

# Memorandum



**Date:** June 11, 2012

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

**From:** Carlos A. Gimenez  
Mayor 

**Subject:** Summary of Current Agreements with Miami-Dade County – Ticket Distribution

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On March 5, 2012, I advised the Board of County Commissioners (Board) that I would conduct a comprehensive review of all current agreements that the County has entered into with entities that include tickets to events. Please find a summary of this review below for your consideration as the development of a countywide ticket distribution is considered:

- **Sony Ericsson** - The International Players Championships, Inc. (IPC) **contract** with Miami-Dade County provides the County with a suite, courtside boxes and passes, to the Sony Ericsson Open Tennis tournament. Historically, a total 2,258 tickets were received by the County Manager's Office; these were distributed as instructed by the County Manager. As a result of the Board's action at the March 6, 2012 meeting, a new approach was implemented for the 2012 tennis tournament. The Board passed a resolution approving a Letter of Agreement between the County and IPC in which the County would accept a one-time cash payment from IPC of \$102,000 in lieu of the courtside boxes, tickets and passes. This action only applies to the 2012 Tennis tournament.
- **Miami Marlins** - The **contractual** County ticket allocation is 664 suite tickets for 40 home regular season games and one pre-season game. The Board directed the Clerk of the Board (Clerk) to conduct a ticket lottery for distribution of the County tickets in accordance with the specifications established by the Board at the March 20, 2012 meeting. The ticket lottery was conducted and tickets were allocated to the 12 Commissioners who opted to participate. Tickets will be distributed to youth participating in little league or some other charitable organization identified by the District Commissioner. This policy only applies to the 2012 baseball season.
- The **South Miami-Dade Cultural Arts Center (Center)** has a policy aligning with theater industry standards requiring that renters of the main theater provide the Center with 20 tickets per performance. This policy is noted in all renters' agreements. These tickets are used to resolve issues such as last-minute seating problems, media requests to attend performances, facility staff who may be needed to monitor events, etc.
- The **City of Homestead** has a **contract** with the **Homestead-Miami Speedway** and their contract states that the County will receive tickets; no specific quantities are stipulated in the City's contract with the Homestead-Miami Speedway. Historically, the office of the County Mayor was provided 50 tickets each day the races were in town: Nascar (3 days), Indy (2 days) and Grand Prix of Miami (1 day). Tickets were distributed as instructed by the County Manager. Additionally, tickets were distributed to each County Commissioner (2 tickets for each race day plus 1 parking).
- In the past, **Santa's Enchanted Forest** provided the County Manager's Office with approximately 100 tickets. The tickets were not part of any event contract/agreement. The County Manager's Office distributed these tickets as instructed by the County Manager. The Parks, Recreation and Open Spaces Department (PROS) also received approximately 100 tickets. The County did not receive any tickets for this event in 2011.

- **The Miami-Dade County Fair & Expo. Inc., The Fair** provides the County Manager's Office and the Parks, Recreation and Open Spaces Department (PROS) with tickets. This ticket allocation is not noted within any lease agreement or contract. Historically, tickets sent to the County Manager's Office were distributed as instructed by the County Manager. PROS Fair tickets were distributed to Fair volunteers, student exhibitors, performing arts exhibitors, exhibitors' parents, and employees acting as judges for exhibits. This year, the County Mayor's office did not accept the non-contractual ticket allocation of 15 VIP Parking tickets, 15 Executive parking tickets and 60 pop tickets. The package was returned to the Fair on March 13, 2012 after receiving guidance from the Miami-Dade Commission on Ethics and Public Trust. An additional package for the Board with 2 parking and 4 pop tickets per Commissioner, and 400 gate passes for Commission staff were also received by the County Mayor's office. Tickets for each Commissioner were delivered to their office and the 400 tickets were delivered to the Chairman of the Board's office. Distribution/acceptance of the ticket allocation were at the discretion of the Board.
- **The Miami Dolphins Foundation** has on occasion sent passes to pre-season football games as rewards for distribution during Miami-Dade Public Library Systems' (Library) Summer Reading Program. The number of tickets has varied annually from 50 to 200 tickets. *The Dolphin's Foundation has been a major sponsor of the Library's Summer Reading Program and other children's programs.*
- Community Action and Human Services Department (CAHSD) receives a total of 312 tickets donated by community agencies such as the Junior League of Miami, Inc., Kiwanis Club, University of Miami, Florida International University, Miami-Dade County Fair Expo, Dade County Youth Fair, Nancy E. Carr Claims and Risk Management Services; there is no contract between any of these agencies and the County. These tickets are for different venues to include Jungle Island, AMG Theatre, Gator Park – Everglades, Broward Museum of Discovery & Science, Miami Children's Museum, Gym Kids, University of Miami Basketball games, Dodge City – Holiday Carnival, University of Miami Football games, FIU Football games, Youth Fair, and Kendal Regal Theater. *All tickets are distributed to CAHSD program staff to be used for Disadvantaged Youth and Families, and victims of domestic violence currently receiving services from the department.*
- The Miami-Dade Police Department (MDPD) has received tickets for football games, basketball games, soccer games, baseball games, volleyball games, and track and field events (approximately 100 tickets per year) from the University of Miami and Florida International University Athletic Departments through the "Join-A Team, not A Gang" Program. MDPD maintains a partnership with the University of Miami and Florida International University Athletic Departments. In previous years, MDPD also received tickets from the Florida Marlins for some of their games. These were generally excess tickets that would be distributed by the Police Athletic League (PAL) coordinator to the children that were part of the PAL.

If you need additional information, please contact Lisa M. Martinez, Senior Advisor, at 305-375-2911.

c: Honorable Harvey Ruvlin, Clerk of the Courts  
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