

MEMORANDUM

Agenda Item No. 3(A)(2)

TO: Honorable Chairwoman Rebeca Sosa
and Members, Board of County Commissioners

DATE: April 2, 2013

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

SUBJECT: Resolution retroactively
authorizing in-kind services for
the January 27, 2013 "ING
Miami Marathon and Half
Marathon"

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Jose "Pepe" Diaz.



R. A. Cuevas, Jr.
County Attorney

RAC/smm



MEMORANDUM

(Revised)

TO: Honorable Chairwoman Rebeca Sosa
and Members, Board of County Commissioners

DATE: April 2, 2013

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

SUBJECT: Agenda Item No. 3(A)(2)

Please note any items checked.

- "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
- Ordinance creating a new board requires detailed County Mayor's report for public hearing
- No committee review
- Applicable legislation requires more than a majority vote (i.e., 2/3's ____, 3/5's ____, unanimous ____) to approve
- Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 3(A)(2)
4-2-13

RESOLUTION NO. _____

RESOLUTION RETROACTIVELY AUTHORIZING IN-KIND SERVICES FROM THE PARKS, RECREATION, AND OPEN SPACES DEPARTMENT FOR THE JANUARY 27, 2013 “ING MIAMI MARATHON AND HALF MARATHON” SPONSORED BY THE US ROAD SPORTS AND ENTERTAINMENT OF FLORIDA, LLC. IN AN AMOUNT NOT TO EXCEED \$2,750.00 TO BE FUNDED FROM THE BALANCE OF THE DISTRICT 12 FY 2012-13 IN-KIND RESERVE FUND

WHEREAS, the US Road Sports and Entertainment of Florida, LLC. has requested in-kind services from the Parks, Recreation and Open Spaces Department for the January 27, 2013 “ING Miami Marathon and Half Marathon” in an amount not to exceed \$2,750.00 (see attached Fee Waiver/In-kind Service Application); and

WHEREAS, the “ING Miami Marathon and Half Marathon” promotes tourism, fitness and ING’s Run for Something Better charity which challenges children to get active; and

WHEREAS, the “ING Miami Marathon and Half Marathon” is a major event, as that term is defined in the attached Fee Waiver/In-kind Service Application, and \$2,750.00 of the in-kind services shall be funded from the balance of the District 12 FY 2012-13 In-Kind Reserve Fund,

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 Parks, Recreation and Open Spaces Department for the January 27, 2013 “ING Miami Marathon and Half Marathon” sponsored by the US Road Sports and Entertainment of Florida, LLC. in an amount not to exceed \$2,750.00 to be funded from the balance of District 12 FY 2012-13 In-Kind Reserve Fund.

The Prime Sponsor of the foregoing resolution is Commissioner Jose "Pepe" Diaz. 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:

Rebeca Sosa, Chairwoman
Lynda Bell, Vice Chair

Bruno A. Barreiro
Jose "Pepe" Diaz
Sally A. Heyman
Jean Monestime
Sen. Javier D. Souto
Juan C. Zapata

Esteban L. Bovo, Jr.
Audrey M. Edmonson
Barbara J. Jordan
Dennis C. Moss
Xavier L. Suarez

The Chairperson thereupon declared the resolution duly passed and adopted this 2nd day of April, 2013. 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-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:

Dalores Green
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.

1. Full legal name of the requesting organization: US Road Sports & Entertainment, LLC

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.):

Francisco Ruiz 305-218-8668 (o)
8879 SW 131 street 305-278-4166 (f)
Miami, FL 33176 fr Ruiz@usroadsports.com

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

(1) show mobile
(6) bleachers

1. Name, date of event, description, and purpose of the event (if event is a fund-raiser, define the beneficiaries):
ING MIAMI MARATHON AND HALF MARATHON
JANUARY 27, 2013
RUN FOR SOMETHING BETTER (FUND RAISER) - FIT NATION.

2. 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

3. Physical address of event venues (please specify Commission District(s)):
Start (American Airlines) 601 Biscayne Blvd.
Finish (Bay front park) 301 Biscayne Blvd.
Run for Something Better Start (NW 2nd Ave. and 2nd Street)

4. Description of regional or local impact: See attached Executive Summary; Economic Impact Study

5. Daily/hourly event schedule, including set-up and breakdown schedule (attach event calendar, if applicable):
Set up 1-25, 1-26 7:00 AM - 4:00 PM
EVENT 1-27 12:00 AM - 6:00 PM

10. Detailed description of event venues (map or schematic of event venues, access points, surrounding roadways and traffic flow diagrams, if applicable): See attached course map.

11. Expected number of participants and estimated attendance (per day, if applicable): 42,500 participants
and spectators

12. Itemized budget, including total event budget, total budget of host organization, if applicable, and total commitment of resources (attach additional pages as needed): See attached budget.

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

David A Scott
Signature of Authorized Representative

1/31/13
Date



I. Executive Summary

This report summarizes research activities conducted for the 2012 ING Miami Marathon, Half Marathon, & Publix Tropical 5K. Information was collected from 3,476 participants who completed an online survey after the event. Registration data provided by race organizers was also used for this report.

➤ *Community Impact:*

Based on participant data collected after the event, the **total economic impact of the 2012 ING Miami Marathon, Half Marathon, & Publix Tropical 5K was \$52,285,800.60. This represents an increase of 26.3% from 2011.** This is largely the result of the average individual spending of international visitors, which has increased by \$367.90, or 18% from 2011. The individual spending of domestic non-locals was relatively unchanged.

➤ *Demographic Profile:*

For the 2012 event there were 25,180 registered runners who completed the race and approximately 68% of these were non-local participants. Data collected post-event revealed that 66% of respondents resided outside of Miami Dade County with 50% male and 50% female participants completing the survey. The post event survey also demonstrated that 39% of marathon participants and 42% of half marathon participants had previously participated in the event with 77% registering for an average of three (3) or more running events per year. Respondents also participate in other active leisure events, the top three of which are: triathlons (23%), cycling (18%), and swimming (14%). Demographic data also indicated participants are affluent, young adults (25-44), educated, and predominantly Caucasian.

➤ *Sport Tourism:*

Participants reported being very satisfied with their sport and travel experience. The event organization and operational aspects were highly rated by all participants. Respondents reported that *travel distance, time of year, and course* were major factors in their decision to participate in the event. In terms of selecting the ING Miami Marathon, Half Marathon, and Publix Tropical 5K event, over 91% of non-local participants came primarily for the event and 65.5% of these stayed in a hotel during the event for a total of **22,744** room nights. Our data indicate that 89% of all participants are likely to recommend the event to others, 56% of all participants are likely to run in the event next year, and 65% of non-locals are likely to return to Miami for a vacation in the next 12 months.



Sport Industry Research Center

TEMPLE UNIVERSITY®

➤ *Evidence-Based Information:*

The survey was sent to 23,793 participants who had valid email addresses. Of those, 3,476 respondents completed the survey with a response rate of 14.6%. This sample size ensures that the population mean of a seven point scale is within $\pm .07$ of the mean calculated from the research sample with 99% accuracy; for dichotomous data (e.g., gender) the proportion in the population is within $\pm 3\%$ of the sample proportion with 99% accuracy. This is confirmed by crosschecking the known population characteristics from the internal registration database provided by the ING Miami Marathon in terms of age, gender, and race type (full marathon, half marathon, & 5K) category. Overall, the sample represents the race population, which allows us to generalize the findings to the entire race population.

ING MAM MARATHON[®] AND HALF MARATHON

-  AID STATIONS (CONTAINS MEDICAL, TOILETS, WATER, GATORADE)
-  ING CHEERING ZONES
-  ENTERTAINMENT AREA
-  COMMUNITY FUN ZONE

HALF MARATHON
BREAK AWAY POINT
at SE 3 Ave.





ING Miami Marathon & Half Marathon®
January 25-27, 2013

Race Facilities & Rentals Budgeted

Facility	\$	29,950.00
Facilities: Services/Materials	\$	57,650.00
Site Rentals: Park	\$	40,000.00
Site Rentals: Parking	\$	5,150.00
Communications	\$	5,300.00
Equipment Rental	\$	30,000.00
Portable Toilets	\$	20,750.00
Stage Rental	\$	8,800.00
Table & Chair Rental	\$	5,150.00
Tent Rental	\$	17,900.00
Truck Rental	\$	600.00
Barricade & Road Closure	\$	68,000.00



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Florida Limited Liability Company

US ROAD SPORTS AND ENTERTAINMENT OF FLORIDA LLC

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Click the 'Search Now' button to determine if the 2013 Annual Report has been filed.

Filing Information

Document Number L07000124350
FEI/EIN Number 261581950
Date Filed 12/14/2007
State FL
Status ACTIVE
Last Event LC NAME CHANGE
Event Date Filed 05/08/2009
Event Effective Date NONE

Principal Address

8879 SW 131 STREET
 MIAMI FL 33176
 Changed 03/17/2008

Mailing Address

5080 SPECTRUM DRIVE
 609E
 ADDISON TX 75001
 Changed 03/17/2010

Registered Agent Name & Address

FERRERI, EDWARD J CFO
 8879 SW 131 ST
 MIAMI FL 33176 US

Name Changed: 02/16/2011

Address Changed: 03/20/2009

Manager/Member Detail**Name & Address**

Title MGR

LAIRD, GREGORY P
5080 SPECTRUM DRIVE, SUITE 609 EAST
ADDISON TX 75001

Title MGR

HANDY, PETER
5080 SPECTRUM DRIVE, SUITE 609 EAST
ADDISON TX 75001**Annual Reports****Report Year Filed Date**

2010	03/17/2010
2011	02/16/2011
2012	01/05/2012

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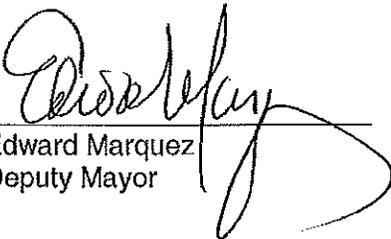
Memorandum



Date: April 2, 2013
To: Honorable Chairwoman Rebeca Sosa
and Members, Board of County Commissioners
From: Carlos A. Gimenez
Mayor 
Subject: District Specific In-Kind Request

A retroactive waiver for in-kind services has been requested by US Road Sports and Entertainment of Florida, LLC., for their "ING Miami Marathon and Half Marathon" event held on January 27, 2013.

In-kind services have been requested in an amount not to exceed \$2,750 from the Parks, Recreation and Open Spaces Department for the use of a small showmobile and six sets of bleachers. This event will be funded from the balance of District 12 FY 2012-13 In-Kind Reserve Fund.


Edward Marquez
Deputy Mayor

Inkind01315