MEMORANDUM

Agenda Item No. 11(A)(28)

TO:	Honorable Chairman Dennis C. Moss and Members, Board of County Commissioners	**DATE:**	March 3, 2009
FROM:	R. A. Cuevas, Jr. County Attorney	**SUBJECT:**	Resolution authorizing in-kind services for the Miami International Film Festival

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Bruno A. Barreiro.

R. A. Cuevas, Jr.
County Attorney

RAC/jls

MEMORANDUM

(Revised)

TO: Honorable Chairman Dennis C. Moss and Members, Board of County Commissioners

DATE: March 3, 2009

FROM: R. A. Cuevas, Jr. County Attorney

SUBJECT: Agenda Item No. 11(A)(28)

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 Mayor'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)(28)
3-3-09

RESOLUTION NO. _____

RESOLUTION AUTHORIZING IN-KIND SERVICES FROM THE MIAMI-DADE PUBLIC WORKS DEPARTMENT FOR THE MARCH 6-15, 2009 "MIAMI INTERNATIONAL FILM FESTIVAL" SPONSORED BY THE MIAMI DADE COMMUNITY COLLEGE IN AN AMOUNT NOT TO EXCEED $1,935.00 TO BE FUNDED FROM THE COUNTYWIDE IN-KIND RESERVE FUND

WHEREAS, the Miami Dade Community College has requested in-kind services from the Miami-Dade Public Works Department for the March 6-15, 2009 "Miami International Film Festival" in an amount not to exceed $1,935.00 (see attached Fee Waiver/In-kind Service Application); and

WHEREAS, the purpose of the "Miami International Film Festival" is to maintain and further enrich film culture in South Florida; and

WHEREAS, the "Miami International Film Festival" event is a major event, as defined in the attached Fee Waiver/In-kind Service Application and the in-kind services shall be funded from the Countywide In-kind Reserve Fund,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board authorizes in-kind services from the Miami-Dade Public Works Department for the March 6-15, 2009 "Miami International Film Festival" in an amount not to exceed $1,935.00 to be funded from the Countywide In-kind Reserve Fund.

The Prime Sponsor of the foregoing resolution is Commissioner Bruno A. Barreiro. It was 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:

Dennis C. Moss, Chairman
Jose "Pepe" Diaz, Vice-Chairman

Bruno A. Barreiro	Audrey M. Edmonson
Carlos A. Gimenez	Sally A. Heyman
Barbara J. Jordan	Joe A. Martinez
Dorrin D. Rolle	Natacha Seijas
Katy Sorenson	Rebeca Sosa
Sen. Javier D. Souto	

The Chairperson thereupon declared the resolution duly passed and adopted this 3rd day of March, 2009. 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

MIAMI INTERNATIONAL FILM FESTIVAL

A Miami Dade College Cultural Experience

FAX COVER

TO: Marlene Avalo

FAX: (305) 343-8528

FROM: Tatyana Chiocchetti / Sr. Publications and Web Coordinator

DATE: January 5, 2009

 # PAGES: 11 (including cover)

RE: Miami-Dade County Fee Waiver / In-Kind Services Application

FWSD - 1,935
2/6/15

MIAMI-DADE COUNTY
FEE WAIVER/IN-KIND SERVICES APPLICATION
FY 2008-09

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:

Office of Strategic Business Management
111 N.W. 1st Street, Suite 2200
Miami, FL 33128

Phone: (305) 375-5143
Fax: (305) 375-5168

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.)

"Note: Event budget must be included for "Special" and "Major" event types."

Commissioner sponsoring event: Commissioner Bruno A. Barreiro

1. Full legal name of the requesting organization: Miami Dade College (Miami International Film Festival)

2. Applicant Status: (Select one of the choices below)
   - ☑ Not-For-Profit or Tax Exempt
   - ☐ For-Profit
   - ☐ Local Government or Public Entity
   - ☐ Other (specify): _____

3. Name and contact information for single point of contact (address, phone, fax, e-mail address, etc.): Danette WOLPERT, Assistant Director of Operations, 25 NE 2nd Street, Suite 5519, Miami, FL 33132, (305) 237.7304, Fax (305) 237.7344, danette@miamifilmfestival.com.

4. Specify fee waiver or in-kind service requested (quantity, if applicable): Miami-Dade County street pole banner fees: 119 street pole banners (3' x 7') at a rate of $15.00 each, totaling $1,785.00.

Barreiro (5)

5. Name, date of event, description, and purpose of the event (if event is a fund-raiser, define the beneficiaries): Miami International Film Festival, a Miami Dade College Cultural Experience, March 6-15, 2009. The Festival plays a role in maintaining and further enriching film culture in South Florida.

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)): Gusman Center for the Performing Arts (174 East Flagler St); Regal South Beach Cinema 18 (1100 Lincoln Rd); Colony Theatre (1040 Lincoln Road); Tower Theater (1508 SW Eighth St); Bill Cosford Cinema (University of Miami, 2nd Floor, Memorial Building)

8. Description of regional or local impact: Approximately 300 out of town guests. Economic impact: lodging, food, entertainment, retail spending. Educational programs include reel seminars, World Issues, World Issues (timely social, political and environmental issues). MIFF09 marks the 26th Annual edition, screening 120 films from around the world, designed to promote the awareness of world issues through world cinema.

9. Daily/hourly event schedule, including set-up and breakdown schedule (attach event calendar, if applicable): March 6-15, 2009 (See Attached Event Calendar grid)

10. Detailed description of event venues (map or schematic of event venues, access points, surrounding roadways and traffic flow diagrams, if applicable): Gusman Center for the Performing Arts, Regal South Beach Cinema 18, Colony Theatre, Tower Theater, Bill Cosford Cinema (U/M), Royal Palm (Host Hotel). Please find MIFF Theater Plan attached.

11. Expected number of participants and estimated attendance (per day, if applicable): Estimated attendance: 75,000 (7,500 per day).

12. Itemized budget, including total event budget, total budget of host organization, if applicable, and total commitment of resources (attach additional pages as needed): Itemized Organizational Budget attached (four (4) pages). Estimated Budget: 7/1/08 - 6/30/09.

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

Signature of Authorized Representative

1/5/09
Date

Consumer's Certificate of Exemption

Issued Pursuant to Chapter 212, Florida Statutes

DR-14
R. 01/02
05/18/05

Certificate Number	Effective Date	Expiration Date	Exemption Category
85-8012557334C-1	07/11/2005	07/31/2010	SCHOOL-COLLEGE-UNIV

This certifies that

MIAMI DADE COLLEGE
11011 SW 104TH ST
MIAMI FL 33176-3330

is exempt from the payment of Florida sales and use tax on real property rented, transient rental property rented, tangible personal property purchased or rented, or services purchased.

Important Information for Exempt Organizations

DR-14
R. 01/02

1. You must provide all vendors and suppliers with an exemption certificate before making tax-exempt purchases. See Rule 12A-1.039, Florida Administrative Code (FAC).

2. Your *Consumer's Certificate of Exemption* is to be used solely by your organization for your organization's customary nonprofit activities.

3. Purchases made by an individual on behalf of the organization are taxable, even if the individual will be reimbursed by the organization.

4. This exemption applies only to purchases your organization makes. The sale or lease to others by your organization of tangible personal property, sleeping accommodations or other real property is taxable. Your organization must register, and collect and remit sales and use tax on such taxable transactions. Note: Churches are exempt from this requirement except when they are the lessor of real property (Rule 12A-1.070, FAC).

5. It is a criminal offense to fraudulently present this certificate to evade the payment of sales tax. Under no circumstances should this certificate be used for the personal benefit of any individual. Violators will be liable for payment of the sales tax plus a penalty of 200% of the tax, and may be subject to conviction of a third degree felony. Any violation will necessitate the revocation of this certificate.

6. If you have questions regarding your exemption certificate, please contact the Exemption Unit of Central Registration at 850-487-4130. The mailing address is 5050 West Tennessee Street, Tallahassee, FL 32399-0100.

Area	Unit	Vendor	Description						
REVENUE & INCOME									
CONTRIBUTED REVENUE									
CORPORATE SPONSORSHIP									
		TOTAL - CORPORATE SPONSORSHIP			$[illegible]	[illegible]%			
INDIVIDUAL CONTRIBUTIONS									
		TOTAL - INDIVIDUAL CONTRIBUTIONS			$[illegible]	[illegible]%			
GRANTS - PRIVATE & GOVERNMENT									
GRANTS	ADV	[illegible]			$[illegible]				
		TOTAL - GRANTS - PRIVATE & GOVERNMENT			$[illegible]	[illegible]%			
		TOTAL CONTRIBUTED REVENUE			$[illegible]				
EARNED REVENUE									
BOX OFFICE									
		TOTAL - BOX OFFICE			$[illegible]	[illegible]%			
PROFESSIONAL PROGRAM ACTIVITY									
[illegible]	[illegible]	[illegible]	[illegible]		$[illegible]				
		TOTAL - PROFESSIONAL			$[illegible]	[illegible]%			
OTHER REVENUE									
[illegible]	[illegible]	[illegible]	[illegible]		$[illegible]				
[illegible]	[illegible]	[illegible]	[illegible]		$[illegible]				
		TOTAL - OTHER REVENUE			$[illegible]	[illegible]%			
		TOTAL - EARNED REVENUE			$[illegible]				
		TOTAL - ALL REVENUE			$[illegible]	[illegible]%			
		TOTAL CASH INCOME			$[illegible]				
		TOTAL IN-KIND CONTRIBUTIONS			$[illegible]				
		TOTAL PROJECT INCOME			$[illegible]				

HDS-
Organizational Budget

[redacted] INTERNATIONAL FILM FESTIVAL
ESTIMATED BUDGET: 7/1/08 - 6/30/09

ACCT.	REF	Vendor	Description					
		TOTAL THEATRE EXPENSES			$[redacted]	$[redacted]	$[redacted]	[redacted]%
[redacted]	[redacted]	[redacted]						
[redacted]	[redacted]	[redacted]						
[redacted]	[redacted]	[redacted]						
[redacted]	[redacted]	[redacted]						
[redacted]	[redacted]	[redacted]						
		TOTAL PROGRAMMING EXPENSES			$[redacted]	$0.00	$[redacted]	[redacted]%
[redacted]								
[redacted]	[redacted]	[redacted]						
[redacted]	[redacted]	[redacted]						
[redacted]	[redacted]	[redacted]						
[redacted]	[redacted]	[redacted]						
[redacted]	[redacted]	[redacted]						
		TOTAL - [redacted]			$[redacted]	$[redacted]	$[redacted]	[redacted]%

MDC-
Organizational Budget

MIAMI INTERNATIONAL FILM FESTIVAL
ESTIMATED BUDGET: 7/1/08 - 6/30/09

AREA	Code	Vendor	Description					
TRAVEL - PRE & POST & HHW STAFF								
		TOTAL - PRE & POST TRAVEL, HHW STAFF						
SURVEYS - [illegible]								
		TOTAL - SURVEYS - [illegible]						
[illegible] - ALL								
		TOTAL - [illegible]						
HOSPITALITY								
		TOTAL - HOSPITALITY						
EVENTS - ALL								
		TOTAL - EVENTS						
BOX OFFICE								
		TOTAL - BOX OFFICE						
[illegible]								
		TOTAL - [illegible]						
		GRAND TOTAL - EXPENSES						
				Actuals	Cash Needs	To Raise	Total	

EXPENSES - ALL AREAS				**CASH**	**IN KIND**	**TOTALS**	**PERCENTAGE**
CORE STAFF		Salary & Applicable Benefits					
STAFF	EXP	Director		$90,000.00			
STAFF	EXP	Grants & Partnerships		$60,000.00			
STAFF	EXP	Community Relations		$40,000.00			
STAFF	EXP	Membership		$60,000.00			
STAFF	EXP	Marketing		$50,000.00			
		CORE STAFF		$300,000.00	$0.00	$300,000.00	12.6%
SEASONAL STAFF							
CONSULT	EXP	TECHNICAL DIRECTOR		$10,000.00			
CONSULT	EXP	Film Technical - 3 positions	5 locations x 11 days x 3	$9,000.00			
CONSULT	EXP	Rove Trailer		$5,000.00			
CONSULT	EXP	Tech Coordinator		$2,500.00			
		TECHNICAL STAFF		$26,500.00	$0.00	$26,500.00	1.1%
CONSULT	EXP	Assistant Director Programs	$5000/month x 10 months	$50,000.00			
CONSULT	EXP	Assistant Director Business	$5000/month x 10 months	$50,000.00			
CONSULT	EXP	Business Coordinator	$3000/month x 10 months	$30,000.00			
CONSULT	EXP	Filmmaker Services Coordinator	$3000/month x 10 months	$30,000.00			
CONSULT	EXP	Filmmaker & Jury Coordinator	$3000/month x 6 months	$18,000.00			
CONSULT	EXP	Jury Liaisons - 4 positions	$240/day x 11 days x 4	$10,560.00			
CONSULT	EXP	Programmers - 5 positions	$10,250 each	$51,000.00			
CONSULT	EXP	Theatre Operations - 4 positions	$51.25/hour x 12 days x 4	$11,500.00			
CONSULT	EXP	Hospitality Liaisons - 4 positions	$2500/month x 4 months x 4	$40,000.00			
CONSULT	EXP	Guest Services - 2 positions	$2000/month x 3 months x 2	$12,000.00			
CONSULT	EXP	Fulfillment Coordinator	$1500/month x 3 months	$4,500.00			
CONSULT	EXP	Marketing Outreach & Web coordinator	$2000/month x 4 months	$8,000.00			
CONSULT	EXP	CAMPUS EVENTS	$50/screening x 200 screens	$10,000.00			
CONSULT	EXP	Outreach Coordinator - 2 persons	$2000/month x 4 months x 2	$16,000.00			
CONSULT	EXP	MDFS Secretary Coordinator	$2000/month x 4 months	$8,000.00			
CONSULT	EXP	Event Coordinator	$2500/month x 5 months	$12,500.00			
CONSULT	EXP	PR & Press Coordinator - 2 positions	$2500/month x 3 months x 2	$15,000.00			
CONSULT	EXP	Ticketing Coordinator	$2,000/month x 3 months	$6,000.00			
CONSULT	EXP	Volunteer Coordinator	$2,000/month x 3 months	$6,000.00			
CONSULT	EXP	Production Assistant	$1500/month x 3 months	$4,500.00			
		SEASONAL STAFF		$403,500.00	$0.00	$403,500.00	15.9%
		TOTAL - ALL STAFFING		$730,000.00	$0.00	$730,000.00	42.9%
SUPPLIES/PURCHASES							
SUP	EXP	OFFICE SUPPLIES					
SUP	EXP	MDC CAMPUS SERVICES	DUPLICATING				
		TOTAL - SUPPLIES/PURCH/REIMB		$50,000.00	$50,000.00	$100,000.00	5.8%
SHIPPING/MAIL/COU/RIER							
SHIP	EXP	FEDEX / UPS / DHL	ALL				
SHIP	EXP	MDC CAMPUS SERVICES	MAILBAGS				
SHIP	EXP	MIAMI COURIER	ALL				
SHIP	EXP	OTHER	ALL				
		TOTAL - SHIPPING/MAIL/COURIER		$40,000.00	$20,000.00	$60,000.00	3.5%
MEMBERSHIP/MIAMI FILM SOCIETY							
MEMBER	EXP	ALL CATEGORIES	BUDGET				
MEMBER	EXP	BROCHURE					
MEMBER	EXP	MAILING OF BROCHURE					
MEMBER	EXP	MISCELLANEOUS					
		TOTAL - MEMBERSHIP/MIAMI FILM SOCIETY		$15,000.00	$15,000.00	$30,000.00	1.7%
MARKETING/ADVERTISING/PR & PRINTING							
MKTG	EXP	AV AGENCY					
MKTG	EXP	LOCAL AGENCY (I.E. PALEY PROMOTES)					
PRINT	EXP	TBD	Trailers on DVD				
MKTG	EXP	TBD	Website Design				
PRINT	EXP	TBD	Save the Date Handout				
PRINT	EXP	TBD	Summer Series Brochure				
PRINT	EXP	TBD	Programming Brochure				
PRINT	EXP	TBD	Audience Survey				
PRINT	EXP	TBD	Film Guide				
PRINT	EXP	TBD	Film Catalogue				
MKTG/ADV	EXP	ADS - PRINT					
MKTG/ADV	EXP	ADS - TV/CABLE					
MKTG/ADV	EXP	ADS - RADIO					
MKTG/ADV	EXP	LOCAL COST	Street Banner Production, Installation/Removal				
MKTG/ADV	EXP	TBD	MDFF Website Re-Design				
MKTG/ADV	EXP	TBD	Trailer Production Costs				
MKTG/ADV	EXP	TBD	Radio Production Costs				
MKTG/ADV	EXP	TBD	Digital Trailer to Theatre/Exhibitor				
		TOTAL - MARKETING/ADVERTISING/PRINT/PR		$350,000.00	$300,000.00	$650,000.00	30.0%
OUTREACH							
OUTREACH	EXP	TBD	Software for Films				
OUTREACH	EXP	TBD	Film Production				
OUTREACH	EXP	TBD	Other				
OUTREACH	EXP	TBD	Filmmaker Expenses				
OUTREACH	EXP	TBD	Other				
		TOTAL - OUTREACH / YEAR ROUND		$20,000.00	$25,000.00	$45,000.00	2.1%
THEATERS / VENUES - RENTAL							
THEATER	EXP	Regal Cinemas					
THEATER	EXP	Gusman Theater					
THEATER	EXP	Theatrical Payoff Service of Film					
THEATER	EXP	Screen Enterprises					
THEATER	EXP	Hindquarters					
THEATER	EXP	City of Miami Beach / COLONY					
THEATER	EXP	City of Miami Beach / BYRON CARLYLE					
THEATER	EXP	Other Theaters					

MIFF THEATER PLAN 2009

Proposed Schedule	GUSMAN	COLONY	REGAL	COSFORD	TOWER	TOTAL
# of screenings 2009	13	7	108	20	22	170

F = Film scheduled

Venue	Time	Fri 3/2	Sat 3/3	Sun 3/4	Mon 3/5	Tue 3/6	Wed 3/7	Thu 3/8	Fri 3/9	Sat 3/10	Sun 3/11
Gusman *(1609)* *Digital*	4:00 PM						F - student				
	7:00 PM	Opening	F	F	F	F	Tribute	F	F	Awards	
	9:30 PM		F	F					F		
Colony *(440)* *Digital*	5:00 PM										
	7:00 PM		F	F	F	F	F				
	9:30 PM		F	F							
Regal 18 *(170)* *Digital* *# 1*	3:45 PM		F	F	F	F	F	F	F	F	F
	6:45 PM		F	F	F	F	F	F	F	F	F
	9:00 PM		F	F	F	F	F	F	F	F	F
Regal 10 *(270)* *Digital* *# 2*	1:00 PM										
	4:00 PM		F	F	F	F	F	F	F	F	F
	7:00 PM		F	F	F	F	F	F	F	F	F
	9:15 PM		F	F	F	F	F	F	F	F	F
Regal 17 (270) *Digital* *# 1*	4:15 PM		F	F	F	F	F	F	F	F	F
	7:15 PM		F	F	F	F	F	F	F	F	F
	9:30 PM		F	F	F	F	F	F	F	F	F
Regal 11 (175) *# 2*	4:30 PM		F	F	F	F	F	F	F	F	F
	7:30 PM		F	F	F	F	F	F	F	F	F
	9:45 PM		F	F	F	F	F	F	F	F	F
Bill Cosford *(240)* *Digital*	3:30 PM										
	6:00 PM		F	F	F	F	F	F	F	F	F
	8:30 PM		F	F	F	F	F	F	F	F	F
Tower *(249)* *Digital*	2:00 PM										
	5:00 PM		F	F						F	F
	7:00 PM		F	F	F	F	F	F	F	F	F
	9:00 PM		F	F	F	F	F	F	F	F	F

14

MIAMI DADE COUNTY PUBLIC WORKS

7100 NW 36TH ST
MIAMI, FL 33166

INVOICE

Date	Invoice #
1/6/2009	12

Bill To
Miami International Film Festival **Daniella Sforza** **25 NE 2nd Street** **Miami, FL 33132**

Workorder No.	P.O. No.	Terms

Item	Quantity	Description	Rate	Amount
		Permit Fees for Pole Banners		
Permit Fee	129	Permit Fee (per pole) for the Miami International Film Festival	15.00	1,935.00

Please make check payable to the Miami Dade Board of County Commissioners

Total	$1,935.00
Payments/Credits	$0.00
Balance Due	$1,935.00

Memorandum

MIAMI-DADE COUNTY

Date: March 3, 2009

To: Honorable Chairman Dennis C. Moss
and Members, Board of County Commissioners

From: George M. Burgess
County Manager

Subject: Countywide In-Kind Reserve 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. The countywide in-kind reserve balance allows for the funding of this request.

Background

A waiver for in-kind services has been requested by a not-for-profit organization the Miami-Dade Community College for their "Miami International Film Festival" scheduled for March 6-15, 2009.

In-kind services have been requested in an amount not to exceed $1,935 from the Miami-Dade County Public Works Department for permit fees. This event will be funded from the countywide in-kind reserve.

In FY 2008-09, Miami-Dade Community College has received $362,425 from the General Fund, $825 from District 3 discretionary reserve, $5,000 from District 4 county services reserve, and $25,000 from the District 10 discretionary reserve.

lnkind04609