



# 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: February 8, 2012

SUBJECT: Referral To The Finance And Citywide Projects Committee - Discussion Regarding Consideration Of A Letter Agreement Between The City Of Miami Beach And Art Basel Miami Beach Outlining Terms And Conditions For Use Of Public Property By Art Basel Miami Beach.

### ADMINISTRATION RECOMMENDATION

Refer the subject to the Finance And Citywide Projects Committee for discussion.

### SUMMARY

Art Basel Miami Beach (ABMB) was established in 2000 as the sister event of Switzerland's Art Basel, the world's most prestigious art fair for the past 39 years. In just ten years, ABMB has become the preeminent contemporary art fair in the western hemisphere, and an established destination for artists, galleries, collectors, museum groups and other individuals interested in top-notch art. Each year, ABMB spends millions of dollars producing the fair and economists have estimated \$400 million to \$500 million in related economic impact as a result of the fair.

As ABMB grew in popularity, so did the number of requests for temporary art displays or for use of public property in the immediate area of the convention center. The City and ABMB informally established an Art Basel Miami Beach Zone to protect the ABMB brand and limit third party use of public property in this area. The boundaries of the zone include 23<sup>rd</sup> Street to the north; Lincoln Lane South to the south; Alton road to the west; and the Atlantic Ocean to the east.

At this time, the City and ABMB would like to formally memorialize the Art Basel Miami Beach Zone. In order to accomplish this, an amendment to the Special Event Guidelines is required. Therefore, the matter is being referred to the Finance and Citywide Projects Committee for discussion and consideration.

JMG/HMF/MAS

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