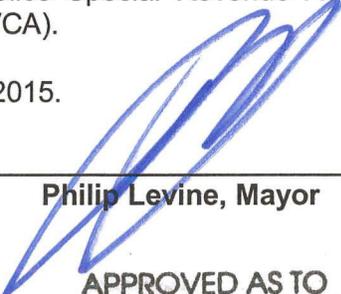
**NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND THE CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA**, that the Mayor and City Commission of the City of Miami Beach, Florida hereby adopt final budgets for the General, G.O. Debt Service, RDA Ad Valorem Taxes, Enterprise, Internal Service, and Special Revenue Funds for Fiscal Year 2015/16 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 Special Revenue Account), Exhibit "E" (Cultural Arts Council Grants), and Exhibit "F" (MBVCA).

**PASSED and ADOPTED** this 30th day of September, 2015.

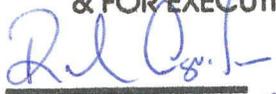
ATTEST:

  
Rafael E. Granado, City Clerk



  
Philip Levine, Mayor

APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION

  
City Attorney

9/22/15  
Date

**EXHIBIT A**  
**Revenue Summary**  
**by Fund and Major Category**

FUNCTION/DEPARTMENT	GENERAL	G.O. DEBT SERVICE	RDA	ENTERPRISE	SPECIAL REVENUES	TOTALS	INTERNAL SERVICE
<b>GENERAL OPERATING REVENUES</b>							
Ad Valorem Taxes	\$ 140,446,000					\$ 140,446,000	
Ad Valorem- South Pointe Costs						-	
Ad Valorem- Capital Renewal & Repl.	2,716,000					2,716,000	
Ad Valorem- Normandy Shores	147,000					147,000	
Other Taxes	23,940,000					23,940,000	
Licenses and Permits	29,558,000					29,558,000	
Intergovernmental	11,037,000					11,037,000	
Charges for Services	12,046,000					12,046,000	
Fines & Forfeits	2,157,000					2,157,000	
Reents & Leases	6,384,000					6,384,000	
Miscellaneous	12,588,000					12,588,000	
Resort Tax Contribution	36,609,000					36,609,000	
Other- Non operating Revenue	22,726,000					22,726,000	
<b>Sub-Total</b>	<u>\$ 300,354,000</u>					<u>\$ 300,354,000</u>	
<b>G.O. DEBT SERVICE FUND</b>							
Ad Valorem Taxes		\$ 5,925,000				\$ 5,925,000	
Other							
<b>Sub-Total</b>		<u>\$ 5,925,000</u>				<u>\$ 5,925,000</u>	
<b>FUND TOTAL</b>	<u>\$ 300,354,000</u>	<u>\$ 5,925,000</u>				<u>\$ 306,279,000</u>	
<b>RDA FUND-City TIF only</b>							
<b>AD VALOREM TAXES</b>							
Property Taxes- RDA City Center (net)			\$ 23,113,000			\$ 23,113,000	
<b>FUND TOTAL</b>			<u>\$ 23,113,000</u>			<u>\$ 23,113,000</u>	
<b>ENTERPRISE FUNDS</b>							
Convention Center				\$ 10,737,000			
Parking				77,584,000			
Sanitation				21,104,000			
Sewer Operations				46,996,000			
Storm Water				20,985,000			
Water Operations				34,787,000			
<b>FUND TOTAL</b>				<u>\$ 212,193,000</u>		<u>\$ 212,193,000</u>	
<b>INTERNAL SERVICE FUNDS</b>							
Central Services							\$ 967,000
Fleet Management							10,447,000
Information Technology							15,758,000
Property Management							8,621,000
Risk Management							15,616,000
Medical & Dental Insurance							28,961,000
<b>FUND TOTAL</b>							<u>\$ 80,370,000</u>
<b>SPECIAL REVENUE FUNDS</b>							
Education Compact					107,000		
Resort Tax					78,631,000		
Art in Public Places					277,000		
Tourism & Hospitality Scholarships					174,000		
Cultural Arts Council					1,264,000		
Sustainability					399,000		
Waste Hauler					68,000		
Normandy Shores					226,000		
5th & Alton Garage					812,000		
7th St. Garage					2,795,000		
Transportation					9,261,000		
Tree Preservation					90,000		
People's Transportation Plan					3,896,000		
Police Confiscation					552,000		
Police Special Revenues					75,000		
Police Training					41,000		
Red Light Camera					1,416,000		
Residential Housing					766,000		
Emergency 9-1-1					398,000		
Information & Technology					395,000		
<b>FUND TOTAL</b>					<u>\$ 101,643,000</u>	<u>\$ 101,643,000</u>	
<b>TOTAL ALL FUNDS</b>	<u>\$ 300,354,000</u>	<u>\$ 5,925,000</u>	<u>\$ 23,113,000</u>	<u>\$ 212,193,000</u>	<u>\$ 101,643,000</u>	<u>\$ 643,228,000</u>	<u>\$ 80,370,000</u>
Less Transfers						(66,839,000)	
<b>GRAND TOTAL - ALL FUNDS</b>						<u>\$ 576,389,000</u>	

**EXHIBIT A**  
**Total Expenditures by Fund and Department**  
**Fiscal Year 2015/16**

FUNCTION/DEPARTMENT	GENERAL	G.O. DEBT SERVICE	RDA	ENTERPRISE	SPECIAL REVENUES	TOTALS	INTERNAL SERVICE
<b>MAYOR &amp; COMMISSION</b>	\$2,009,000					<b>\$2,009,000</b>	
<b>ADMINISTRATIVE SUPPORT SERVICES</b>						<b>\$20,574,000</b>	
CITY MANAGER	3,652,000						
COMMUNICATIONS	1,745,000						
BUDGET & PERFORMANCE IMPROV	2,435,000						
ORG DEV & PERFORMANCE INITIATIVE	603,000						
Education Compact					107,000		
FINANCE	5,385,000						
PROCUREMENT	2,112,000						
INFORMATION TECHNOLOGY							15,758,000
IT Tech					395,000		
HUMAN RESOURCES/LABOR RELATIONS	2,685,000						
Risk Management							15,616,000
Medical & Dental Insurance							28,961,000
CITY CLERK	1,455,000						
Central Services							967,000
<b>CITY ATTORNEY</b>	5,282,000					<b>\$5,282,000</b>	
<b>ECONOMIC DEV. &amp; CULTURAL ARTS</b>						<b>\$116,542,000</b>	
Economic Development							
REAL ESTATE, HOUSING & COMM. DEV.	721,000						
Homeless Services	1,312,000						
Residential Housing					766,000		
BUILDING	14,065,000						
Sustainability					399,000		
PLANNING	4,260,000						
Cultural Arts							
TOURISM & CULTURAL DEV	3,936,000						
CONVENTION CENTER				10,737,000			
Resort Tax					78,631,000		
Art in Public Places					277,000		
Tourism & Hospitality Scholarships					174,000		
Cultural Arts Council					1,264,000		
<b>OPERATIONS</b>						<b>\$275,245,000</b>	
CODE COMPLIANCE	5,936,000						
COMMUNITY SERVICES	641,000						
PARKS & RECREATION	30,761,000						
PUBLIC WORKS	14,358,000						
Property Management							8,621,000
Sanitation				21,104,000			
Sewer				46,996,000			
Stormwater				20,985,000			
Water				34,787,000			
Waste Hauler					68,000		
Normandy Shores					226,000		
Tree Preservation					90,000		
CAPITAL IMPROVEMENT PROJECTS	4,945,000						
PARKING				77,584,000			
5th & Alton					812,000		
7th Street Garage					2,795,000		
FLEET MANAGEMENT							10,447,000
TRANSPORTATION					9,261,000		
People's Transportation Plan					3,896,000		
<b>PUBLIC SAFETY</b>						<b>\$173,785,000</b>	
POLICE	99,605,000						
Police Confiscation					552,000		
Police Special Revenues					75,000		
Police Training					41,000		
Red Light Camera					1,416,000		
FIRE	62,741,000						
Emergency Management	8,957,000						
E911						398,000	
<b>CITYWIDE ACCOUNTS</b>						<b>\$12,319,000</b>	
CITYWIDE ACCTS-Normandy Shores	226,000						
CITYWIDE ACCTS-Operating Contingency	1,100,000						
CITYWIDE ACCTS-Other	10,993,000						
Transfers						<b>\$8,434,000</b>	
Capital Investment Upkeep Fund	315,000						
Info & Comm Technology Fund	395,000						
Building Reserve	2,608,000						
Pay-as-you-go Capital	2,400,000						
CAPITAL RENEWAL & REPLACEMENT	2,716,000						
<b>G.O. DEBT SERVICE</b>		5,925,000				<b>\$5,925,000</b>	
<b>RDA-City TIF Transfer only</b>							
City Center			23,113,000			<b>23,113,000</b>	
<b>TOTAL - ALL FUNDS</b>	<b>\$300,354,000</b>	<b>\$5,925,000</b>	<b>\$23,113,000</b>	<b>\$212,193,000</b>	<b>\$101,643,000</b>	<b>\$643,228,000</b>	<b>\$80,370,000</b>
Less Transfers						-\$66,839,000	
<b>GRAND TOTAL - ALL FUNDS</b>						<b>\$576,389,000</b>	

**EXHIBIT B**  
**Miami Beach Police Department**  
**Confiscations - Federal & State Funds**  
**FY 2015/16 BUDGET**

**FEDERAL FUNDS:**

**Federal Funds - (603)**

	<b>FY16 Request</b>
Organizational Development Travel & Off-site testing	70,000
Training Supplement to supplement LETTF	70,000
Bulletproof Vest Partnership	60,000
Graffiti eradication through Teen Job Corp.	25,000
Gym Equipment	10,000
<b>Total Funds (603)</b>	<b>235,000</b>

**STATE FUNDS:**

**State Funds - (607)**

	<b>FY16 Request</b>
Costs connected with the prosecution/processing of forfeitures.	20,000
Crime Prevention initiatives & School Liaison Projects	20,000
AR Rifle Program/initiative- City's match for reimbursement of rifles at \$500.	15,000
15% of State Funds collected in FY14 to be used for drug abuse treatment, drug and crime prevention education and non-profit community based programs.	29,000
Chief's Conference Room Upgrade	28,000
CID Interview Room Audio Video Recording	60,000
MBPD Facilities Security Camera System Upgrades	110,000
Articulated Aerial Work Platform Trailer	35,000
<b>Total Funds (607)</b>	<b>317,000</b>

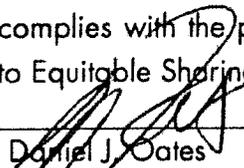
**Total Federal & State Funds**

**552,000**

## EXHIBIT B

### CERTIFICATION

I, Daniel J. Oates, 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 2015/16 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.

  
\_\_\_\_\_  
Daniel J. Oates  
Chief of Police  
Miami Beach Police Department

8/18/15  
\_\_\_\_\_  
Date

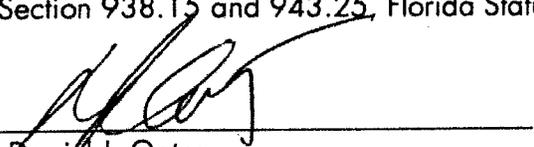
**EXHIBIT C**  
**Miami Beach Police Department**  
**Police Training and School Resources Fund**  
**FY 2015/16 BUDGET**

Education of police personnel at various schools, conferences, and workshops; purchase of training and operational supplies	\$41,000
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## **EXHIBIT C**

### **CERTIFICATION**

I, Daniel J. Oates, 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 2015/16 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.

  
\_\_\_\_\_  
Daniel J. Oates  
Chief of Police  
Miami Beach Police Department

8/18/15  
\_\_\_\_\_  
Date

**EXHIBIT D**  
**Miami Beach Police Department**  
**Special Revenue Account**  
**FY 2015/16 BUDGET**

Community Activities	\$50,000
Law Enforcement Equipment and Supplies	\$20,000
Facilities Maintenance	\$5,000
TOTAL	<u>\$75,000</u>

**EXHIBIT E**

**Cultural Grants**

	<b>Program/Applicant</b>	<b>Score Average</b>	<b>Award Request</b>	<b>2015-16 City Administration Recommendation</b>	
<b>ANCHORS</b>					
1	New World Symphony	104.25	\$ 35,000.00	\$	35,000.00
2	Miami City Ballet	97.50	\$ 35,000.00	\$	31,111.81
3	Florida International University -Jewish Museum of Florida	97.25	\$ 30,000.00	\$	26,772.59
4	Friends of the Bass Museum, Inc.	96.25	\$ 30,000.00	\$	26,497.29
5	Florida International University -Wolfsonian	95.00	\$ 35,000.00	\$	30,314.08
6	The Rhythm Foundation	94.50	\$ 30,000.00	\$	26,015.52
7	Miami Beach Film Society	94.00	\$ 25,000.00	\$	21,760.77
8	Miami Beach Garden Conservancy	93.00	\$ 25,000.00	\$	21,529.27
9	The Holocaust Memorial Committee, Inc.	92.25	\$ 30,000.00	\$	25,396.10
10	Arts at St. Johns	90.75	\$ 25,000.00	\$	21,008.40
11	Florida International University -MBUS	88.50	\$ 30,000.00	\$	24,363.74
12	O Cinema	88.50	\$ 25,000.00	\$	20,487.53
13	Friends of the Miami-Dade Public Library, Inc.	86.50	\$ 25,000.00	\$	20,024.54
14	Miami Design Preservation League	86.25	\$ 30,000.00	\$	23,744.33
15	South Florida Art Center, Inc.	86.00	\$ 30,000.00	\$	23,675.50
<b>CULTURAL PRESENTERS</b>					
16	Tigertail Productions, Inc.	93.85	\$ 20,000.00	\$	18,442.14
17	MDC Live Arts	93.00	\$ 20,000.00	\$	16,293.23
18	Center for the Advancement of Jewish Education	91.28	\$ 20,000.00	\$	17,991.89
19	National Foundation for Advancement in the Arts	90.42	\$ 20,000.00	\$	15,841.22
20	University of Wynwood, Inc.	90.00	\$ 20,000.00	\$	17,767.64
21	FUNDarte, Inc.	89.85	\$ 20,000.00	\$	17,741.36
22	Patrons of Exceptional Artists, Inc.	88.42	\$ 20,000.00	\$	15,990.83
23	Miami short Film Festival Inc.	85.57	\$ 10,000.00	\$	9,495.76
24	Edge Zones, Inc.	85.57	\$ 10,000.00	\$	9,495.76
25	Community Arts and Culture	85.28	\$ 20,000.00	\$	14,940.71
<b>ARTISTIC DISCIPLINES - DANCE</b>					
26	Dance Now! Ensemble	92.42	\$ 20,000.00	\$	18,191.61
27	Miami Momentum Dance Co.	90.00	\$ 10,000.00	\$	9,883.82
28	Peter London Global Dance Co.	89.28	\$ 10,000.00	\$	7,819.27
29	Brazz Dance Theater Inc.	86.57	\$ 10,000.00	\$	7,583.36
30	Ballet Flamenco La Rosa	84.00	\$ 20,000.00	\$	14,716.46
<b>ARTISTIC DISCIPLINES - MUSIC</b>					
31	Seraphic Fire	98.33	\$ 20,000.00	\$	17,226.84
32	Florida Grand Opera	94.66	\$ 10,000.00	\$	8,292.03
33	Greater Miami Youth Symphony	93.50	\$ 10,000.00	\$	8,190.41
34	Miami Lyric Opera	91.83	\$ 20,000.00	\$	16,088.25
35	Miami Symphony Orchestra	91.16	\$ 20,000.00	\$	17,970.87
36	Miami Children's Chorus	89.83	\$ 10,000.00	\$	9,868.93
37	Orchestra Miami	89.66	\$ 20,000.00	\$	9,854.04
38	Miami Gay Men's Chorus	88.50	\$ 20,000.00	\$	17,504.85
39	South Beach Chamber Ensemble	88.00	\$ 10,000.00	\$	9,708.62
40	Siempre Flamenco	85.00	\$ 10,000.00	\$	7,445.83
41	Miami Piano Circle	85.00	\$ 10,000.00	\$	7,445.83
42	SoBe Institute of the Arts	83.83	\$ 20,000.00	\$	14,686.67
43	South Florida Composer's Alliance	82.50	\$ 20,000.00	\$	16,453.67
<b>ARTISTIC DISCIPLINES - THEATER</b>					
44	Fantasy Theater Factory	91.28	\$ 10,000.00	\$	9,995.95
45	Ground Up and Rising	89.85	\$ 10,000.00	\$	7,870.68
<b>CULTURAL TOURISM GRANT PROGRAM</b>				<b>CAC Contribution</b>	<b>TOTAL Awarded</b>
46	20 <sup>th</sup> Brazilian Film Festival of Miami – Infinito Art & Cultural Foundation, Inc	n/a	\$ 30,000.00	\$ 15,000.00	\$ 30,000.00
47	18th Annual MiFo LGBT Film Festival - MiFo Film Festival, Inc.	n/a	\$ 30,000.00	\$ 15,000.00	\$ 30,000.00

Receiving Fresh Air Funds (\$2000 included in award amount)

<b>TOTAL</b>	<b>\$ 970,000.00</b>	<b>\$ 798,000.00</b>
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# **EXHIBIT "F"**

## **MBVCA FY 2015/2016 WORKPLAN AND BUDGET**

### **ADMINISTRATION RECOMMENDATION**

Adopt the Budget

### **ANALYSIS**

#### **BACKGROUND**

The Miami Beach Visitor and Convention Authority (MBVCA) was created and exists pursuant to Chapter 67-930 of the Laws of Florida and Sections 102-246 through, and including 102-254 of the Code of the City of Miami Beach (CMB).

According to Sec. 102-251, the MBVCA is to take "all necessary and proper action to promote the tourist industry for the city, including but not restricted to causing expert studies to be made, promotional programs, the recommendations and development of tourist attractions and facilities within the city, and to carry out programs of information, special events, convention sales and marketing, advertising designed to attract tourists, visitors and other interested persons." The MBVCA also has the duty of making all necessary rules and regulations for the efficient operations of the authority.

The MBVCA is a seven-member authority. Each member is appointed by the City of Miami Beach Commission, with the goal of encouraging, developing and promoting the image of Miami Beach locally, nationally and internationally as a vibrant community and tourist destination. To this end, the MBVCA strategically focuses its funding investments in a balanced manner, fostering outstanding existing programs, stimulating new activities, and encouraging partnerships. The MBVCA is committed to a careful, long-term plan for allocation of resources to build the uniqueness of Miami Beach as one of the world's greatest communities and tourism destinations.

A budget revenue projection is provided to the MBVCA by the City of Miami Beach Budget Office annually based on 5% of the 2% Resort Tax, less 4% for administrative allowance. On an annual basis the MBVCA must provide the City with a budget, on City forms, based on this projection as outlined in Sec. 102-252, before October 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 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 into the creation on an endowment fund.

The MBVCA is required by law to maintain reserve bank accounts in approved public depositories, with sufficient reserves to cover one year of funding, which it does. Reserves are maintained to pay grant recipients (contracted) for the previous program funding cycle, and to ensure that sufficient funds can be invested to stimulate tourism in the future. The level of reserves was modified in 2011 in order to maximize the value and impact of tourism directed funds.

The MBVCA submits an annual Program of Work to the CMB as required by Sec. 102-281, and is audited annually by the City of Miami Beach as required in Sec. 102-281. MBVCA audits have been positive for the past 15 years.

## **EXHIBIT "F"**

### **MBVCA FY 2015/2016 WORKPLAN AND BUDGET**

#### **FY 2014/2015 REVIEW/TOURISM ADVANCEMENT PROGRAM (TAP)**

The MBVCA Tourism Advancement Program (TAP) was established to promote Miami Beach as a sophisticated tourist destination by increasing the number of visitors; through enhancement of visitors' experiences; through the allocation of funds granted to events or programs that bring visitors to the CMB and strengthen the CMB brand. In fiscal year 2014/2015, the MBVCA funded TAP in nine categories, including: Cultural Tourism, Film Incentive, Initiatives, Major One Time Special Event, North Beach Incentive, Special Events Recurring, Special Projects, Special Projects Recurring, and Tourism Partnerships. In 2014, the MBVCA continued to fund investments, utilizing funds rolled over from several years past.

A total of \$1,252,330 was awarded in FY 2014/2015, compared to \$1,681,122.33 in FY 2013/2014. The decrease in awards reflects several rescinded events. Grants funded in partnership with the CMB are critical, branded tourism-related programs, such as the South Beach Wine & Food Festival and Winter Music Conference, both examples of events whose beginnings in Miami Beach stem from grants provided by the MBVCA-events, which could be recruited by other destinations.

#### **FY 2015/2016 TOURISM ADVANCEMENT PROGRAM**

The MBVCA strategically focuses funding to maximize tourism and brand, to improve Miami Beach by focusing on events and projects that generate significant publicity, strengthen brand and increase tourism (generating critical resort taxes for Miami Beach). The Board pays significant attention to marquee events.

#### *Review process:*

For over a decade, the MBVCA has used a multi-level review process for its grant program; the process is reviewed annually. The process includes a mandatory pre-proposal staff conference regarding MBVCA policies and procedures and TAP. During the interview, MBVCA administration advises each potential applicant regarding the eligibility and appropriateness of the proposed project and defines the grant category best suited to the potential applicant. Once it is determined that the project is eligible, MBVCA administration will continue to provide further detail of the process, including required attachments and meeting dates. 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 2015/2016 the MBVCA voted to maintain the criteria in place for the Major One Time Special Event and Special Events Recurring grant categories requiring a total of 350 hotel room nights to be contracted, from the original 250 hotel room nights required, and the media impressions up from 500,000 to a required 1,000,000. The viewership criteria remained at 1,000,000. Grant applicants need to meet two of the three criteria in place for each of the MBVCA grant categories.

The MBVCA guidelines and application process places 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, as are the event's or organization's publicity plan, community and residential involvement, or special residents' considerations. The application requires contract confirmation for hotel room blocks; media contract agreements and/or viewership contracts to be attached to the completed application; that data must be confirmed before and after funding is awarded. Standardized recap sheets and point systems have been developed to give each applicant a score that rates potential success. Using this tool, the MBVCA can better evaluate the applicant's long-term commitment to the

## EXHIBIT "F"

### MBVCA FY 2015/2016 WORKPLAN AND BUDGET

community, commitment to brand enhancement, value to tourism, and economic impact. The MBVCA 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 2012/13; applicable to non and for profit agencies.

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:

Tourism Advancement Program funds are currently awarded in nine categories, including: Cultural Tourism, Film Incentive, Initiatives, Major One Time Special Event, North Beach Incentive, 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	Hotel Room Nights	Impressions	Viewership
Cultural Tourism	200	500,000	1,000,000
Film Incentive*	250	N/A	N/A
Initiatives**	N/A	N/A	N/A
Major One Time Special Event	350	1,000,000	1,000,000
North Beach Incentive	75	200,000	500,000
Special Events Recurring	350	1,000,000	1,000,000
Special Projects	2,500	250,000,000	15,000,000
Special Projects Recurring	2,500	250,000,000	15,000,000
Tourism Partnerships	200	500,000	5,000 (visitors/attendees/participants)

\* Industry specific eligibility criteria in place for this program

\*\* Initiatives are specifically targeted towards organizations chosen by the MBVCA to carry out the designated initiative

## **EXHIBIT "F"**

### **MBVCA FY 2015/2016 WORKPLAN AND BUDGET**

#### **Budget**

##### *Budget (TAP) FY 2014/2015:*

The MBVCA has budgeted \$1,862,245 for FY 2015/2016 for its Tourism Advancement Program which reflects 63% of the total budget. This grant funding reflects an increase of \$166,245 from FY 2014/2015. This increase is due to an increase in the total number of new grants being requested.

- The *Tourism Partnerships* category is budgeted at \$109,245, reflecting 4% of the total budget for FY 2015/2016. The category currently includes applicants at the maximum request cap of \$30,000. Four applications are anticipated to be received.
- The *Cultural Tourism* category, a joint grant with the City's Cultural Arts Council (CAC) is budgeted at \$30,000 with the CAC contributing an additional \$30,000. A total of two applicants are expected, each at a \$30,000 request.
- The *Major One Time Special Event* category, representing 8% of the total budget, is budgeted at \$225,000 in FY 2015/2016, which reflects a decrease from FY 2014/2015. The MBVCA expects five new events to apply at a maximum request of \$45,000. 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 Beach Bear Weekend, Maison d' Objet, Seed Conscious Plant Based Food and Wine Festival, and the Serena Williams Live Ultimate Run South Beach.
- The *Special Events Recurring* category, reflecting 25% of the total budget, has been calculated at \$736,000 for FY 2015/2016 based on the established declining scale and the number of applicants anticipated to return.
- The *Special Projects* category is budgeted at \$270,000 with three applicant expected at the maximum request of \$90,000 representing 9% of the total budget.
- The *Special Projects Recurring* category is budgeted at \$442,000 and represents 11% of the total budget. Anticipated applicants include the Orange Bowl Marketing Campaign; South Beach Comedy Festival; Miami Marathon and Half Marathon and Tropical 5K; the Food Network South Beach Wine and Food Festival; the Miami International Film Festival; FUNKSHION Fashion Week Miami Beach; and Winter Music Conference. These events, recruited and sustained by the MBVCA, are all marquee events and annually fill the City's hotel rooms.
- The *Film Incentive* category is budgeted at \$30,000 for FY 2015/2016, which represents 1% of the budget; budgeting for a total of 1 possible applicant.
- The *North Beach Initiative Incentive* category is budgeted at \$20,000 for FY 2015/2016, representing 1% of the budget; in anticipation of 2 applicants at the maximum request of \$10,000 each.

#### **Destination Marketing**

The Destination Marketing allocation reflects a 2% of the total budget for FY 2014/2015. This allocation provides for the additional placement of stories and press releases on the PR Newswire.

#### **New Initiatives**

The MBVCA expects to support new initiatives in FY 2015/2016. Strategic plans, goals and initiatives are developed through consultation, the result of ongoing communications with the Mayor, Commission and City Administration. Some of these initiatives include the WorldOutGames Marketing Plan and the continued support of The Customer and You – Certificate Program in Service. The category is budgeted for FY 2015/2016 at \$130,000, representing 4% of the total budget.

## **EXHIBIT "F"**

### **MBVCA FY 2015/2016 WORKPLAN AND BUDGET**

#### **Public Relations Initiative**

In FY 2013/2014, the MBVCA put out a Request for Qualifications (RFQ) for a P.R. agency of record to enhance Miami Beach's image. The MBVCA selected Hill & Knowlton/SAMCOR to support the MBVCA efforts by continuing increasing brand awareness through strategic media outreach to consumer and travel trades, major event recruitment, and business and corporate communications programs. There is an allotment of \$250,000, representing 8% of the total budget, towards this effort.

The current contract with H+K runs through August 30, 2016 in FY 2015/2016. Objectives include increased public relations or tourism related activities in CMB, recruitment of new events and meetings, and improvement of CMB global reputation. CMB leaders have been active participants in planning and in oversight. H+K has an extensive presence in the US and internationally. The agency's ability to network and leverage its global relationships is crucial to the growth of the 'Miami Beach' brand.

H+K created and distributed a total of 15 press releases during their first year as agency of record, garnering 2,971,443,219 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 to date, through the issuance of 13 press releases.

During their fourth year, H&K has developed and released a total of 12 press releases, generating a total of 2,033,516,567.00 media impressions, valued at \$ \$21,130,462.94.

#### **Visual Memoirs Project**

The MBVCA issued an RFP for qualified entities to record, catalogue and warehouse personal and eyewitness accounts of the history of the City of Miami Beach in FY 2011/2012. The deliverables included a recorded detailed history of Miami Beach through personal interviews, creating collateral materials about the history of Miami Beach and identifying comprehensive exhibit concepts that can be implemented to execute a comprehensive visual memoir library and promotional campaign.

The Miami Design Preservation League in partnership with Close-Up Productions, was awarded a one year contract on October 1, 2011 in the amount of \$21,000, and the contract was renewed in FY 2012/2013 for an additional \$21,000, which represents 1% of the total budget. A total of forty interviews were conducted during the Project's first year.

The exhibit opened to the public daily for its initial run from mid-October through late November 2012, free of charge from 10:00am until 4:30pm and reopened during Art Deco Weekend 2013. The documentary played on a loop in the lecture hall portion of the Art Deco Welcome Center. Seating was also placed near the screen and accommodated approximately 25 people at a time with standing room in the back. A total of twelve interviews have been conducted as of July 2013 with another eight interviews to be completed by September 2013.

An educational component was developed for FY 2012/2013 that included a video and guide for Miami Beach Middle Schools.

In FY 2013/2014, the videos were prepared for archival as part of a statewide university consortium. MDPL also collaborated with various institutions to create links to the online materials.

At the end of FY 2014/2015, MDPL and Close-Up Productions will have conducted and transcribed a total of 75 interviews.

## **EXHIBIT "F"**

### **MBVCA FY 2015/2016 WORKPLAN AND BUDGET**

In FY 2015/2016 MDPL is proposing to conduct an additional 15 interviews with full transcripts as well as coordinating and presenting the visual Memoirs material at the MDPL Deco Museum. In addition to their scheduled interviews, MDPL is also proposing the development of a digital promotional portal showcasing the video archive with links highlighting other Miami Beach historical resources, housed at institutions in Miami Beach and Miami Dade County. The "Windows on Miami Beach" portal is expected to generate local interest and support through school contests and online displays created by students and joint curating displays by portal partners; offer daily and weekly calendars of partners' events; develop social media linkages that drive people to the new website and its resources; provide easier access to the interviews, educational videos and curricula produced by the Visual Memoirs Project; increase patronizing of museums and historic sites on Miami Beach, and promote Miami Beach as a tourist destination through historic and artistic connections. The FY 2015/2016 is budgeted at \$30,000 which is 1% of the total budget.

#### **IT/API Development**

The MBVCA wishes to provide visitors with timely and relevant information about the City of Miami Beach, its public and private attractions, services, hotels, businesses, and events in order to enhance visitors (and residents) experience. 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 to access the information they need at locations around town.

Miami Beach visitors and residents are using smartphones and tablets to communicate and acquire information to make these kinds of decisions on-the-go. It is now critical for these visitors and residents to have access to mobile applications (Apps) that can help them obtain the information they need to make a timely and informed decisions. The FY 2015/2016 is budgeted at \$20,000 which is 1% of the total budget.

The MBVCA's preliminary review of opportunities and needs was initiated in spring 2011 in consultation with area experts, and subsequent to a public meeting sponsored by the MBVCA, as a situational analysis. The MBVCA released an RFP in January 2012 and awarded a one year contract to Just Program LLC dba Solodev on May 22, 2012. The purpose of the RFP was to develop a Miami Beach-focused web-based digital content management system (CMS) and modifiable database to support 3<sup>rd</sup> party mobile applications via an application programming interface (API).

Currently, the API is fully functional with 230 different categories of businesses each averaging 90 different services and amenities. Web and App developers will be able to use these attributes to create new and exciting experiences for their end-users. A fully functional mobile App for the MBVCA API for both iPhone and Android platforms.

We have allocated \$20,000 or 1% of the overall budget in FY 2015/2016, to add additional categories to expand the API data to include local non-business information that can be useful in app development such as beach access roads, public restrooms, and life-guard stands. A total of \$65,000 has been allotted to market and promote the API/App to App developers in the FY 2015/2016, representing 2% of the total budget.

#### **Research and Development**

The MBVCA will develop a Strategic list of major events worldwide after consulting with all partners and as the result of on-going communications. We expect to investigate some of these events with the intention of making a discovery that can lead to the development of new major event for the destination. The MBVCA has budgeted \$7,500 of the total budgeted towards this effort.

## **EXHIBIT "F"**

### **MBVCA FY 2015/2016 WORKPLAN AND BUDGET**

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

The MBVCA has budgeted \$2,000 of the total budget, in the cash flow reserve for FY 2015/2016. 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 \$2,000 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.

#### **FY 2015/2016 Administration and Overhead**

The MBVCA's administration and benefits costs are budgeted at \$361,255 for the FY 2015/2016. This figure represents 12% of the total budget. The overhead allocation is budgeted at \$195,000 which reflects 7% of the overall budget. The increase from FY 2014/2015 is attributed to the cloud information hosting and redundancy, and staffing a full office. The total administration and overhead is 18% of the total budget.<sup>1</sup>

#### **FY 2014/2015 Rollover**

A total of \$300,000 will be rolled over from FY 2014/2015 into the FY 2015/2016 MBVCA budget to fund special projects. This rollover of funds is primarily from the grants that were either not awarded and/or were rescinded for noncompliance.

#### **CONCLUSION**

At their August 27, 2015 meeting, the MBVCA Board recommended the Mayor and City Commission adopt the MBVCA Budget for FY 2015/2016 in the amount of \$2,976,000 as reflected in Exhibit A.

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<sup>1</sup> This is below the non-profit industry standard of 20% (Source: BBB)

# EXHIBIT "F"

## MIAMI BEACH VISITOR AND CONVENTION AUTHORITY FY 2015/2016

	ADOPTED BUDGET FY 2014.2015	PROPOSED FY 2015.2016	VARIANCE
<b>REVENUES</b>			
Unrestricted			
Rollover	\$ 355,000	\$ 300,000	\$ (355,000)
Projected Resort Tax	\$ 2,410,000	\$ 2,676,000	\$ (2,110,000)
TOTAL REVENUES	\$ 2,765,000	\$ 2,976,000	\$ 211,000
<b>EXPENDITURES</b>			
Administration & Benefits	\$ 325,000	\$ 361,255	\$ 36,255
Operating Expenses	\$ 185,800	\$ 195,000	\$ 9,200
Capital	\$ 3,000	\$ 3,000	\$ -
Total Administration	\$ 513,800	\$ 559,255	\$ 45,455
<b>GRANTS - Tourism Advancement Program</b>			
Tourism Partnerships	\$ 120,000	\$ 109,245	\$ 10,755
Cultural Tourism	\$ 30,000	\$ 30,000	\$ -
Major One Time Special Event	\$ 362,000	\$ 225,000	\$ 137,000
Special Events Recurring	\$ 670,000	\$ 736,000	\$ 66,000
Special Projects	\$ 119,920	\$ 270,000	\$ (150,080)
Special Projects Recurring	\$ 334,080	\$ 442,000	\$ 107,920
Film Incentive	\$ 30,000	\$ 30,000	\$ -
North Beach Incentive	\$ 30,000	\$ 20,000	\$ (10,000)
Total Tourism Adv. Program	\$ 1,696,000	\$ 1,862,245	\$ 166,245
<b>Marketing/PR/Technology</b>			
Marketing/Communications and PR RFP	\$ 250,000	\$ 250,000	\$ -
Visual Memoirs	\$ 21,000	\$ 30,000	\$ (9,000)
API Marketing	\$ 50,000	\$ 65,000	\$ 15,000
IT Development	\$ 10,000	\$ 20,000	\$ 10,000
Total	\$ 331,000	\$ 365,000	\$ 34,000
<b>Other</b>			
Destination Marketing	\$ 39,200	\$ 50,000	\$ (10,800)
Initiatives	\$ 183,000	\$ 130,000	\$ 53,000
R&D	\$ -	\$ 7,500	\$ (7,500)
Projected Cash Flow Reserve	\$ 2,000	\$ 2,000	\$ -
Total Other	\$ 224,200	\$ 189,500	\$ (34,700)
<b>TOTAL</b>	<b>\$ 2,765,000</b>	<b>\$ 2,976,000</b>	<b>\$ 211,000</b>