



MIAMI BEACH

City Commission Meeting SUPPLEMENTAL MATERIAL 2

City Hall, Commission Chambers, 3rd Floor, 1700 Convention Center Drive
December 12, 2012

Mayor Matti Herrera Bower
Vice-Mayor Michael Góngora
Commissioner Jorge R. Exposito
Commissioner Jerry Libbin
Commissioner Edward L. Tobin
Commissioner Deede Weithorn
Commissioner Jonah Wolfson

Interim City Manager Kathie G. Brooks
City Attorney Jose Smith
City Clerk Rafael E. Granado

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ATTENTION ALL LOBBYISTS

Chapter 2, Article VII, Division 3 of the City Code of Miami Beach entitled "Lobbyists" requires the registration of all lobbyists with the City Clerk prior to engaging in any lobbying activity with the City Commission, any City Board or Committee, or any personnel as defined in the subject Code sections. Copies of the City Code sections on lobbyists laws are available in the City Clerk's office. Questions regarding the provisions of the Ordinance should be directed to the Office of the City Attorney.

SUPPLEMENTAL AGENDA

R7 - Resolutions

- R7H A Resolution Approving Special Event Permit Application No. SE 201377 Submitted By Jonathan Cowan Productions, LLC For Winter Conference 2013-DJ Mag On South Beach, An Event To Be Held On Wednesday, March 20, 2013 Through Sunday, March 24, 2013, And As Described In Said Application And In The Supplemental Information Submitted By The Applicant Attached Hereto And In Accordance With The Conditions Set Forth Herein.
(Tourism & Cultural Development)

(Alternate Resolution from Commissioner Jonah Wolfson)

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MIAMI BEACH

JOSE SMITH, CITY ATTORNEY
OFFICE OF THE CITY ATTORNEY

COMMISSION MEMORANDUM

TO: Mayor Matti Herrera Bower
Members of the City Commission

CC: Kathie Brooks, Interim City Manager

FROM: Jose Smith, City Attorney

DATE: December 12, 2012

SUBJECT: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING SPECIAL EVENT PERMIT APPLICATION NO. SE 201377 SUBMITTED BY JONATHAN COWAN PRODUCTIONS, LLC FOR WINTER MUSIC CONFERENCE 2013-DJ MAG ON SOUTH BEACH, AN EVENT TO BE HELD ON WEDNESDAY, MARCH 20, 2013 THROUGH SUNDAY, MARCH 24, 2013.

Pursuant to the request of Commissioner Jonah Wolfson, the above referenced Resolution approving Special Event Permit Application No. SE 201377 (submitted by Jonathan Cowan Productions, LLC for the Winter Music Conference 2013-DJ MAG on South Beach event) is submitted as an alternate to the version proposed by the City Administration which recommends denial of the permit.

Agenda Item R7H
Date 12-12-12

RESOLUTION NO. _____.

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING SPECIAL EVENT PERMIT APPLICATION NO. SE 201377 SUBMITTED BY JONATHAN COWAN PRODUCTIONS, LLC FOR WINTER CONFERENCE 2013-DJ MAG ON SOUTH BEACH, AN EVENT TO BE HELD ON WEDNESDAY, MARCH 20, 2013 THROUGH SUNDAY, MARCH 24, 2013, AND AS DESCRIBED IN SAID APPLICATION AND IN THE SUPPLEMENTAL INFORMATION SUBMITTED BY THE APPLICANT ATTACHED HERETO AND IN ACCORDANCE WITH THE CONDITIONS SET FORTH HEREIN.

WHEREAS, pursuant to Resolution 2012-28042, the Mayor and City Commission approved amendments to the City's Special Event's requirements and guidelines, including an amendment to the Administrative policy that any new event considered for approval under the revised policy must be approved by a majority of the City Commission in a resolution; and

WHEREAS, the following eight criteria, approved in Resolution 2012-28042, are to be considered in the review of applications for new special events:

1. Whether or not the event producer has had a successful track record of obtaining special event permits and producing events in the City for no less than five (5) years in a private venue and is in need of expansion.
2. Such applications would be considered on a first-come, first-serve basis, until such resources are no longer able to be reserved.
3. The event could not occur concurrently on both private and public property.
4. The City will consider the event's long-term, short-term, and indirect effects on local economic industries, including but not limited to hotels, restaurants, entertainment establishments, retail, and the City.
5. The City will consider whether the event is compatible with the surrounding neighborhoods and complements the ambience and aesthetics of the area in

which it is presented.

6. The City will consider the stress that such an event may place on various City services with expenses associated with additional crowd control, policing, security, parking, and traffic to be borne by the event producer.
7. The City will also consider the availability of these needed resources including time, people, money and equipment.
8. City services required for the event can be reasonably made available at the time of the proposed event; and

WHEREAS, based upon the Supplemental Information for Special Event Permit Application No. SE 201377, submitted by Applicant Jonathan Cowan Productions, LLC for the Winter Conference 2013-DJ MAG on South Beach, an event to be held on Wednesday, March 20, 2013 through Sunday, March 24, 2013 (the "Event"), the Mayor and City Commission hereby determine that all eight criteria are satisfied based upon, among other things, the hiring of 30 off-duty police officers for the Event, provided that the off-duty police officers are paid 1 1/2 times their normal hourly rate for working the Event, and that the applicant adheres to all conditions stipulated in the City's Special Events Requirements and Guidelines as set forth in the final approved Special Event Permit.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby approve, by a majority vote, Application No. SE 201377 submitted by Jonathan Cowan Productions, LLC for the Winter Music Conference 2013 – DJ Mag on South Beach Event, as described in the attached Application and in the Supplemental Information thereto, provided that 30 off-duty police officers are hired for the Event and are paid 1 ½ times their normal hourly rate for working the Event and

provided the applicant adheres to all conditions stipulated in the City's Special Events Requirements and Guidelines as set forth in the final approved Special Event Permit.

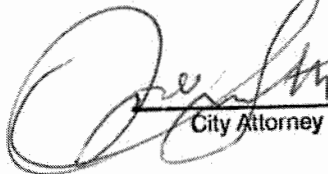
PASSED AND ADOPTED this ____ day of December, 2012.

ATTEST:

Matti Herrera Bower, Mayor

Rafael Granado, City Clerk

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION



City Attorney

12-10-12
Date



Application Report

Department of Tourism and Cultural Development
Office of Film & Event Production Management

Received Date: 11/27/2012 7:58:25 AM

Special Events Application

Application ID: 3059 **Permit ID:** 201377 **Category:** --

Date of Application: 10/15/2012 **Status:** Submitted **Status Post:** --

Title: Jonathan Cowan Productions, LLC

Description: The purpose of this special event is to allow Jonathan Cowan Productions, LLC to host its annual Miami Music Week event for 2013, which has been produced by Jonathan Cowan for at least the past eight (8) years.

Elements: --

Begin Event Date	End Event Date	Start Hour	End Hour	Load-In Date	Begin Hour	End Hour	Breakdown Date	Begin Hour	End Hour
3/20/2013	3/24/2013	12:00 PM	11:00 PM	3/19/2013	10:00 AM	4:30 PM	3/25/2013	10:00 AM	4:30 PM

Location(Applicant): Public Beach between 21st and 22nd Street

Neighborhood: --

Location 1	Location 2	Location 3
--	--	--

Location(s):	Beach West of Dune	Beach East of Dune	Park	Sidewalk	Hotel	Street	Other
	YES	YES	NO	NO	NO	NO	--

Host Organization: Jonathan Cowan Productions, LLC

Logistical: Jonathan Cowan Productions, LLC

Sponsor: Jonathan Cowan Productions, LLC

Application Status: For profit organization

Estimated Attendance: **Total per day:** 2500 **Average per Hour:** 2500

Contact Information

Event Coordinator: Jonathan Cowan

Mailing Address: 3725 S. Ocean Drive, # 718, Hollywood, FL 33019-33000

Company Name: Jonathan Cowan Productions, LLC

Title: Managing Member **Phone:** 954-662-7935 **Mobile:** 954-662-7935 **Fax:** 305-448-5566

Web Site Address: **Email Address:** jonathancowan@mac.com

Onsite Contact: Jonathan Cowan **Mobile Contact:** 954-662-6627

Event Info

App ID: 3059

Is this an annual event? YES How many years of event? 8 years
 Is it open to the public? YES Admission Fee: \$40
 Event filmed? YES Facility / Venue renting? NO

Community	Concert	Fair / Carnival	Festival	Filming / Broadcast	Fund Raiser	Parade	Political	Private Party	Sports	Religious	Other
NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO

Facility/Venue: --

Location for parties:

Previous Event: --

Entertainment/Amplified sound

App ID: 3059 Not Applicable:

Do any of these Elements take place outdoors? YES
 Will the event require music or amplified sound? YES

What type of amplified sound?

PA system	Amplified Sound/Recorded/DJ	Live Music
NO	YES	NO

List of acts/performers and times of performances: Various DJ's and Artists

Hours From amplified sound	Hours To amplified sound	Sound check from hours	Sound check to hours
12:00 PM	11:00 PM	11:00 AM	12:00 PM

Alcohol service

App ID: 3059 Not Applicable:

Will you be serving alcohol at this event? YES
 Will Alcohol beverages be sampled/served? YES
 Will non-alcoholic beverages be sampled / served? YES

Sales/Distribution Plan: --

How will this be monitored and controlled? Security will monitor patrons.

How to prevent service to minors? The event is not open to under twenty-one patrons.

Public Safety

App ID: 3059 Not Applicable:

Internal Security Plan: Police and Private Security

Will the event require closing a street(s)? NO Which street(s)? --

During what days/hours?

Start Date	Begin Hours	End Date	End Hours

Vehicle Beach Access Pass? Y How Many? 5

Will the event include?

Firework	Open Fire	Gas
NO	NO	NO

List of companies and activities:

Parking Plan

App ID: 3059

Not Applicable:

Parking Plan: The majority of patrons for this event do not drive to the event. Patrons driving have the use of various parking lots in the immediate area.

Will the event require parking meters rentals? Y

How many meters and where? 5 in city parking lot

Will the event need staging for production vehicles? Y **Where?** West of dune

Will the event hire a valet company? N **Which?**

Building Department Permits

App ID: 3059

Not Applicable:

Temporary Structure(s)	Name of Vendor	Size(s)	Qty
Tents			
Electrical-Generator			
Staging			
Fencing			
Plumbing-Restrooms			
Bleachers or Chair Risers			
Temporary Structure:			
Other:			

Sanitation Plan

App ID: 3059

Sanitation Plan: private sanitation company

Sanitation Company: --

Is dumpster required? NO **How many?** 0 **Where?** --

Number of trash receptacles? 0 **Number of port-o-lets:** 3 **Number of disabled:** 1

Concessions

App ID: 3059

Will you sell any of the following?

Food	Tickets	Beverage	Booth Rental	Merchandise
YES	YES	YES	NO	NO

Are you working with a catering company? N **Who?** --

Type and number of vendor hired: 1 food concessionaire

Local and businesses invited to participate as vendors: yes, the nearby food concessionaire for 21-22 Street

Economic Impact

App ID: 3059

Estimated budget: \$

State Status: YES

Event beneficiary/charities:

Methods to promote the event:

Light pole banners	Billboards	Local radio	National radio	Local TV	National TV	Cable TV
NO	NO	NO	NO	NO	NO	NO

Local Newspaper	National Newspaper	Direct Mail/ Flyers	Internet	E-Mail	Other:
NO	NO	NO	YES	YES	NO

Open to public? YES

Percentage of audience:

Residents %	Regional %	Tourists %
0	0	0

Estimate attendance : 2500

Average admission fee:

Free	Under \$10	\$10-\$25	\$26-\$50	Over \$50
NO	NO	NO	YES	NO

Event Location:

South Beach (23rd ST and below)	Middle Beach(24th ST-63rd ST)	North Beach(64th ST-87th Terrace)
NO	NO	NO

Venue:

Miami Beach Hotels: pending

Hotel rooms: 0

Nights: 0

Collaboration with Miami Beach Economic Industries: pending

**SUPPLEMENTAL INFORMATION FOR SPECIAL EVENT PERMIT
APPLICATION NO. SE 201377**

GENERAL EVENT INFORMATION

Applicant: Jonathan Cowan Productions, LLC

Executive Producer: Jonathan Cowan

Event Description: The purpose of this special event is to allow Jonathan Cowan Productions, LLC ("Producer") to host its annual Miami Music Week event for 2013, which has been executive produced by Jonathan Cowan for at least the past eight (8) years.

Event Location: Portion of the Beach East of the Dune, generally situated between 21st and 22nd Streets (with use of the area west of the dune for staging of production equipment, event staff and queuing of patrons).

Event Dates: Wednesday, March 20, 2013 through Sunday, March 24, 2013

Event Times: 12:00PM through 11:00PM

Sound Check: 10:30AM through 11:45AM

Load-In Date: Tuesday, March 19, 2013 (and morning of Wednesday, March, 20, 2013)

Load-Out Date: Monday, March 25, 2013 (and evening of Sunday, March 24, 2013)

Proposed Occupancy: 2,500 patrons maximum

EXECUTIVE SUMMARY

WINTER MUSIC CONFERENCE ("WMC") 2013 - DJ MAG ON SOUTH BEACH -
PRESENTED BY JONATHAN COWAN PRODUCTIONS LLC

This WMC DJ Mag event, formally DJ Mag @ the Shelborne, has steadily grown into the largest showcase of the world's best talent in Electronic Dance Music in the world featured during Winter Music Conference week during March each year. Covered by DJ Mag in languages to over a million readers across the world, the event features artists such as DJ Jazzy Jeff, Luciano and the Cadenza Vagabundo's and Marco Carola to name a few. Each day consists of a different showcase featuring the best talent from an individual brand, management agency, or record label. This year's 2013 event will move from the poolside at the Shelborne Hotel to the sands of Miami Beach on 21st Street. Each day will run from noon to eleven pm and will be sure to bring the best crowds, press and musical artists from across the globe. The following is a sample proposed schedule of events day by day:

- Wednesday - DJ Mag featuring artists such as David Guetta, Steve Angelo, Macioplex, Claude Von Stroke, and Way out West;
- Thursday - Cadenza Featuring Luciano and his Cadenza Vagabundo's;
- Friday - Enter featuring Richie Hawtin;
- Saturday - Moog Music and Pacha Ibiza feat DJ Jazzy Jeff, Herbie Hancock, Bob Sinclair and Orbital;
- Sunday - Music On Featuring Marco Carola.

PRODUCTION PLAN AND SCHEDULE

This five-day event will require one additional day for load-in/set-up and one additional day for load-out/break-down (beyond the actual five event days), along with the morning of the first day of the event and the evening of the last day of the event. The Producer will utilize a temporary roof structure/tent covering approximately 50% of the overall event site on the beach, along with a flooring system and fencing system surrounding the beach portion of the site, delivered and set-up/broken-down by EventStar. The sound system components will be loaded in by the Producer's sound engineer (Sonic Lab Audio). The phased load-in/set-up will begin at 10:00AM on Tuesday, starting with tenting and flooring, then sound equipment and finally movable items, and then again at 10:30AM on Wednesday. The load-out/break-down will begin at 12:00AM on Sunday evening and the entire beach and site will be clear by 2:00PM on Monday. The temporary roof structure/tent will be utilized to cover approximately 50% of the event area on the beach east of the dune on the hard-packed sand, west of the soft sand, generally situated between 21st and 22nd Streets, and the area west of the dune will be utilized for staging of production equipment, event staff and queuing of patrons. In addition to the off-duty police and EMT referenced below, the Producer will also contract private security staff sufficient in number to maintain security at all portions of the event site.

OFF-DUTY POLICE AND FIRE RESCUE/EMT

Off-Duty Police: The Producer will hire 8-12 off duty police officers for the event utilized in staggered shifts (ie. 8 officers at the start of the event increasing to 12 at the busiest time of the event). In addition, the Producer will hire 1-2 off duty police officers for the Load-In/Load-Out phase.

Fire Rescue/EMT: The Producer will hire 2 Emergency Medical Technicians ("EMT") for the event.

SANITATION AND PATRON FACILITIES

The Producer will either contract the City's Public Works Sanitation Division or contract with a third party sanitation company to clean and maintain the areas in and around the event site. In order to provide sufficient facilities for the patrons, the Producer will contract for the placement

of portable bathroom facilities on site inside the main event site and within the staging/queuing area.

RESPONSIBLE TICKETING POLICY

In order to ensure each ticket used for entry is genuine, and also to ensure the event does not exceed the legal capacity (2,500 maximum) at any given time and day, all patrons who enter, regardless of whether tickets are pre-purchased online or at the event entrance, will be given a hard, water marked, and numbered, ticket, which will be scanned by professional scanners similar to those used at a pro sporting event or concert. Online ticket sales will be done via the third party company “want tickets” and limited in number online to ensure the event is not oversold, and those sales can be monitored both by the event Producer, as well as the City staff, for safeguard, but the ticket amounts allotted for pre-sale will be below the granted legal capacity as deemed by the City’s Fire Marshall. In addition to the foregoing safeguards, the event private security door staff will be placed at each entry and exit with manual clickers to ensure validity of tickets and control occupancy.