

# MEMORANDUM

Agenda Item No. 8(L)(1)

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**TO:** Honorable Chairman Oliver G. Gilbert, III  
and Members, Board of County Commissioners

**DATE:** November 6, 2024

**FROM:** Geri Bonzon-Keenan  
County Attorney

**SUBJECT:** Resolution authorizing the County Mayor to: (1) provide promotional services for the 25th Annual Latin Grammy Awards®; (2) provide support to the Latin Recording Academy for the public promotion of the 25th Annual Latin Grammy Awards; and (3) coordinate with the Latin Recording Academy on design and production of the promotional materials subject to certain guidelines, all at a cost to the County which shall not exceed \$25,000.00

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The accompanying resolution was prepared Regulatory and Economic Resources Department and placed on the agenda at the request of Prime Sponsor Vice Chairman Anthony Rodríguez.



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Geri Bonzon-Keenan  
County Attorney

GBK/jp

MDC001

# Memorandum



**Date:** November 6, 2024

**To:** Honorable Chairman Oliver G. Gilbert, III  
and Members, Board of County Commissioners

**From:** Daniella Levine Cava *Daniella Levine Cava*  
Mayor

**Subject:** Resolution Approving In-Kind promotional materials and advertising for the 25th Annual Latin GRAMMYs® on November 14, 2024

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## Executive Summary

This Memorandum and accompanying resolution seek authorization from the Board of County Commissioners (Board) to allow Miami-Dade County (County) to provide promotional materials and advertising for the upcoming 25<sup>th</sup> Annual Latin GRAMMY® Awards in order to contribute to the success of the event. This partnership will showcase our county's cultural leadership and support one of the most significant international events in Latin music.

The County will welcome home the 25<sup>th</sup> Annual Latin GRAMMYs® on Thursday, November 14, 2024, held at the Kaseya Center and presented by the Latin Recording Academy (LRA). This prestigious event, which will air live on Univision, marks the third time the County hosts the Latin GRAMMY Awards®, cementing the County's status as the cultural center for Latin entertainment. In partnership with the Greater Miami Convention & Visitors Bureau (GMCVB), the County will host the live Awards show accompanied by a series of high-profile Latin GRAMMY® Week events throughout the county.

The Latin GRAMMYs® is an important economic and cultural moment for the County. With ~20 million viewers tuning in, the local economic impact of the live Awards show and accompanying events is projected to result in a minimum \$50 million in local spend.

Led by Office of Innovation and Economic Development (OIED), the County is proud to support this event by providing public promotional materials and advertising across key public locations, amplifying its visibility, and promoting Miami-Dade County as a global hub for Latin music and culture at no cost to the LRA. The signage will be displayed in public spaces including plazas, parks, airports, train stations, streets, light posts, bus shelters, and other locations determined by OIED in consultation with County departments such as Miami International Airport (MIA) and Department of Transportation and Public Works (DTPW), all to the extent available and permissible under applicable law. The County will also manage the production of promotional materials and advertising at no cost to LRA, in alignment with pre-approved promotional materials and advertising guidelines in the accompanying resolution. The costs for in-kind promotional materials and advertising delivered by the County will not exceed \$25,000.00 as determined after consulting with DTPW and MIA based on estimates from similar events and activities in prior years.

### **Recommendation**

It is recommended that the Board approve the attached resolution authorizing the County Mayor or County Mayor's is authorized to provide promotional materials and advertising displays for the 25th Annual Latin Grammy Awards®, to provide support to the LRA for the public promotion of the 25th Annual Latin Grammy Awards®, and to coordinate with the LRA on design and production of the promotional materials and advertising, including approving the designs for promotional materials and advertising to be produced and installed by the County and determining the exact locations and dates for their display, all at a cost not to exceed \$25,000.00. This partnership will showcase Miami-Dade County's cultural leadership and support one of the most significant international events in Latin music.

### **Scope**

The promotional efforts will have a countywide impact, with materials displayed in numerous public locations to enhance the visibility of the Latin GRAMMY Awards® and Miami-Dade County's reputation as a leading destination for world-class cultural events.

### **Delegation of Authority**

The County Mayor or County Mayor's designee is authorized to provide promotional materials and advertising displays for the 25th Annual Latin Grammy Awards®, to provide support to the LRA for the public promotion of the 25th Annual Latin Grammy Awards®, and to coordinate with the LRA on design and production of the promotional materials and advertising, including approving the designs for promotional materials to be produced and installed by the County and determining the exact locations and dates for their display.

### **Fiscal Impact/Funding Source**

In providing promotional materials and advertising for the 25th Annual Latin Grammy Awards®, the County will bear the production and installation costs for the promotional materials and advertising; however, this is not expected to have a significant impact on the County's operating budget. The costs for in-kind promotional materials and advertising delivered by the County will not exceed \$25,000.00.

### **Track Record/Monitor**

OIED will work closely with the LRA to ensure that the promotional campaign adheres to County guidelines and standards. Coordination with the GMCVB and other key partners will ensure the successful execution of the 25th Annual Latin Grammy Awards®.

### **Promotional Guidelines**

To maintain the County's image and operational goals, the following guidelines will apply to all promotional materials and advertising displays:

1. **Commercial Nature:** All advertising shall promote a product or service directly related to the event.
2. **Good Taste and Truth in Advertising:** promotional materials and advertising must adhere to accepted standards of good taste and accuracy.
3. **County Review:** All designs and promotional content must be submitted for County approval prior to production.

**Prohibited Advertisements**

The use of advertisements is limited to events of Latin GRAMMY® Week between November 10th and November 14<sup>th</sup>. The display period of advertisements will lapse the weeks leading up to and days following Latin GRAMMY® Week. Additionally, the following categories of advertisements are prohibited:

- a) Advertising or content that is detrimental to the aims, operations, or reputation of the County.
- b) Advertisements related to tobacco products, adult entertainment venues, X-rated movies, adult bookstores, massage parlors, pawn shops, tattoo parlors, or check cashing stores.
- c) Political campaign materials or any content of a political nature.
- d) Content that the County deems discriminatory, libelous, lascivious, or obscene as defined by applicable statutes.
- e) Non-commercial speech, with the exception of public service announcements approved by the County, including promotion of County-sponsored facilities, events, or programs.
- f) Advertising for alcoholic beverages, unless pre-approved by the County which may be permitted on select assets. Printed disclaimers may be required in certain locations.

**Background**

The Latin GRAMMY Awards® is the premier international honor celebrating excellence in Latin music and the only peer-selected award of its kind worldwide. The 2024 Latin GRAMMYs® marks the event's return to Miami since 2003, the epicenter of Latin entertainment, where the Latin Recording Academy's journey began.


The County is honored to host this prestigious event in partnership with LRA and GMCVB. The awards will be produced by TelevisaUnivision and will air live across Univision, Galavisión, and ViX. In addition to the awards ceremony, a series of Latin GRAMMY® Week events, including the Leading Ladies of Entertainment, Best New Artist Showcase, and the Person of the Year celebration, will take place across the county, further reinforcing the County's role as a vibrant cultural hub while enhancing local economic development.

The ceremony features live performances by Latin music artists and brings together a diverse range of musicians from various countries and musical genres. The awards are presented in numerous categories, including Record of the Year, Album of the Year, Song of the Year, Best New Artist, Best Urban Album, Best Pop Album, Best Rock Album, Best Regional Mexican Music Album, and many more. Special awards and tributes are also given to individuals who have made significant contributions to the Latin music industry.

Over the years, the Latin GRAMMY Awards® has played a crucial role in raising the profile of Latin music and its artists on a global scale, providing a platform for recognition and exposure. As a prestigious achievement, winning a Latin GRAMMY® often leads to increased album sales and new career opportunities for the artists involved. Furthermore, the awards have been instrumental in promoting diversity and cultural exchange within the Latin music industry, showcasing the richness and variety of Latin American musical traditions.

Honorable Chairman Oliver G. Gilbert, III  
and Members, Board of County Commissioners  
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In addition to recognizing individual talent, the Latin GRAMMYs® has fostered collaborations between Latin artists and musicians from other genres, helping Latin music gain prominence in mainstream music markets. This broad recognition not only highlights the cultural depth of Latin music but also strengthens its influence and reach, both within and beyond the Latin American community.

  
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Francesca de Quesada Covey  
Chief Innovation and Economic Development Officer



**MEMORANDUM**  
(Revised)

**TO:** Honorable Chairman Oliver G. Gilbert, III  
and Members, Board of County Commissioners

**DATE:** November 6, 2024

**FROM:**   
Gen Bonzon-Keenan  
County Attorney

**SUBJECT:** Agenda Item No. 8(L)(1)

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**
- Statement of social equity 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 present \_\_\_\_, 2/3 membership \_\_\_\_, 3/5’s \_\_\_\_, unanimous \_\_\_\_, majority plus one \_\_\_\_, CDMP 7 vote requirement per 2-116.1(3)(h) or (4)(c) \_\_\_\_, CDMP 2/3 vote requirement per 2-116.1(3) (h) or (4)(c) \_\_\_\_, CDMP 9 vote requirement per 2-116.1(4)(c) (2) \_\_\_\_)** 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. 8(L)(1)  
11-6-24

RESOLUTION NO. \_\_\_\_\_

RESOLUTION AUTHORIZING THE COUNTY MAYOR OR COUNTY MAYOR’S DESIGNEE TO: (1) PROVIDE PROMOTIONAL SERVICES FOR THE 25TH ANNUAL LATIN GRAMMY AWARDS®; (2) PROVIDE SUPPORT TO THE LATIN RECORDING ACADEMY FOR THE PUBLIC PROMOTION OF THE 25TH ANNUAL LATIN GRAMMY AWARDS; AND (3) COORDINATE WITH THE LATIN RECORDING ACADEMY ON DESIGN AND PRODUCTION OF THE PROMOTIONAL MATERIALS SUBJECT TO CERTAIN GUIDELINES, ALL AT A COST TO THE COUNTY WHICH SHALL NOT EXCEED \$25,000.00

**WHEREAS**, the 25th Annual Latin GRAMMY Awards® will be held in Miami at Kaseya Center on Thursday, November 14, 2024, in partnership with Miami-Dade County (the “County”); and

**WHEREAS**, the Latin Recording Academy (the “LRA”) is an international nonprofit that produces the annual Latin GRAMMY Awards; and

**WHEREAS**, the 25th Annual Latin GRAMMY Awards® (the “Event”) represents a significant economic and cultural moment for the County, spotlighting the influence of Latin music and its contribution to global culture; and

**WHEREAS**, the County recognizes the importance of promoting and supporting economically and culturally significant events that enhance its cultural landscape and public image; and

**WHEREAS**, the County desires to provide the LRA with public promotional space and other publicity to support the Event in Miami-Dade County at no cost to the LRA, as well as coordinate the production of promotional materials for public display,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that:**

**Section 1.** The foregoing recital is approved and incorporated into this resolution.

**Section 2.** To the extent permissible under applicable law and existing Miami-Dade County (the “County”) contractual agreements, the County will provide promotional services on certain public advertising space including plazas, parks, airports, train stations, streets, light posts, bus shelters, and other locations to promote the 25th Annual Latin GRAMMY Awards® (the “Event”) at no cost to the Latin Recording Academy. The cost to the County of the promotional services provided for in this resolution shall not exceed \$25,000.00. The public advertising space provided by the County for the Event may include, but is not limited to, space located at Miami International Airport, public buildings and on mass transportation property and vehicles, subject to and as permitted under applicable law and existing County contractual agreements.

**Section 3.** The Latin Recording Academy shall create all promotional materials for the Event, which shall be submitted to the County for the County’s review and approval prior to the County’s production or installation of the promotional materials.

**Section 4.** The County will be responsible for the production and installation of promotional materials for the Event to be displayed in public spaces at the County’s own cost and expense, which cost shall not exceed \$25,000.00 as provided in section 2, in accordance with all guidelines outlined in this resolution and all applicable law and existing County contractual agreements.

**Section 5.** All promotional services to be provided by the County shall adhere to the guidelines provided for in this section 5 and section 6 of this resolution. The promotional displays are not intended to create any type of public forum for expression. All advertising displays will be

used only to promote the 25th Annual Latin GRAMMY Awards® and associated events occurring between November 10, 2024 and November 14, 2024, and shall adhere to the following principles:

a) All advertising shall be commercial in nature, promoting an event, product or service associated with the Event.

b) Advertisements shall adhere to generally accepted standards of good taste and truth in advertising.

c) All advertising materials, content, and manner of presentation must be approved by the County prior to the County producing or installing the promotional materials.

**Section 6.** The following types of advertising are prohibited:

a) Advertising or content that is detrimental to the aims, operations, or reputation of the County.

b) Advertisements related to tobacco products, adult entertainment venues, X-rated movies, adult bookstores, massage parlors, pawn shops, tattoo parlors, or check cashing stores.

c) Political campaign materials or any content of a political nature.

d) Content that the County deems discriminatory, libelous, lascivious, or obscene as defined by applicable statutes.

e) Non-commercial speech, with the exception of public service announcements approved by the County, including promotion of County-sponsored facilities, events, or programs.

f) Advertising for alcoholic beverages, unless pre-approved by the County which may be permitted on select assets. Printed disclaimers may be required in certain locations.

The foregoing resolution 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:

Oliver G. Gilbert, III, Chairman	
Anthony Rodríguez, Vice Chairman	
Marleine Bastien	Juan Carlos Bermudez
Kevin Marino Cabrera	Sen. René García
Roberto J. Gonzalez	Keon Hardemon
Danielle Cohen Higgins	Eileen Higgins
Kionne L. McGhee	Raquel A. Regalado
Micky Steinberg	

The Chairperson thereupon declared this resolution duly passed and adopted this 6<sup>th</sup> day of November, 2024. This resolution shall become effective upon the earlier of (1) 10 days after the date of its adoption unless vetoed by the County Mayor, and if vetoed, shall become effective only upon an override by this Board, or (2) approval by the County Mayor of this resolution and the filing of this approval with the Clerk of the Board.

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

JUAN FERNANDEZ-BARQUIN, CLERK

By: \_\_\_\_\_  
Deputy Clerk

Approved by County Attorney as  
to form and legal sufficiency.

SMS

Sophia Guzzo