

MEMORANDUM

Agenda Item No. 14(A)(23)

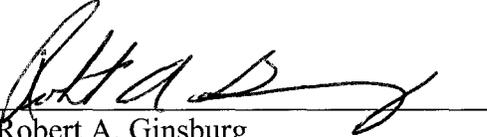
TO: Honorable Chairman Joe A. Martinez
and Members, Board of County Commissioners

DATE: June 21, 2005

FROM: Robert A. Ginsburg
County Attorney

SUBJECT: Resolution authorizing
in-kind services for the MTV
Video Music Awards 2005
Pre-Show Event

The accompanying resolution was prepared and placed on the agenda at the request of Chairman Joe A. Martinez.


Robert A. Ginsburg
County Attorney

RAG/bw



MEMORANDUM

(Revised)

TO: Honorable Chairman Joe A. Martinez
and Members, Board of County Commissioners

DATE: June 21, 2005

FROM: Robert A. Ginsburg
County Attorney

SUBJECT: Agenda Item No. 14(A)(23)

Please note any items checked.

- "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Bid waiver requiring County Manager's written recommendation
- Ordinance creating a new board requires detailed County Manager's report for public hearing
- Housekeeping item (no policy decision required)
- No committee review

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 14(A)(23)

06-21-05

RESOLUTION NO. _____

RESOLUTION AUTHORIZING THE PROVISION OF IN-KIND SERVICES AND THE EXPENDITURE OF FUNDS FOR PERMANENT IMPROVEMENTS AND NECESSARY SITE PREPARATION OF PARCEL B FOR THE MTV VIDEO MUSIC AWARDS 2005 PRE-SHOW EVENT

WHEREAS, this Board desires to accomplish the purposes outlined in the accompanying report of the County Manager, a copy of which is incorporated herein by reference; and

WHEREAS, the 2005 MTV Video Music Awards draws an international viewing audience expected to exceed 98 million; and

WHEREAS, the 2005 MTV Video Music Awards will be presented in Miami-Dade County, and hosting this major musical event at the American Airlines Arena will provide an excellent opportunity to showcase and promote Miami-Dade County; and

WHEREAS, the site preparation of Parcel B to host the MTV Video Music Awards 2005 Pre-Show Event will enhance the site as a Miami-Dade County public space and benefit the residents of Miami-Dade County; and

WHEREAS, the City of Miami has committed to play a principal role regarding the 2005 MTV Video Music Awards including, but not limited to, the provision of security and traffic coordination, as more particularly set forth in the attached letter from City Manager Joe Arriola,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board authorizes the County Manager to expend funds in an amount not to exceed \$205,000 for permanent improvements and necessary site preparation for the MTV Video Music Awards (VMA)

“Red-Carpet” and Pre-Show Concert Event scheduled to take place on August 28, 2005 on the County-owned land at Parcel B adjacent to the American Airlines Arena which will be funded from the Capital Outlay Reserve and provide in-kind services in an amount not to exceed \$50,000 of which \$40,000 will be funded from the County-wide In-Kind Services Reserve and \$10,000 will be absorbed by the Fire District, all as more particularly set forth in the accompanying County Manager’s report, which report is incorporated herein by this reference.

The foregoing resolution was sponsored by Chairman Joe A. Martinez and offered by Commissioner _____ who moved its adoption. The motion was seconded by Commissioner _____ and upon being put to a vote, the vote was as follows:

Joe A. Martinez, Chairman	
Dennis C. Moss, Vice-Chairman	
Bruno A. Barreiro	Dr. Barbara Carey-Shuler
Jose "Pepe" Diaz	Carlos A. Gimenez
Sally A. Heyman	Barbara J. Jordan
Dorrian D. Rolle	Natacha Seijas
Katy Sorenson	Rebeca Sosa
Sen. Javier D. Souto	

The Chairman thereupon declared the resolution duly passed and adopted this 21st day of June 2005. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: _____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

GKS

Gerald K. Sanchez

Memorandum



Date: June 21, 2005
To: Honorable Chairman Joe A. Martinez
and Members, Board of County Commissioners
From: George M. Burgess
County Manager 
Subject: Report on the MTV Video Music Awards 2005 Pre-Show Event

The following report is provided regarding the necessary site preparation for the MTV Video Music Awards (VMA) "Red-Carpet" and Pre-Show Concert Event scheduled to take place on August 28, 2005 on County-owned land adjacent to the American Airlines Arena ("Arena").

Hosting this major musical event at the Arena in 2005 will, again, provide an excellent opportunity to showcase and promote all of our County's wonderful amenities worldwide. As the venue for the 2005 "Red Carpet" and Pre-Show Concert Event, MTV has again requested the use of the County-owned 4.5 acres east of the Arena and adjacent to Biscayne Bay. This will afford the viewing audience panoramic views of the Miami Skyline, Biscayne Bay, the Port of Miami, Bicentennial Park and Bayside.

Miami-Dade played host to the 2004 VMAs, the first time in the show's 21-year history that the event was staged in a city other than New York or Los Angeles. It was the most watched telecast on cable for 2004 among ages 12-34, televised internationally with an estimated audience of 80 million for the Pre-Show event and provided a significant economic benefit to businesses and citizens of Miami-Dade County.

MTV, Miami-Dade County, and the City of Miami, among others, have collaborated to secure the event and now must work together in a cohesive manner to design, permit and construct the required improvements to prepare the site for the VMA 2005 Pre-Show Event. MTV has not completed their site plan; however, it is anticipated that it will include the following preparations and permanent improvements:

- Retrofits to the walkways and service road
- Conduit, piping and structures for utilities as needed
- Landscaping and irrigation

The estimated deadline for design plans and permitting is July 1, 2005. The construction of the project needs to be complete by August 12, 2005 in preparation for the August 28, 2005 MTV broadcast. It is estimated that these capital improvements will not exceed \$205,000 and will be funded from the Capital Outlay Reserve.

It is also anticipated that the Miami-Dade Police Department (MDPD) and Miami-Dade Fire Rescue Department (MDFR) will provide in-kind services to secure the site and potentially provide traffic assistance to the City of Miami. Therefore, it is recommended that an allocation in an amount not to exceed \$40,000 be made from the Countywide In-Kind Services Reserve for MDPD services. MDFR services at an estimated cost of \$10,000 will be absorbed by the Fire District.


Assistant County Manager

5

City of Miami



JOE ARRIOLA
CITY MANAGER

P.O. BOX 330708
MIAMI, FLORIDA 33233-0708
(305) 250-5400
FAX (305) 250-5410

June 3, 2005

Mr. George M. Burgess
County Manager
111 N.W. 1st Street, Suite 2910
Miami, Florida 33128

Dear Mr. Manager:

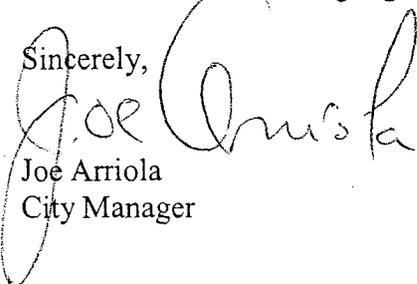
Thank you again for your continued support and assistance in serving the citizens of our City. As you know, we are currently preparing for the upcoming 2005 MTV Video Music Awards. This event will once again bring the attention of the world to our community and will have a significant impact to the region's economy during the month of August.

Last year's event required substantial coordination and cooperative efforts between local, state and federal authorities. Per our previous conversations, the City will again assume a principal role in security and traffic coordination, working hand in hand with other municipalities and county agencies. The City of Miami Police Department will lead these efforts, and will coordinate closely with the Miami-Dade Police Department. Already, our departments have met with State and Federal agencies to discuss waterways issues and will work closely on issues of county jurisdiction. The Port of Miami, Port Boulevard and Parcel B will be manned by MDPD.

We also expect to incur costs associated with the external production of the event, as was done last year. In order to fully assess any and all potential needs, we will organize a planning meeting on Monday, June 6th with all our partners, including the Greater Miami Convention and Visitor's Bureau and MTV, where we intend to go through the details of the production plan. We will also participate in a weekly conference call to begin shortly thereafter.

I look forward to working together to ensure the success of this important event.

Sincerely,


Joe Arriola
City Manager

MIAMI-DADE COUNTY
FEE WAIVER/IN-KIND SERVICES APPLICATION

COUNTY FEE WAIVERS OR IN-KIND SERVICES REQUESTED THROUGH THIS PROCESS ARE NOT EFFECTIVE UNTIL APPROVED BY ACTION OF THE BOARD OF COUNTY COMMISSIONERS PURSUANT TO THE MIAMI-DADE COUNTY HOME RULE CHARTER

Please complete the following form and submit completed form along with requested materials, if applicable, to:

Special Events Staff
Communications Department
111 N.W. 1st Street, Suite 2510
Miami, FL 33128

Phone: (305) 375-2836
Fax: (305) 375-3968

Type of Event/Application (select one of the following):

- District Event - Event of minimal impact related to specific commission district (Complete questions 1-7, sign and date; copy will be submitted to the appropriate District Commissioner within two days of receipt of application.)
- Small Event - Event of minimal impact not necessarily related to a specific commission district. (Complete questions 1-7, sign and date.)
- Special Event - Event with expected attendance of less than 5,000 with localized impact limited to an individual community or municipality (Complete questions 1-12, sign, date and submit form no later than 60 days prior to event date.)
- Major Event - Large Event with expected attendance of over 5,000 or significant probability of protests, controversy, violence or vandalism (Complete questions 1-12, sign, date and submit form no later than 120 days prior to event date.)

1. Full legal name of the requesting organization: MTV Networks, a division of Viacom International, Inc.

2. Applicant Status: (Select one of the choices below)

- Not-For-Profit or Tax Exempt
- For-Profit
- County Sponsored Event/Sponsoring Department _____
- Other (specify): _____
- Local Government or Public Entity

3. Name and contact information for single point of contact (address, phone, fax, e-mail address, etc.): Jonathan Mussman, Director, Production Management, MTV News & Docs, West Coast, 2600 Colorado Avenue, Santa Monica, CA 90404, Office phone (310) 752-8464, fax (310) 752-8089 cell (818) 292-4400, jonathan.mussman@mtvstaff.com.

4. Specify fee waiver or in-kind service requested (quantify, if applicable): The Miami-Dade Police Department and Miami-Dade Fire Rescue Department will provide in-kind services to secure the site and potentially provide traffic assistance to the City of Miami, in the estimated amounts of \$40,000 and \$10,000 respectively.

5. Name, date of event, description, and purpose of the event (if event is a fund-raiser, define the beneficiaries): 2005 MTV Video Music Awards "Red Carpet" and Pre-Show Concert Event, August 28, 2005

6. Please select ALL that apply to event:

- Economic Development: Event supports vitality or growth of the local economy
- Youth/Education: Event benefits youth of any age and/or offers educational benefits
- Health and Social Services: Event supports health-related causes and/or social programs or institutions that improve quality of life within the community
- Arts and Culture: Event supports music, theatre, literature, art or culture
- Environmental: Event benefits environmental concerns or promotes conservation
- Sports and Athletics: Event supports/promotes organized sports or recreational participation

7. Physical address of event venues (please specify Commission District(s)): American Airlines Arena, Parcel B, 400 NE 8th Street, Miami, FL, Commission District 5.

7

**MIAMI-DADE COUNTY
FEE WAIVER/IN-KIND SERVICES APPLICATION**

- 8. Description of regional or local impact: Excellent opportunity to showcase and promote all of Miami-Dade County's wonderful amenities to an international television audience. This event provided a significant economic impart to the County when Miami-Dade played host to this event in 2004.
- 9. Daily/hourly event schedule, including set-up and breakdown schedule (attach event calendar, if applicable): Setup begins 14 days prior to the event and setup continues for 7 days after the event, details are still being worked out.
- 10. Detailed description of event venues (map or schematic of event venues, access points, surrounding roadways and traffic flow diagrams, if applicable): Site plan attached.
- 11. Expected number of participants and estimated attendance (per day, if applicable): During set-up and breakdown, approximately 100 workers will be in attendance. For the actual event on Parcel B, there will be approximately 4,000 participants.
- 12. Itemized budget, including total event budget, total budget of host organization, if applicable, and total commitment of resources (attach additional pages as needed): Has not yet been finalized by MTV.

I hereby certify that all the statements made in this application are true and correct.

Sami Shach
Signature of Authorized Representative

6/9/05
Date

8

