Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 11(A)(48)

01-25-07

OFFICIAL FILE COPY
CLERK OF THE BOARD
OF COUNTY COMMISSIONERS
MIAMI-DADE COUNTY, FLORIDA

RESOLUTION NO. R-105-07

RESOLUTION AUTHORIZING IN-KIND SERVICES FROM THE MIAMI-DADE TRANSIT DEPARTMENT AND THE MIAMI-DADE CONSUMER SERVICES DEPARTMENT FOR THE DECEMBER 7-10, 2006 ART BASEL MIAMI BEACH SPONSORED BY MCH SWISS EXHIBITION (BASEL), LTD., A FOR-PROFIT ORGANIZATION, IN AN AMOUNT NOT TO EXCEED $27,356.00 TO BE FUNDED FROM THE COUNTYWIDE IN-KIND RESERVE FUND

WHEREAS, MCH Swiss Exhibition (Basel), Ltd. has requested in-kind services from the Miami-Dade Transit Department and the Miami-Dade Consumer Services Department for the December 7-10, 2006 Art Basel Miami Beach in an amount not to exceed $27,356.00 (see attached Fee Waiver/In-kind Service Application); and

WHEREAS, MCH Swiss Exhibition (Basel), Ltd. is a for-profit organization; and

WHEREAS, the Art Basel Miami Beach is a major event, as that term is 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 Transit Department and the Miami-Dade Consumer Services Department for the December 7-10, 2006 Art Basel Miami Beach in an amount not to exceed $27,356.00 to be funded from the Countywide In-kind Reserve Fund.

The foregoing resolution was sponsored by Chairman Bruno A. Barreiro and offered by Commissioner Sally A. Heyman, who moved its adoption. The motion was seconded by Commissioner Dennis C. Moss 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	absent
Katy Sorenson	aye	Rebeca Sosa	aye
Sen. Javier D. Souto	absent		

The Chairperson thereupon declared the resolution duly passed and adopted this 25th day of January, 2007. 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

MEMORANDUM

Agenda Item No. 11(A)(48)

TO:	Honorable Chairman Bruno A. Barreiro and Members, Board of County Commissioners	**DATE:**	January 25, 2007
FROM:	Murray A. Greenberg County Attorney	**SUBJECT:**	Resolution Authorizing In-Kind Services for the December 7-10, 2006 Art Basel Miami Beach Sponsored by MCH Swiss Exhibition (Basel), LTD In An Amount Not To Exceed $27,356.00

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

Murray A. Greenberg
County Attorney

MAG/dc

MEMORANDUM

(Revised)

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

DATE: January 25, 2007

FROM: Murray A. Greenberg, County Attorney

SUBJECT: Agenda Item No. 11(A)(48)

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**

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:

Special Events Staff
Communications Department
111 N.W. 1st Street, Suite 2510
Miami, FL 33128

Phone: (305) 375-2836
Fax: (305) 375-3968

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.)

1. Full legal name of the requesting organization: **MCH Swiss Exhibition (Basel), Ltd.**

2. Applicant Status: (Select one of the choices below)

   ☐ Not-For-Profit or Tax Exempt ☐ Local Government or Public Entity
   ☒ For-Profit
   ☐ County Sponsored Event/Sponsoring Department _____
   ☐ Other (specify): _____

3. Name and contact information for single point of contact (address, phone, fax, e-mail address, etc.): **Annette Schönholzer, Show Manager, Messeplatz 10, 2nd floor/Art, Basel 4005, Switzerland**
   Tel: 011-41-58-206-2758 / Fax: 011-41-58-206-3132
   Annette.schoenholzer@artbasel .com

4. Specify fee waiver or in-kind service requested (quantify, if applicable): **Metro bus service to and from various locations as well as taxi stands at various locations (similar to 2005)**

5. Name, date of event, description, and purpose of the event (if event is a fund-raiser, define the beneficiaries):
   Art Basel Miami Beach, December 7 – 10, 2006
   (see attached)

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)): **District 5 – primarily at the Miami Beach Convention Center, 1901 Convention Center Drive, Miami Beach, as well as various locations on Miami Beach and Miami**

8. Description of regional or local impact:
(See attached)

9. Daily/hourly event schedule, including set-up and breakdown schedule (attach event calendar, if applicable): **December 6 thru 9 Noon – 8pm; December 10 Noon – 6pm; Move-in November 22 thru December 5; Move-out December 11 thru 14**

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

11. Expected number of participants and estimated attendance (per day, if applicable): **50,000**

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)**

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

Bob Goodman

Signature of Authorized Representative

Bob Goodman
Florida Representative
Art Basel Miami Beach

7/21/06

Date

Question #5

Funds are requested to support the international art fair Art Basel Miami Beach presented by MCH Swiss Exhibition (Basel) Ltd. The main venues are the Miami Beach Convention Center (Halls A & D) and the beachfront at Collins Park where shipping containers are turned into contemporary gallery spaces. The show anticipates attracting an audience of up to 50,000 visitors (collectors, museum directors, curators, media representatives, general public), generating thousands of hotel nights and media attention all over the globe. Art Basel Miami Beach does not only create a platform for sales of contemporary and modern art but reaches out to other cultural and entertainment fields such as architecture, design, music, film, etc. by creating unique and innovative cross-over events in partnership with local institutions and organizers in Miami Beach and Miami Dade County. The first edition took place in December 2002. It is the sister event of the internationally recognized art fair Art Basel, which took place for the 37th edition in June 2006 in Basel, Switzerland.

Question #8

Art Basel Miami Beach is an annual event with a growing stream of visitors from all over the country and abroad. The fair promotes Miami Beach throughout the year with its extensive regional, national and international advertising, news releases and media partnerships and brings Miami Beach to the attention of the culturally interested public worldwide. In its fourth year, 2005, the fair attracted over 45,000 visitors and has been granted A-priority status by the City of Miami Beach. Based upon the positive response after four first editions (2002, 2003, 2004 and 2005), we anticipate a substantial increase of visitors; regionally, nationally and internationally. Locally, the fair creates a heightened awareness towards, the visual and fine arts by collaborating closely with a wide range of cultural institutions and private persons.

Question #10

A wide range of crossover events, museum openings and special events are co-produced with local collectors, gallery owners, museums, private and cultural institutions, hotel partners, etc. Art Basel Miami Beach is organized and presented by the MCH Swiss Exhibition (Basel) Ltd. in Basel, Switzerland. What makes Art Basel Miami Beach truly a South Florida attraction is that many events take place at other venues throughout Miami Beach, locations in Miami-Dade County, Broward, and Palm Beach Counties. The list of events and participants include:

- The main art show ("Art Galleries", "Art Statements", "Art Nova") taking place at the Miami Beach Convention Center (Halls A & D) including 197 galleries from all over the world.

- The exhibition section "Art Positions", a container village of 20 containers converted into temporary gallery spaces on the beachfront at Collins Park.

- "Art Basel Conversations", series of panel discussions showcasing renowned lecturers from the fields of architecture, art collecting, etc.

- The "Art Video Lounge" at the Garden Conservancy (Botanical Gardens),. daily programs of video art.

- "Art Positions Happy Hour", Daily program with open-air bar and DJs at container village at Collins Park.

- The Welcome Party at the Delano Hotel.

- The Goodbye Party – location to be determined

- The Opening Night event on the Beachfront at "Art Positions".

- "Art Loves Film" crossover event featuring a film and director (open to the public) – location to be determined

- "Art Loves Design" at the Design District.

- Two further "Art Loves..." events to be defined

- "Art Lounge" at the Shore Club Hotel

- "Art Sound Lounge" and "Art Bar" at the Garden Conservancy (Botanical Gardens).

- "Art Club" at Crobar.

- Museums Openings, receptions (including Bass Museum, Wolfsonian, MAM, MOCA, PBICA)

- Collector's tours to private collections and exhibitions (including the Rubell Family Collection, Margulies Warehouse, Moore Space, Dennis & Debra Scholl Private Collection, Rosa de la Cruz Private Collection, Ruth & Richard Shack Private Collection.

- Bvlgari event at the Dupont Building – to be determined
- Further events to be defined.

Project Budget

List all expenses related to the project requesting funding. Round amounts to the nearestdoll ar (do not show cents). In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties, which consist of real property or the value of goods and services.

CASH EXPENSES		ACTUAL	IN KIND
PERSONNEL TOTAL (ADMINISTRATIVE + ARTISTIC + TECHNICAL)		1'168'987	
ADMINISTRATIVE	1'111'553		
ARTISTIC	57'434		
TECHNICAL			
OTHER ARTISTIC FEES			
MARKETING TOTAL (FEES + PRINT + DESIGN)		913'543	
FEES	913'543		
PRINT			
DESIGN			
ADVERTISING TOTAL (PRINT + DESIGN)		665'086	
PRINT	551'659		
DESIGN	113'427		
PUBLIC RELATIONS (FEES + PRINT MATERIALS)		227'068	
FEES	181'868		
PRESS MATERIALS	45'200		
POSTAGE/COURIER			
TRAVEL			
EQUIPMENT RENTAL			
SPACE RENTAL		397'766	
CITY SERVICES			
INSURANCE			
SUPPLIES/MATERIALS		3'639'908	
OTHER EXPENSES (ITEMIZE BELOW):			
Management Fee (Nüssli)		791'689	
Operations		556'029	
Special Events		569'294	

CASH REVENUE	SECURED	ANTICIPATED
ADMISSIONS		269'874
VENDORS	6'052'564	610'566
CONTRACTED SERVICES		
PRIVATE CONTRIBUTIONS		
CORPORATE SUPPORT	1'582'515	50'000
FEDERAL GRANTS 1.		
2.		
STATE GRANTS 1.		
2.		
LOCAL GRANTS 1. TDC		
2. GMVCB		50'000
3.		
FOUNDATION GRANTS 1.		
2.		
OTHER REVENUES 1. Catalog Sales		49'500
2. Advertising		42'000
3. Various		122'351
CASH ON HAND		
AMOUNT REQUESTED		100'000

TotalE xpenses:	**8'929'370**		**Total Revenues:**	7'635'079	1'294'291
			Total Secured + Anticipated Revenues	**8'929'370**	

Please note: Total Actual Cash Expenses **must equal** Total Secured & Anticipated Revenues. Do not include In-Kind Dollars in these Totals. Outdoor events should get an estimate for City Services from the City of Miami Beach Special Events Office at 305-673-7577. **All breakdowns for Personnel, Marketing, Advertising, and Public Relations should be in dollars.**

Memorandum

Date: January 25, 2007

To: Honorable Chairman Bruno A. Barreiro
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 is being requested by a for-profit organization MCH Swiss Exhibition (Basel), Ltd. for their annual Art Basel Miami Beach scheduled for December 7-10, 2006.

In-kind services have been requested in an amount not to exceed $21,756 from Miami-Dade Transit for shuttle bus service to and from events throughout Miami-Dade County and $5,600 from the Consumer Services Department for code enforcement of taxi stand operations for a total in-kind amount of $27,356. This event will be funded by the countywide in-kind reserve fund.

During FY 2006-07 the MCH Swiss Exhibition (Basel), Ltd. has not received any County funding.

inkind01007