

Condensed Title:

A Resolution retroactively authorizing the City Manager or his designee to apply for and accept a grant and execute all documents related to this application.

Key Intended Outcome Supported:

Increase community rating of cultural activities

Supporting Data (Surveys, Environmental Scan, Etc.) 1) In the 2005 Survey, 38% of residents stated that they felt that major events (festivals etc.) should occur more often on Miami Beach; Respondents stated that they would like more free activities/events for residents, more affordable events for residents; and, 2) In the 2006 Focus Group, residents stated that they wanted to see more cultural activities or special events that are smaller in-scale and family-friendly; and 3) In 2007, 30% of residents rated the availability of cultural activities on the beach as too few; 78% of residents believe that the tourism industry contributes to their quality of life within the city; 4) The 2007 Survey shows that residents and businesses are aligned in their preference for the types of cultural activities they'd like to see, with live music/concerts clearly the most preferred, followed by plays, art shows, music/movies on beaches/parks and symphonic music.

Issue: Shall the City support the following funding request and execute the related agreement?

Item Summary/Recommendation: Approval to apply to the John S. And James L. Knight Foundation for funding in an amount not to exceed \$150,000 for Sleepless Night 2009; further appropriating the above grant and matching funds, if approved and accepted by the City; and authorizing the execution of all necessary documents related to this application. SLEEPLESS NIGHT is an annual sundown-to-sunrise, free, citywide celebration of the arts, produced by the City of Miami Beach Tourism and Cultural Development Department and Cultural Arts Council in collaboration with every cultural institution in the City, arts organizations, private businesses and individuals. It offers free museum admissions, indoor and outdoor art installations and performances, architectural tours, dance (and dancing,) theater, music, film, slam poetry, fashion shows, acrobatics, comedy and other cultural offerings, all presented without admission charge at over 80 different venues spread throughout the City and the 13-hour night that marks the end of Daylight Savings Time. SLEEPLESS NIGHT is designed to appeal to all audiences, from preschoolers to seniors.

Advisory Board Recommendation: N/A

Financial Information:

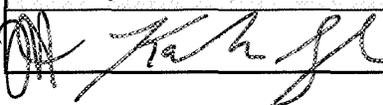
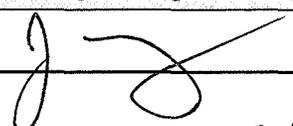
Source of Funds:	#	Grant Name/Project	Grant/Not to Exceed Amount	Match Amount/Source
<input type="checkbox"/>	1	John S. and James L. Knight Foundation	\$150,000	\$150,000/ Corporate Sponsorship

Financial Impact Summary:

City Clerk's Office Legislative Tracking:

Judy Hoanshelt, Grants Manager, Office of Budget and Performance Improvement

Sign-Offs:

Department Director	Assistant City Manager	City Manager
		





MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMISSION MEMORANDUM

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: December 10, 2008

SUBJECT: **A RESOLUTION OF THE MAYOR AND CITY COMMISSION RETROACTIVELY APPROVING AND AUTHORIZING THE CITY MANAGER OR HIS DESIGNEE TO SUBMIT A GRANT FUNDING REQUEST TO THE JOHN S. AND JAMES L. KNIGHT FOUNDATION FOR FUNDING IN AN AMOUNT NOT TO EXCEED \$150,000 FOR SLEEPLESS NIGHT 2009; FURTHER APPROPRIATING THE ABOVE GRANT AND MATCHING FUNDS, IF APPROVED AND ACCEPTED BY THE CITY; AND AUTHORIZING THE EXECUTION OF ALL NECESSARY DOCUMENTS RELATED TO THIS APPLICATION.**

ADMINISTRATION RECOMMENDATION

Adopt the Resolution.

ANALYSIS

Retroactive approval to submit a grant application to the John S. and James L. Knight Foundation for funding in an amount not to exceed \$150,000 for Sleepless Night 2009;

SLEEPLESS NIGHT is an annual sundown-to-sunrise, free, citywide celebration of the arts, produced by the City of Miami Beach Tourism and Cultural Development Department and Cultural Arts Council in collaboration with every cultural institution in the City, arts organizations, private businesses and individuals. It offers free museum admissions, indoor and outdoor art installations and performances, architectural tours, dance (and dancing,) theater, music, film, slam poetry, fashion shows, acrobatics, comedy and other cultural offerings, all presented without admission charge at over 80 different venues spread throughout the City and the 13-hour night that marks the end of Daylight Savings Time. Free shuttle buses with onboard arts programming connect the various zones of activity and remote parking for the duration of the event. SLEEPLESS NIGHT successfully addresses a key issue facing the arts – audience building – by taking advantage of South Florida's penchant for large social gatherings to expose the public to previously unseen (and often unimagined) cultural experiences, creating a unique opportunity to unify all of our varied arts audiences into a single community.

SLEEPLESS NIGHT is designed to appeal to all audiences, from preschoolers to seniors. Programming covers the entire spectrum of arts and entertainment and appeals to all ethnicities and all socioeconomic and education levels. We promote the event through local, national and international media.

The John S. and James L. Knight Foundation seeks opportunities that can transform both communities and journalism, and help them reach their highest potential. The program requires matching funds. The City will provide matching funds in the amount of \$150,000 from corporate support pledged to this project. The City has currently received \$50,000 from the Miami Beach Cultural Arts Council, \$150,000 from the Greater Miami Convention and Visitors Bureau; \$50,000 from the Miami Beach Visitors and Convention Authority (pending). The Administration is currently in negotiation with several corporations for cash sponsorships ranging from \$10,000 to \$200,000.

This project supports the key intended outcomes: increase community rating of cultural activities and improve availability and accessibility of major events.

CONCLUSION

The Administration requests retroactive approval to authorize the City Manager or his designee to submit a grant funding request to the John S. And James L. Knight Foundation for funding in an amount not to exceed \$150,000 for Sleepless Night 2009; further appropriating the above grant and matching funds, if approved and accepted by the City; and authorizing the execution of all necessary documents related to this application.

JMG/KGB/JMH

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RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION RETROACTIVELY APPROVING AND AUTHORIZING THE CITY MANAGER OR HIS DESIGNEE TO SUBMIT A GRANT FUNDING REQUEST TO THE JOHN S. AND JAMES L. KNIGHT FOUNDATION FOR FUNDING IN AN AMOUNT NOT TO EXCEED \$150,000 FOR SLEEPLESS NIGHT 2009; FURTHER APPROPRIATING THE GRANT AND MATCHING FUNDS, IF APPROVED AND ACCEPTED BY THE CITY; AND AUTHORIZING THE EXECUTION OF ALL NECESSARY DOCUMENTS RELATED TO THIS APPLICATION

WHEREAS, SLEEPLESS NIGHT is an annual sundown-to-sunrise, free, citywide celebration of the arts that offers free museum admissions, indoor and outdoor art installations and performances, architectural tours, dance, theater, music, film, slam poetry, fashion shows, acrobatics, comedy and other cultural offerings, at over 80 different venues throughout the City; and

WHEREAS, SLEEPLESS NIGHT successfully addresses a key issue facing the arts – audience building – by taking advantage of South Florida’s penchant for large social gatherings to expose the public to previously unseen cultural experiences, creating a unique opportunity to unify all of our varied arts audiences into a single community; and

WHEREAS, SLEEPLESS NIGHT is designed to appeal to all audiences, from preschoolers to seniors and the programming covers the entire spectrum of arts and entertainment and appeals to all ethnicities and all socioeconomic and education levels, and the event is promoted through local, national and international media; and

WHEREAS, the John S. and James L. Knight Foundation seeks opportunities that can transform both communities and journalism, and help them reach their highest potential; and

WHEREAS, the program requires matching funds, and the City will provide matching funds in the amount of \$150,000 from corporate support pledged to this project; and

WHEREAS, this project supports the key intended outcomes: increase community rating of cultural activities and improve availability and accessibility of major events; and

WHEREAS, the Administration requests retroactive approval to submit a grant application to the John S. and James L. Knight Foundation for funding in an amount not to exceed \$150,000 for Sleepless Night 2009.

NOW, THEREFORE, BE IT DULY RESOLVED THAT THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH hereby retroactively approve and authorize the City Manager or his designee to submit a grant funding request to the John S. And James L. Knight Foundation for funding in an amount not to exceed \$150,000 for Sleepless Night 2009; further appropriating the grant and matching funds, if approved and accepted by the City; and authorizing the execution of all necessary documents related to this application.

PASSED and ADOPTED this _____ day of _____, 2008

ATTEST:

CITY CLERK

MAYOR

JMG/KGB/JMH

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**APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION**



City Attorney

12/4/08
Date