



MIAMI BEACH

RECEIVED

OFFICE OF THE CITY MANAGER

NO. LTC # 181-2013

2013 MAY 23 PM 1:16

LETTER TO COMMISSION

CITY CLERK'S OFFICE

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

FROM: Jimmy L. Morales, City Manager

DATE: May 22, 2013

SUBJECT: World Outgames 2017 Update

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 LGBTQ 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.

FINANCE AND CITYWIDE PROJECTS COMMITTEE

The Finance and Citywide Projects Committee discussed this item at their March 21, 2013 meeting. At that time, LGBTSCCL 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

The Greater Miami Convention and Visitors Bureau (GMCVB) and City staff have had several conversations and meetings with representatives of LGBTSCL to review details of the economic impact analysis and review other pertinent information. City staff has provided 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. LGBTSCL is committed to raising private revenue from corporate sponsors, but is seeking financial support from the City and other governmental agencies.

A long term sponsorship agreement with cash and in-kind support for any event is unprecedented for the City of Miami Beach which is why staff continues to carefully consider the request before making a recommendation.

However, the GMCVB has agreed to assist with funding to LGBTSCL in order to meet the June 1, 2013 deadline for the initial license fee payment to GLISA, which is the most immediate concern for LGBTSCL. The GMCVB has not committed to any additional funding beyond the initial \$50,000 at this time.

A discussion of this request will be placed back on the Finance and Citywide Projects Committee agenda in June or July for your consideration.

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/MAS