

MEMORANDUM

Agenda Item No. 11(A)(2)

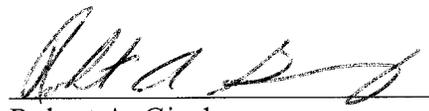
TO: Honorable Chairman Joe A. Martinez
and Members, Board of County Commissioners

DATE June 21, 2005

FROM: Robert A. Ginsburg
County Attorney

SUBJECT: Resolution retroactively
authorizing in-kind services
for the CLIO Awards and
Festival

The accompanying resolution was prepared and placed on the agenda at the request of Commissioner Sally A. Heyman.


Robert A. Ginsburg
County Attorney

RAG/jls



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. 11(A)(2)

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. 11(A)(2)
6-21-05

RESOLUTION NO. _____

RESOLUTION RETROACTIVELY AUTHORIZING IN-KIND SERVICES FROM THE MIAMI-DADE TRANSIT DEPARTMENT FOR THE MAY 21-24, 2005 CLIO AWARDS & FESTIVAL 2005 IN AN AMOUNT NOT TO EXCEED \$6,250.00 TO BE FUNDED FROM THE TRANSIT DEPARTMENT'S BUDGET

WHEREAS, the CLIO organization has requested in-kind services from the Miami-Dade Transit Department for the May 21-24, 2005 CLIO Awards and Festival 2005 in an amount not to exceed \$6,250.00 (see attached Fee Waiver/In-Kind Service Application); and

WHEREAS, the CLIO Awards and Festival 2005 is a special event, as that term is described in the attached Fee Waiver/In-Kind Service Application, and the in-kind services shall be funded from the Transit Department's Budget,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board retroactively authorizes in-kind services from the Miami-Dade Transit Department for the May 21-24, 2005 CLIO Awards and Festival 2005 in an amount not to exceed \$6,250.00 to be funded from the Transit Department's Budget.

The foregoing resolution was sponsored by Commissioner Sally A. Heyman 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
Jose "Pepe" Diaz
Sally A. Heyman
Dorrin D. Rolle
Katy Sorenson
Sen. Javier D. Souto

Dr. Barbara Carey-Shuler
Carlos A. Gimenez
Barbara J. Jordan
Natacha Seijas
Rebeca Sosa

The Chairperson 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.

DOC

Diamela del Castillo

16750

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: Clio Awards (Parent Company: VNU Business Media)

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.):

Ami Brophy, Executive Director
770 Broadway, 6th Floor, NY, NY 10003
Phone: 646-654-5844, Fax: 212-683-4796
abrophy@clioawards.com

3. Specify fee waiver or in-kind service requested (quantity, if applicable):

Protocol/Ambassadors/Signage at Miami Airport to greet event attendees. —
Transportation throughout the event (see attached list). — \$250
Street/Causeway signage announcing Clio Festival. — Banners (not in-kind)

5. Name, date of event, description, and purpose of the event (if event is a fund-raiser, define the beneficiaries):

Clio Awards & Festival 2005
May 21-24, 2005
Event that celebrates creative excellence in Advertising
Advertising shows, events and panels

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

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

- 7. Physical address of event venues (please specify Commission District(s));
Ritz Carlton, 1 Lincoln Road, Miami Beach, FL 33139
Jackie Gleason Theatre, 1700 Washington Avenue, Miami Beach, FL 33139
State Nightclub, 408 Lincoln Road, Miami Beach, FL 33139
Mansion Nightclub, 1235 Washington Avenue, Miami Beach, FL 33139
Miami-Dade Commissioner District 5
- 8. Description of regional or local impact:
The Clio Festival expects to bring 800 international guests to Miami-Dade County for its event. These individuals are among the most prominent and talented in the advertising industry and control hundreds of millions of dollars in ad campaigns. The attendees also determine the locations where ads are shot and produced.
- 9. Daily/hourly event schedule, including set-up and breakdown schedule (attach event calendar, if applicable):
See attached festival schedule.
- 10. Detailed description of event venues (map or schematic of event venues, access points, surrounding roadways and traffic flow diagrams, if applicable):
See above.
- 11. Expected number of participants and estimated attendance (per day, if applicable):
Approximately Number varies by day from 500-800 attendees.

Itemized budget, including total event budget, total budget of host organization, if applicable, and total commitment of resources (attach additional pages as needed):
2005 Festival budget: including advertising, promotions, hotel, venue and event costs = approximately \$664,000

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

Signature of Authorized Representative

Date

4/25/05

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Clio Headquarters

Press Releases

International Raps

Juries

Screening Calendar

Feedback

Site Outline

- Clio Annual
- Clio Entry Kit
- Clio Festival
- Clio Store
- Clio Archives

FESTIVAL SPONSORS:



Lo Gunned



ORGANIC

Technology Partner: Apple Computer, Inc.

CLIO 2004 FESTIVAL VIDEO

THE 46TH CLIO FESTIVAL IN MIAMI'S SOUTH BEACH

May 21-24, 2005

FESTIVAL HEADQUARTERS
The Ritz-Carlton, South Beach

[CLICK HERE FOR ONLINE REGISTRATION](#)

SATURDAY, MAY 21, 2005

1:00pm - 5:00pm
Registration at the Ritz-Carlton

8:00pm - Midnight
TV Hall of Fame Induction Ceremony & Cocktail Party
Cocktails by the pool at the Ritz, followed by a screening of classic commercials - not a bad way to kick off the 46th Annual Clio Festival. Join us and Hall of Fame emcee Chuck Porter (Crispin Porter + Bogusky) for a celebration of great and inspiring work from the past, followed by the unveiling of this year's Clio Hall of Fame inductees. The evening continues at a South Beach hot spot down the road, steps away from Ocean Drive. Drink, dance, cavort, and network (if you must).

Cocktails: 8:00pm
Presentation: 9:00pm
Post-Party: 10:00pm - Co-Hosted by FilmMiami / Miami-Dade Mayor's Office of Film & Entertainment

Clio Print Gallery
View a selection of this year's best work, presented by Corbis, Official Image Sponsor of the Clio Festival
Saturday thru Tuesday, 9:00am - 5:00pm

Clio Radio Shortlist
Listen to the 2005 Radio Shortlist at our Apple iPod stations
Saturday thru Tuesday, 9:00am - 5:00pm

Radio Shortlist presented by Corbis, Official Image Sponsor of the Clio Festival
Technology partner: Apple Computer, Inc.

SUNDAY, MAY 22, 2005

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9:00am - 5:00pm
Registration at the Ritz-Carlton continues

9:00am - 12:00pm
"FutureGold": Young Creative Portfolio Workshop
 Clio's commitment to the next generation of creatives led to the creation of "FutureGold": Young Creative Portfolio Workshop - a unique opportunity for 12 Young Creatives to have their digital portfolios evaluated by a panel of prominent Creative Directors. YC's newly acquired knowledge will be put to the test as they respond to a 24-hour Clio Challenge in the form of a creative brief. Judges will select the most outstanding work, with the winner announced at the Clio Internet, Content & Contact, Print, Design & Innovative Media Awards Gala on Monday night.

10:00am - 5:00pm
All-day screening of the 2005 Clio TV Shortlist
 Clio TV Shortlist Screenings are presented by Corbis, Official Image Sponsor of the Clio Festival

1:00pm - 2:00pm
The Best Work You May Never See
 Presented by SHOOT Magazine
 Roberta Grier, Publisher
 Bob Goldrich, Editor

This long-standing weekly SHOOT gallery was launched to give exposure to deserving creative work that might not otherwise gain widespread industry recognition. The menu ranges from local/regional commercials to spec ads, from PSAs to foreign spots - and in the process SHOOT puts the spotlight on the talent behind the work: creatives, directors, DPs, editors, et al. This session samples the latest fare from the SHOOT gallery, and the chance to meet some of the artisans behind The Best Work You May Never See.

2:00pm - 3:00pm
Satellite Radio: The New Wild West
 Pirate TV & Radio, Toronto
 Terry O'Reilly, Partner/Writer/Director
 Tom Eymundson, Partner/Director

There are no limitations to what is being broadcast on satellite radio. This applies to both content and advertising. Does the removal of traditional broadcast boundaries render someone like Howard Stern no longer edgy? Terry and Tom illuminate this new world of radio.

3:00pm - 4:00pm
Back to Basics: Bringing Up the New Crop of Producers
 Presented by 'boards Magazine
 Jonathan Block-Verk, Publisher

Unprecedented industry change has forced agency production departments to assess their models and business approaches. New advertising mediums and production techniques, coupled with the effects of corporate belt-tightening and stretched departments, has left many agencies without the depth of knowledge and experience they once had. 'boards explores new and different production department models at both large and boutique agencies, and brings to the forefront the tactics and processes of mentoring and developing the next generation of producers.

7:00pm - 11:00pm
5th Annual Lifetime Achievement Award Presentation & Reception
 Celebrate the creative work of one of advertising's most accomplished, inspiring, and iconoclastic visionaries. Clio's 2005 honoree, the legendary John Hegarty of Bartle Bogle Hegarty, London, joins illustrious past recipients David Abbott, Tony Kaye, Neil French, and Lee Clow. The post-gala continues poolside at the Ritz with music and cocktails.

Dinner Gala: 7:00pm
 Post-Party: 10:00pm

MONDAY, MAY 23, 2005

9:00am - 5:00 pm
Registration at the Ritz-Carlton continues

9:30am - 10:30am
Singapore Overview

Tham Khai Meng
Regional Executive Creative Director/Co-Chairman
Ogilvy & Mather Asia/Pacific, Singapore

Singapore is one of the most important ad markets in the world. Ogilvy & Mather Asia/Pacific's Tham Khai Meng - this year's Clio Executive Print Jury Chair - walks us through the creative ad culture of this influential and evolving region. With an emphasis on how Asian TV advertising is cutting through the clutter, this presentation will illustrate how brands are effecting change in the marketplace.

10:00am - 5:00pm

All-day screening of the 2005 Clio TV Shortlist

Clio TV Shortlist Screenings are presented by Corbis, Official Image Sponsor of the Clio Festival

11:00am - 12:30pm

The Innovators Panel

Moderated by **Teressa Iezzi**, Editor
Creativity Magazine

Teressa Iezzi moderates a big picture discussion of creative inspiration and how ideas can change the world, including forecasts for consumer, culture, and design trends. Panelists include designer Yves Behar of fuseproject; writer and producer Katie Ellwood of Sony Computer Entertainment Europe; and Culture of Future founder Jody Turner.

12:30pm - 1:30pm

Goodby, Silverstein & Partners

Steve Simpson, Partner/Creative Director
Keith Anderson, Creative Director, Interactive/Design

Using Hewlett-Packard as an example, Keith and Steve will discuss how various media are used in diverse and unexpected ways, in order to integrate a comprehensive brand message. Discover how, when, and why decisions are made as to which medium will be used for maximum effect.

6:00pm - Midnight

Internet, Content & Contact, Print, Design & Innovative Media Awards Gala & Party

Cocktails, hors d'oeuvres, and world-class mingling precede the festival's first night of awards ceremonies at the Jackie Gleason Theater of the Performing Arts. Statue-winning work - from a wide variety of media - will be showcased at this Miami Beach landmark. Festivities will continue afterwards at an exclusive South Beach nightclub.

Cocktails: 6:00pm - Hosted by Yahoo!

Awards Gala: 8:00pm

Post-Party: 10:00pm - Hosted by Yahoo!

TUESDAY, MAY 24, 2005

10:00am - 11:00am

Life Beyond Live Action

Mark Tutssel
Deputy Chief Creative Officer
Leo Burnett Worldwide

As Executive Chair of the 2005 Clio TV Jury, Leo Burnett Worldwide Deputy Chief Creative Officer Mark Tutssel will examine how to grab consumers by the eyeballs. Mark will explore life beyond live action and explain why film isn't always the answer in reaching today's media-savvy consumers.

10:00am - 5:00pm

All-day screening of the 2005 Clio TV Shortlist

Clio TV Shortlist Screenings are presented by Corbis, Official Image Sponsor of the Clio Festival

11:00am - Noon

Geeks As Advertisers: A Creative Sketchbook

Colleen DeCourcy
Chief Creative Officer
Organic, Toronto
and
Julle Roehm
Director Marketing Communications
The Chrysler Group, Detroit

Now that you have all pitched a piece of online creative that started with 'NO. 1685...'. It doesn't seem legit to you... I mean, come on... these Internet guys don't know anything about advertising. But, your clients are digging it and they're asking you to 'think integrated'. Colleen DeCourcy, Chief Creative Officer at Organic and Julie Roehm, Director, Marketing Communications at Chrysler - as well as Brandweek's Auto Marketer of the Year - will walk you through ideas you haven't thought of, in a creative sketchbook of online campaigns and strategies that they have done, hope to do, or at least hope someone does, on the Internet this year.

Noon - 1:00pm
Content & Contact - A Review
Ty Montague
Co-President/Chief Creative Officer
JWT, New York

Last year, Clio revolutionized the awards landscape by introducing its ground-breaking Content & Contact category, recognizing the effective marriage of content creativity and contact innovation. 2005 Executive Jury Chair and founding jury member Ty Montague discusses the work that sets the bar for advertising's new direction.

6:00pm - 1:00am
Television & Radio Awards Gala & Party
Clio's second night of awards ceremonies brings us back to the Jackie Gleason as the celebration of creativity and innovation continues. Applaud the year's best work and its creators (... will you be among them?). Following the show will be a festival-closing party at yet another exciting South Beach location.

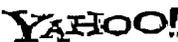
Cocktails: 6:00pm - Hosted by Corbis
Awards Gala: 8:00pm
Post-Gala Champagne Toast: 10:00pm - Hosted by Corbis
Post-Party: 10:30pm - Hosted by Leo Burnett

[CLICK HERE FOR ONLINE REGISTRATION](#)

Please revisit for updates regarding speakers, workshops, seminars, parties, and other events

WIN A FREE TRIP TO THE 2005 CLIO FESTIVAL

For festival sponsorship opportunities, please contact
jgoodman@clioawards.com



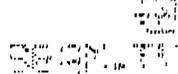
Leo Burnett



ORGANIC

Corbis is the Official Image Sponsor of the Clio Festival

Technology Partner: Apple Computer, Inc.

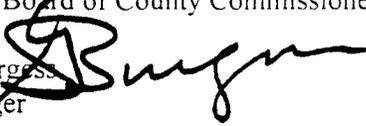


Memorandum



Date: June 21, 2005

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

From: George M. Burgess
County Manager 

Subject: Countywide In-Kind Request Recommendation

The Office of Strategic Business Management (OSBM) has reviewed the attached in-kind request and recommends for the item to move forward to the Board of County Commissioners for consideration.

Background

The Clio Awards (Parent Company: VNU Business Media), a for-profit organization, is asking for retroactive in-kind services for the Clio Awards & Festival 2005 held on May 21-24, 2005.

In-kind services have been requested in the amount of \$6,250 from Miami-Dade Transit for transportation throughout the event. In-kind services provided by Miami-Dade Transit do not qualify for reimbursement from the In-Kind Reserve. Additional services were provided by the Aviation Department (protocol services and street signage), but are not considered in-kind services.

In FY 2004-05 the Clio Awards Event has not received any County funding.

inkind04505