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CLERK OF THE BOARD
OF COUNTY COMMISSIONERS
MIAMI-DADE COUNTY, FLORIDA

# MEMORANDUM

Agenda Item No. 11(A)(5)

**TO**: Honorable Chairman Bruno A. Barreiro and Members, Board of County Commissioners

**DATE**: January 10, 2008

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

**SUBJECT**: Resolution Retroactively Authorizing In-Kind Services for the National Arts Marketing Project Conference

**R-47-08**

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

R. A. Cuevas, Jr.
County Attorney

RAC/dcp

# MEMORANDUM

(Revised)

TO: Honorable Chairman Bruno A. Barreiro and Members, Board of County Commissioners

DATE: January 10, 2008

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

SUBJECT: Agenda Item No. 11(A)(5)

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)(5)
01-10-08

RESOLUTION NO. **R-47-08**

RESOLUTION RETROACTIVELY AUTHORIZING IN-KIND SERVICES FROM THE MIAMI-DADE TRANSIT AGENCY FOR THE NOVEMBER 3, 2007 "NATIONAL ARTS MARKETING PROJECT CONFERENCE" SPONSORED BY THE AMERICANS FOR THE ARTS, INC., A NOT-FOR-PROFIT ORGANIZATION, IN AN AMOUNT NOT TO EXCEED $2,742.00 TO BE FUNDED FROM DISTRICT 5 IN-KIND RESERVE FUND

**WHEREAS,** the Americans for the Arts, Inc. has requested in-kind services from the Miami-Dade Transit Agency for the November 3, 2007 "National Arts Marketing Project Conference" event in an amount not to exceed $2,742.00 (see attached Fee Waiver/In-kind Service Application); and

**WHEREAS**, the purpose of the National Arts Marketing Project Conference is to provide the Arts and Business Councils an opportunity to share best practices, build new audiences through education awareness involving new marketing techniques, technology, target segmentation and sponsorship strategies; and

**WHEREAS,** the Americans for the Arts is a not-for-profit organization; and

**WHEREAS,** the National Arts Marketing Project Conference is a district event, as defined in the attached Fee Waiver/In-kind Service Application, and the in-kind services shall be funded from District 5 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 Miami-Dade Transit Agency for the November 3, 2007

"National Arts Marketing Project Conference" in an amount not to exceed $2,742.00 to be funded from District 5 In-kind Reserve Fund.

The foregoing resolution was sponsored by Chairman Bruno A. Barreiro and offered by Commissioner **Jose "Pepe" Diaz**, who moved its adoption. The motion was seconded by Commissioner **Sally A. Heyman** and upon being put to a vote, the vote was as follows:

Bruno A. Barreiro, Chairman **aye**
Barbara J. Jordan, Vice-Chairwoman **aye**

| | | | |
|---|---|---|---|
| Jose "Pepe" Diaz | **aye** | Audrey M. Edmonson | **aye** |
| Carlos A. Gimenez | **aye** | Sally A. Heyman | **aye** |
| Joe A. Martinez | **aye** | Dennis C. Moss | **aye** |
| Dorrin D. Rolle | **aye** | Natacha Seijas | **aye** |
| Katy Sorenson | **aye** | Rebeca Sosa | **aye** |
| Sen. Javier D. Souto | **absent** | | |

The Chairperson thereupon declared the resolution duly passed and adopted this 10th day of January, 2008. 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: **Kay Sullivan**
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency. MR

Monica Rizo

**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:

Delores 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: Americans for the Arts

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.):

   Cary Robertson, Meetings & Events Coordinator / Americans for the Arts

   1000 Vermont Avenue NW, 6th Floor, Washington DC 20005 / Phone: 202.371.2830 / Fax: 202.371.0424

   Email: crobertson@artsusa.org

4. Specify fee waiver or in-kind service requested (quantify, if applicable): Americans for the Arts is requesting the use of seven county transit busses to shuttle attendees of the National Arts Marketing Project Conference from the Hyatt Regency in downtown Miami to the Wolfsonian Museum on South Beach to participate in the Sleepless Night event on November 3, 2007 from 6:00pm to 11:00pm.

5. Name, date of event, description, and purpose of the event (if event is a fund-raiser, define the beneficiaries): *Flourishing in the New Frontier* offers the Arts & Business Council of Americans for the Arts the opportunity to share best practices gleaned via one of its most important

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programs, the National Arts Marketing Project (NAMP). Sponsored by American Express, NAMP provides a set of services designed to help arts groups build new audiences and earned income strategies. The conference provides a national forum for delivering new marketing solutions and innovative audience development strategies to the field.

The three and a half day long conference will include intensive workshops, plenary sessions, roundtable discussions with peers, and sponsorship clinics led by top marketing experts from across the United States. Education sessions will address marketing, technology, target segmentation, and sponsorship strategies that focus on building long-term participation in the arts. This request is to cover transportation for the opening reception event on November 3, 2007.

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)): Roundtrip transportation from the Hyatt Regency Miami, 400 South East Second Avenue, Miami, FL 33131 / District 5 / to the Wolfsonian-FIU Museum, 1001 Washington Avenue, Miami Beach, FL 33139 / District 5

8. Description of regional or local impact: _____

9. Daily/hourly event schedule, including set-up and breakdown schedule (attach event calendar, if applicable): _____

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

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

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

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

Signature of Authorized Representative

10/9/07
Date

**Date:** January 10, 2008

**To:** Honorable Chairman Bruno A. Barreiro
and Members, Board of County Commissioners

**From:** George M. Burgess
County Manager

**Subject:** District Specific In-Kind Request Recommendation

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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 district specific in-kind reserve balance allows for the funding of this request.

Background

A retroactive waiver for in-kind services has been requested by a not-for-profit organization the Americans for the Arts for the "National Arts Marketing Project Conference" held on November 3, 2007.

In-kind services have been requested in an amount not to exceed $2,742 from the Miami-Dade Transit Agency for transportation services (7 shuttle buses). This event will be funded from the District 5 in-kind reserve fund.

In FY 2007-08, Americans for the Arts has received no County funding for this event.

Inkind2308