



# MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # *229-2014*

## LETTER TO COMMISSION

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: July 8, 2014

SUBJECT: **COMPLIMENTARY TICKET POLICY**

RECEIVED  
2014 JUL -8 AM 11:06  
CITY CLERK'S OFFICE

This Letter to Commission (LTC) is to provide you with a copy of the City's new Complimentary Ticket Policy as adopted by the City Commission on June 11, 2014 via Resolution No. 2014-28638.

Pursuant to this policy, elected officials and certain City Staff would receive tickets on a limited basis (e.g. only for attendance at opening day events of the facility at City-owned venues), with the balance of the tickets distributed to "deserving organizations or groups" that are identified, through a Committee, once a year as being eligible to receive tickets for their participants. In addition, the Resolution provides for a process for tickets to also be distributed to other parties by the City in other circumstances (e.g. visiting dignitaries, to meet contractual obligations relating to a municipal marketing program, to recognize employees).

As a reminder, the following is a list of acceptable 'public purpose' uses (by category) of CMB tickets:

1. Economic development of the City, including the promotion/exposure to, marketing and awareness of tourism, nightlife, recreational, educational, and cultural facilities or attractions on City property or awareness of the City as a regional destination, economic asset or business opportunity;
2. Promoting or showing City appreciation for programs and services rendered by community and other non-profit resources for the benefit of the community, including artistic and cultural organizations and institutions;
3. Advertisement and promotion of City-controlled or City-sponsored events, activities, or programs, public facilities and resources;
4. Monitoring and evaluation of City venues and the quality of performances therein (in particular, attendance at opening day events of the facility at City-owned venues), and/or monitoring and evaluation of the value of City-sponsored events and their compliance with City policies, agreements and other requirements in response to a documented complaint specifically addressed to the attendee;
5. Information gathering and education regarding matters of local, regional and state wide concern that affect the City including enhancing intergovernmental relations through attendance at events with or by officials from other jurisdictions;
6. Promoting, encouraging and rewarding educational and athletic achievements by students and officials of local and regional educational institutions;
7. Promotion of City recognition, visibility and or profile on a local, state, national or worldwide scale, including exchange programs with national and foreign officials and dignitaries, and as part of any marketing promotions with municipal marketing

partners, or as may be required by contractual obligations with municipal marketing partners;

8. Attracting and retaining highly qualified employees in City service, including special recognition or reward of meritorious service by a City employee;
9. Performance of a ceremonial or official function on behalf of the City, not otherwise set forth above, including but not limited to the following:
  - a. Hosting leaders of community service organizations (organizations that serve the disadvantaged, senior citizens, disabled, ill, children, etc.), dignitaries from municipal, county, state and federal governmental entities; dignitaries and business leaders from other countries; youth groups, student leaders, and recipients of awards; and/or elderly, disabled or low-income City residents;
  - b. Hosting constituents as (a) a designated official appointed by the City Commission, or (b) upon invitation of the event(s) organizers or some other person or entity authorized to extend such invitation;
  - c. hosting groups of employees being specifically recognized for job-related achievements;
  - d. Being officially recognized by sponsors of event in a printed program or other public announcement;
  - e. Performance of one of the following functions in one's official capacity as (a) a designated official appointed by the City Commission or (b) an individual invited by the venue:
    1. Introducing organizers, participants or dignitaries;
    2. Recognizing the contributions of organizers or staff;
    3. Receiving or giving an award or other special recognition;
    4. Giving a speech;
    5. Greeting and welcoming attendees;
    6. Ribbon cutting;
    7. Leading the pledge of allegiance or national anthem;
    8. Acting as a Goodwill Ambassador, as designated by the City Commission;
    9. Assess facility needs, proposed changes and constituent concerns in response to a documented complaint specifically addressed to the attendee.

NOTE: The mere passive, spectator attendance at an event will not be regarded as attendance in one's official capacity for a public purpose.

Please feel free to contact me with any questions.



JLM/KGB/MAS

# EXHIBIT A

## ACCEPTABLE 'PUBLIC PURPOSE' USES (BY CATEGORY) OF CMB TICKETS

--PER CMB RESO NO. 2014-28638.

1. Economic development of the City, including the promotion/exposure to, marketing and awareness of tourism, nightlife, recreational, educational, and cultural facilities or attractions on City property or awareness of the City as a regional destination, economic asset or business opportunity;
2. Promoting or showing City appreciation for programs and services rendered by community and other non profit resources for the benefit of the community, including artistic and cultural organizations and institutions;
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5. Information gathering and education regarding matters of local, regional and state wide concern that affect the City including enhancing intergovernmental relations through attendance at events with or by officials from other jurisdictions;
6. Promoting, encouraging and rewarding educational and athletic achievements by students and officials of local and regional educational institutions;
7. Promotion of City recognition, visibility and or profile on a local, state, national or worldwide scale, including exchange programs with national and foreign officials and dignitaries, and as part of any marketing promotions with municipal marketing partners, or as may be required by contractual obligations with municipal marketing partners;
8. Attracting and retaining highly qualified employees in City service, including special recognition or reward of meritorious service by a City employee;
9. Performance of a ceremonial or official function on behalf of the City, not otherwise set forth above, including but not limited to the following:
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    7. Leading the pledge of allegiance or national anthem;
    8. Acting as a Goodwill Ambassador, as designated by the City Commission;
    9. Assess facility needs, proposed changes and constituent concerns in response to a documented complaint specifically addressed to the attendee.

NOTE: The Mere passive, spectator attendance at an event will not be regarded as attendance in one's official capacity for a public purpose.

## **ADMINISTRATIVE GUIDELINES FOR THE DISTRIBUTION OF COMPLIMENTARY TICKETS RECEIVED BY THE CITY OF MIAMI BEACH**

1. The following City Officials shall each be entitled to receive two (2) tickets to a single performance/event for which tickets are provided to the City pursuant to a complimentary ticket program, or at any other time that the City may receive complimentary tickets for distribution. An Event shall only include one performance during each production engagement or run at a City venue subject to the complimentary ticket program, a non-City-owned venue subject to a complimentary ticket program, or for a City-sponsored event or other event for which a ticket is required for admission.
  - Mayor and City Commissioners
  - City Manager
  - City Attorney
  
2. The remaining tickets shall be distributed as follows:
  - a. Deserving Members of the Community
    - i. Staff shall endeavor to allocate at least 70% of remaining tickets to this category.
    - ii. The City Manager shall create an advisory committee to establish a list of deserving organizations and/or groups eligible to receive tickets. Such advisory committee shall meet no less than once each year to review the list of deserving organizations and/or groups eligible to receive tickets. Deserving organizations and/or groups on the list shall be eligible to receive, on a rotating basis, a maximum of four (4) tickets to a single event. The list of deserving organizations and/or groups eligible to receive tickets shall include the following categories:
      - Non-profit (legally established tax-exempt) agencies who serve residents of the City of Miami Beach, for distribution to individuals served by the agency;
      - Local educational institutions for use by deserving students;
      - Senior citizen, disabled persons, and disadvantaged youth who: are residents of the City; do not have the financial ability to purchase tickets; and, participate in any City-sponsored program.On an annual basis, the advisory committee's recommended list of deserving organizations and/or groups eligible to receive tickets shall be reported to the City Commission.
    - iii. While it shall always be the priority of staff to allocate at least 70 percent of all remaining tickets to deserving organizations and/or groups eligible to receive tickets, in the event that at least 70 percent of the remaining tickets cannot be allocated to deserving organizations and/or groups eligible to receive tickets, then they may be allocated to Others or to City Employees, as delineated below. In such case, staff shall document the reason why they could not be allocated to deserving organization and/or groups (e.g. received tickets too late, tickets returned by organization and could not be re-distributed, etc.).
  
  - b. Others
    - i. Staff may allocate 15% of remaining tickets for this category
    - ii. The City may create a "Special Incentive Award Program" for the purpose of distributing tickets to persons and/or entities that have made special contributions to the community, or to individual civic leaders, including visiting dignitaries. This Program shall have defined criteria, and such criteria shall be provided to the City Commission; or,

- iii. The City may provide the tickets to organizations that assist in promoting and marketing the City through a municipal marketing agreement with the City, to the extent that such use is permitted by the entity providing the tickets.
- iv. In the event that no tickets are distributed for either (ii) or (iii) above, these tickets may be distributed to deserving organizations and/or groups eligible to receive tickets pursuant to the criteria in Section 2.

c. City Employees

- i. Staff may allocate 15% of remaining tickets for this category
- ii. The City Manager is authorized to create an "Employee Recognition Program" setting forth defined criteria for the award of tickets to exemplary City employees. This Program shall entitle each selected City employee with two (2) tickets to an event for which the City has received complimentary tickets.

City employees may not use tickets for an event if the event conflicts with the employee's work schedule and the employee has not secured the appropriate leave or permission of his Department Head and corresponding Assistant City Manager.

- iii. In the event that no City employees are provided or request tickets, these tickets may be distributed to deserving organizations and/or groups eligible to receive tickets pursuant to the criteria in Section 2.

The City Manager's office shall create a process to allow for the timely distribution of tickets to the categories listed above in a fair and equitable manner. Such process shall be reviewed on an annual basis by the advisory committee for any necessary modifications.

## **PROCESS FOR DISTRIBUTION OF ADDITIONAL TICKETS NOT DISTRIBUTED TO OFFICIALS:**

- 1) Determine the potential audience for the tickets.
  - a. If inappropriate for youth (adult show not intended for persons under 18 years of age), then only used the organizations/groups identified as serving adult populations
  - b. If appeals to all populations, then go in order listed
- 2) Contact the identified community organizations/groups to offer the tickets.
  - a. Follow the order listed to call and offer tickets (unless not appropriate for the population served by the organization/entity; if so, note that the agency was not called, so it can be called with the next set of available tickets.)
  - b. If an agency does not accept the tickets, then they will need to wait until they are next on the rotation.
  - c. If an agency does not respond to an offer for tickets, pursuant to the process described below, then they will need to wait until they are next on the rotation.
    - i. Efforts to contact agencies should be as follows:
      1. Email to contact person
      2. If no response within 24 hours, call contact person
      3. If no return call within 24 hours, go to next entity.
  - d. Once you have distributed the tickets, note the last entity called/distributed tickets.
  - e. Start distribution calls beginning with the next organization/group on the list, unless there is any organization/entity that was not called the previous time because the tickets were not appropriate for their population served. In those cases, call that one/those first.
  - f. If the tickets are received last minute (day of event), or returned, distribution to employees can be made. Distribution to employees can also be made if requested by the Human Resources Department for purposes of recognizing certain employees.
    - i. Department Directors are to be offered tickets to provide as a recognition to employees
    - ii. If there are no interested Department Directors, then tickets can be offered on a "first come, first serve" basis. However, no employee can receive tickets through a "first come, first serve" basis more than 3 times in one year.
    - iii. Employees must sign for the tickets; employees must be advised the value of the ticket and that a Gift Disclosure may be required.
- 3) Fill out the portion of the ticket distribution spreadsheet to reflect the organization/group that received the tickets. Secure their signature when they pick up the ticket. Request that the agency keep a log of their participants that received the tickets for the City's review, if necessary.
- 4) Attach to the ticket distribution list in the binder the process used to allocate the tickets for that event. For example: contacted #1, #2, #3 – not interested; contacted #4, provided four tickets; contacted #5 – not interested; did not contact #6 – not appropriate; contacted #7, provided four tickets. In this example, #6 would be contacted first for the next set of tickets, and then you would proceed with #8.

#	Agency	Contact	Address	Telephone	Email	Target Population
1	ASPIRA of Florida	Aymet Chaples	6100 Blue Lagoon Drive, Suite 460, 33126	305-269-6767	<a href="mailto:achaples@fl.aspira.org">achaples@fl.aspira.org</a>	Youth, families
2	Ayuda, Inc.	Diana Susi	7118 Byron Avenue, 33141	305-864-6885	<a href="mailto:dianasusi@ayudamiami.org">dianasusi@ayudamiami.org</a>	Youth, families
3	Biscayne Elementary Community School	Leslie Rosenfeld		305-532-4515		
4	Choices Et Al, Inc.	Cheryl Polite-Eaford	P.O. Box 645409, 33269	305-332-2074	<a href="mailto:cpeaford@bellsouth.net">cpeaford@bellsouth.net</a>	Youth, families, court-directed services
5	Fienberg Fisher K-8 Center	Leslie Rosenfeld		305-531-0419		
6	Get Credit Healthy	Elizabeth Karwowski	250 NW 23rd St. Ste 205, 33127	877-850-3444	<a href="mailto:ek@getcredithealthy.com">ek@getcredithealthy.com</a>	Individuals, families
7	Institute for Child & Family Health	Adriana Kochen	430 West 66th Street, 33012		<a href="mailto:akochen@icfhinc.org">akochen@icfhinc.org</a>	Youth, families
8	Miami Beach Community Health Center	Kathryn Abbate	710 Alton Road, 33139	305-695-2184	<a href="mailto:kathryna@mbchc.com">kathryna@mbchc.com</a>	Infants, youth, families, individuals,
9	Miami Beach Sr. High School	Leslie Rosenfeld		305-532-4515		
10	Nautilus Middle School	Leslie Rosenfeld		305-532-3481		
11	North Beach Elementary School	Leslie Rosenfeld		305-531-7666		
12	South Florida Center for Family Counseling	Jose Matos	17801 NW 2 <sup>nd</sup> Avenue #207, 33169	954-243-6298	<a href="mailto:josedmatos@hotmail.com">josedmatos@hotmail.com</a>	Youth, families, individuals, couples, court-directed services
13	South Pointe Elementary School	Leslie Rosenfeld		305-531-5437		
14	Stand Up for Those Who Can't	Jeannette Egozi	7118 Byron Avenue, 33141	305-864-5237	<a href="mailto:jeannette@ecgz.biz">jeannette@ecgz.biz</a>	Youth
15	Switchboard of Miami	Nathan Gomez	190 NE 3rd Street, Miami FL 33132	305-358-1640	<a href="mailto:ngomez@switchboardmiami.org">ngomez@switchboardmiami.org</a>	Youth, families, individuals, couples
16	Teen Job Corps	Deborah Ruggiero	7356 Gary Avenue, 33141	786-357-5972	<a href="mailto:dimmruq@gmail.com">dimmruq@gmail.com</a>	Adolescent, lower income youth
17	Unidad of Miami Beach	Arsenio Jorge	833-6 <sup>th</sup> Street, 33139	305-532-5350	<a href="mailto:nsantiago@unidadmb.org">nsantiago@unidadmb.org</a>	Youth, families, individuals

18	Rebecca Towers – North/ South	Magnolia Martinez	200 Alton Road	305 532-6401		
19	Michigan Ave Apts	Laura Molina	532 Michigan Ave	305-535-8002		
20	Michigan Ave Apts	Laura Molina	530 Michigan Ave	305-535-8002		
21	Council Towers South	Carmen Leon	533 Collins Ave	305-532-4118		
22	Lulav Square	Gilberto Junco	628 Lenox Avenue	305-672-8811		
23	Federation Towers	Chris Meadows/Stella Davidovic	757 West Avenue	305-531-2388		
24	Blackstone	Terry/ Carlos Cairo	800 Washington Avenue	305 534-4489		
25	Edwards Apartments	Maria	953 Collins Avenue	305-534-9464		
26	Council Towers North	Antonio Acea	1040 Collins Avenue	305-538-5658		
27	Shep Davis Plaza	Terry/Martin Martin	220 - 23rd Street	305 534-4489		
28	Four Freedoms House	Estrella Pereda	3800 Collins Avenue	305-673-8425		
29	Stella Maris	Lilian DeJarden; Ileana Viera	8638 Harding Avenue	305-868-4020		
30	Jefferson Apts	Laura Molina	542 Jefferson Ave	305-535-8002		
31	Villa Maria	Laura Molina	2800 Collins Avenue	305-535-8002		
32	Allen Apts.	Laura Molina	2001 Washington Ave	305-535-8002		
33	Coral Rock House	Estrella Pereda	1701 Normandy Drive	305-867-0051		
34	Children's Trust Parent/Child Program	Maria Ruiz	1700 Convention Center Drive	X6491	MariaRuiz@miamibeachfl.gov	At risk youth
35	Children's Trust Morning Allstars	Maria Ruiz	1700 Convention Center Drive	X6491	MariaRuiz@miamibeachfl.gov	At risk youth
36	Children's Trust Success University	Maria Ruiz	1700 Convention Center Drive	X6491	MariaRuiz@miamibeachfl.gov	At risk youth
38	Miami-Dade County Public Schools – Feeder Pattern	Leslie Rosenfeld	1700 Convention Center Drive	X6923	leslierosenfeld@miamibeachfl.gov	Youth
39	North Shore Youth	Cindy	501 72 Street	305-861-3616	ccasanova@miamibeachfl.gov	Youth



	Center	Casanova				
40	21 <sup>st</sup> Street Teen Club	Willie Priegues		305-673-7784	wpriegues@miamibeachfl.gov	Youth
41	Scott Rakow Youth Center	Ellen Vargas	2700 Sheridan	305-673-7767	evargas@miamibeachfl.gov	Youth

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