



# MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # 116-2013

LETTER TO COMMISSION

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

FROM: Jimmy L. Morales, City Manager

DATE: April 8, 2013

SUBJECT: World Outgames 2017 Update

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CITY CLERK'S OFFICE

At the request of Commissioner Gongora, on December 12, 2012, the City Commission referred a discussion regarding the possible funding for the World OutGames Miami Beach 2017.

## BACKGROUND

The Miami Beach - Miami LGBT Sports & Cultural League, Inc (LGBTSCCL) is a Florida non-profit organization formed to bid on the World Outgames. They are a group of active community leaders involved in Human Rights, Culture or Sports throughout our LGTBQ community. The League was formed to insure that a competitive and organized bid be delivered to Gay Lesbian International Sports Association (GLISA) for the World Outgames 2017.

The Gay and Lesbian International Sports Association was established in 2004 as a Gay and Lesbian International Sport Association democratically governed, international association of sport, culture and human rights organizations that work for lesbian, gay, bisexual and transgender (LGBT) people. GLISA's mandate is to support and grow an international LGBT movement by organizing continental associations, continental Outgames, and global World.

The World Outgames is an international sporting event that is organized to help advance gay, lesbian, bisexual and transgender human rights around the world. The first World Outgames was held in 2006 in Montreal and attracted more than 12,000 participants. The event was based on three components: Sport, Culture and Human Rights. The second World Outgames was held in Copenhagen in 2009. The World Outgames is held every four years in a global city. Hosts have included Copenhagen, Denmark; and Montreal. Antwerp, Belgium is hosting the 2013 World Outgames.

On March 2, 2013, GLISA announced Miami Beach-Miami will host the 2017 World Outgames. The event will be held May 24 – June 3, 2017. Miami Beach-Miami was a finalist with Reykjavik, Iceland to host the World Outgames in 2017.

The Miami Beach - Miami LGBT Sports & Cultural League, Inc bid proposal includes three (3) levels of anticipated budgets; optimistic, realistic, pessimistic. The overall event budget at the optimistic level anticipates a NET profit of \$4,892,375, at the realistic level NET profit of \$3,826,618 and at pessimistic level a NET profit of \$2,487,525.

The proposal optimistically anticipates 10,000 participants, realistically 8,000 participants, and pessimistically 6,000 participants for all events.

The Miami Beach Convention Center was proposed as the host venue for the opening and closing ceremonies. Opening ceremony will include a 45 minute pre-show to greet and entertain the guests prior to athlete arrival. The official part of the ceremony will have a concert showcasing with local

and international artists. The Closing Ceremony will take place to consciously forego formal entry of the participants and do without seating in order to encourage mingling of all groups and create a comfortable atmosphere. They have also proposed to use several other Miami Beach venues includes the following:

- Miami Beach-Lummus Park
- Flamingo Park
- Colony Theater
- Miami Beach Golf Club
- Fillmore JGT
- Miami Beach Botanical Gardens
- Ronald W. Shane Rowing Center
- Dream Night Club

### **FINANCE AND CITYWIDE PROJECTS COMMITTEE**

The Finance and Citywide Projects Committee discussed this item at their March 21, 2013 meeting. At that time, LGBTSCL presented an economic impact analysis and requested \$500,000 (payable over several years) in cash and \$250,000 in-kind from the City in support of the event. Staff requested time to meet with them and review the information in more detail. The Committee recommended the item go straight to Commission once the details have been worked out, because potential funding was included in the City's FY 12/13 annual budget for sponsorship of Miss USA Pageant or to be used to attract another new event to the City.

### **UPDATE**

City staff met with representatives of LGBTSCL on April 2 to review details of the economic impact analysis and expressed some concerns with the estimates, which LGBTSCL agreed to address. City staff also agreed to develop cost estimates for their use of the Miami Beach Convention Center, Miami Beach Golf Club, Colony Theater, sports fields at Flamingo Park and other special event associated fees.

City staff continues to work with LGBTSCL and has another meeting scheduled for this week and will include a representative of the Greater Miami Convention and Visitors Bureau in that meeting. Considering that additional work remains to be done it's important for you to be aware that an item for your consideration will not be ready for the April 17 City Commission meeting.

LGBTSCL's immediate concern is a June 1, 2013 deadline to make an initial \$50,000 (Canadian) license fee payment to GLISA. City staff is aware of the deadline and will continue to work with them in an effort to meet the payment deadline while also continuing to gather information to help the City Commission make an informed decision.

Please let me know if you have any questions.

C: Kathie G. Brooks, Assistant City Manager  
Max A. Sklar, Tourism, Culture and Economic Development Director

JLM/KGB/MS