# CITY OF MIAMI BEACH
## Office of the City Manager
## Letter to Commission No. 205-2004

**To:** Mayor David Dermer and Members of the City Commission

**Date:** August 4, 2004

**From:** Jorge M. Gonzalez
City Manager

**Subject:** **MTV Video Music Awards Show**

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This Letter to Commission is intended to provide you with an initial update on the MTV Video Music Awards (VMAs) Show being held at the American Airlines Arena on Sunday, August, 29, 2004. As you are well aware, the caliber of this event brings national and international attention, as well as thousands of visitors to our beautiful City. Initial projections indicate that hotel occupancy is expected to be at or near capacity throughout the weekend and a number of Miami Beach hotels and nightclubs will serve as focal points for events and parties related to the MTV VMAs.

Attached please find a list of a tentative schedule of events being held on private property. Additionally, the following is a list of MTV Sponsored Events:

| DATE | EVENT | EST. ATTENDANCE | LOCATION | TIME |
|---|---|---|---|---|
| Aug. 26 | Street Party | TBD | 11th Street (Club Space) | TBD |
| TBD | Free Concert | TBD | Margaret Pace Park | TBD |
| Aug. 29 | Video Music Awards Show | 10,000 | AAA | 6 PM – 11 PM |

These expected crowds and events require the City Administration to plan and prepare a comprehensive and coordinated Major Events Plan (MEP) for the weekend to ensure the safety and enjoyment of our City. As part of the plan, the City will continue its efforts to seek cooperation with respect to the City's quality of life and order maintenance laws. The Administration is also working with each of these businesses to coordinate and ensure adequate city services for their events.

Additional information regarding the City's effort will be forthcoming. In the meantime, please feel free to contact me if I can be of assistance.

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C: Christina M. Cuervo, Assistant City Manager
Robert C. Middaugh, Assistant City Manager
Ramiro Inguanzo, Chief of Staff
Max A. Sklar, Acting Tourism and Cultural Development Director
Nannette Rodriguez, Public Information Officer
Dennis Leyva, Entertainment Industry Liaison

| MTVUS VIDEO MUSIC AWARDS SHOW CMB PARTY LIST | | | | | |
|---|---|---|---|---|---|
| TOTAL EVENTS 29 AS AUGUST 3 | | | | | |
| CLUB/HOTEL | Thurs., Aug. 26 | Fri., Aug. 27 | Sat., Aug. 28 | Sun., Aug. 29 | Mon., Aug. 30 |
| Crobar - 1439 Wash. Ave. | Kid Capri<br>10 PM - 5 AM<br>1,000 Guests<br>Open to Public | **Private Party**<br>**10 PM - 5 AM**<br>**1,000 Guests**<br>**INVITATION ONLY** | Life Beat / MTV<br>10 PM - 5 AM<br>1,000 Guests<br>Open to Public | Jadakiss Platinum Album Party<br>10 PM - 5 AM<br>1,000 Guests<br>Open to Public | Press Luncheon 10 AM - 1 PM<br>Digweed Party<br>11 PM - 5 AM<br>1,000 Guests<br>Open to Public |
| Delano - 1685 Collins Ave. | No Event | TBD | **Queen Latifah & Farrah Fawcett Beach Party**<br>**3 PM - 7 PM 300 Guests**<br>**INVITATION ONLY** | **Rock The Vote Eminem, D-12, Spin Magazine**<br>**800 Guests - 10 PM**<br>**INVITATION ONLY** | No Event |
| National - 1677 Collins Ave. | No Event | No Event | No Event | **Carmen Electra & Shaq**<br>**800 Guests**<br>**11 PM - 4 AM**<br>**INVITATION ONLY** | No Event |
| Marlin Hotel - 1200 Collins Ave. | Osiel / Urban Outfiters<br>7 PM - 10 PM<br>300 Guests<br>Open to Public | Samantha Ronson<br>10 PM - 5 AM<br>300 Guests<br>Open to Public | Counter Flow Label Party<br>Rich Medina and DJ Spinner<br>10 PM - 5 AM<br>Open to Public | Counter Flow Label Party<br>DJ Jazzy Jeff<br>10 PM - 5 AM<br>Open to Public | No Event |
| Mansions - 1235 Wash. Ave. | TBD | P-Diddy<br>"Welcome to Miami" Party<br>10 PM - 5 AM | Paris Hilton Party<br>10 PM - 5 AM<br>Open to Public | **OutKast Party**<br>**10 PM - 5 AM**<br>**INVITATION ONLY** | TBD |
| Miami Beach Golf Club<br>2300 Alton Road | No Event | **Celebrity Golf Tournament 11 AM - 7 PM**<br>**50 Guests**<br>**INVITATION ONLY** | No Event | No Event | No Event |
| Opium/Prive - 136 Collins Ave. | TBD | Jessica Simpson<br>10 PM - 5 AM<br>Open to Public | R. Kelly<br>10 PM - 5 AM<br>Open to Public | Hip-Hop Artist Party<br>Contract Being Negotiated<br>10 PM - 5 AM | **Recording Industry of America**<br>**INVITATION ONLY** |
| Raleigh - 1775 Collins Ave. | No Event | No Event | **Private Party**<br>**200 Guests**<br>**INVITATION ONLY** | No Event | No Event |
| Sagamore - 1671 Collins Ave. | No Event | **Sponsor Party**<br>**11 AM - Midnight**<br>**INVITATION ONLY** | **Sponsor Party**<br>**11 AM - Midnight**<br>**INVITATION ONLY** | No Event | No Event |
| Shore Club - 1901 Collins Ave. | No Event | **L.A. Reid & Rock Digital Dinner & Party**<br>**750 Guests**<br>**INVITATION ONLY** | **N.E.R.D. & Blender**<br>**500 Guests**<br>**INVITATION ONLY** | **Usher & Motorola Dinner**<br>**1,000 Guests & Fireworks**<br>**INVITATION ONLY** | No Event |
| Townhouse - 150 20th St. | Fusion Party<br>9 PM - 2 AM<br>250 Guests<br>Open to Public | **Pop 2 Life & MTV**<br>**8 PM - 10 PM**<br>**250 Guests**<br>**INVITATION ONLY** | TBD | TBD | No Event |
| **28 EVENTS CONFIRMED** | **3** | **8** | **8** | **7** | **2** |
| 6 PENDING EVENTS | | | | | |