

RESOLUTION NO. 2024-33289

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ADOPTING THE TENTATIVE BUDGETS FOR THE GENERAL, G.O. DEBT SERVICE, CITY CENTER RDA AD VALOREM TAXES, NORTH BEACH CRA AD VALOREM TAXES, ENTERPRISE, INTERNAL SERVICE, AND SPECIAL REVENUE FUNDS FOR FISCAL YEAR 2025, SUBJECT TO A SECOND PUBLIC HEARING SCHEDULED ON WEDNESDAY, SEPTEMBER 25, 2024, AT 5:01 P.M.

WHEREAS, the City Manager's total proposed Fiscal Year (FY) 2025 operating budget, net of transfers and Internal Service Funds, as amended at the first public hearing on September 16, 2024, is \$877,701,000 including the General, General Obligation (G.O.) Debt Service, City Center RDA Ad Valorem Taxes, North Beach CRA Ad Valorem Taxes, Enterprise, and Special Revenue Funds, as reflected in the attached Composite Exhibit "A"; and

WHEREAS, the proposed FY 2025 General Fund operating budget, as amended, totals \$456,164,000; and

WHEREAS, the proposed FY 2025 budgets for the G.O. Debt Service, City Center RDA Ad Valorem Taxes, and North Beach CRA Ad Valorem Taxes are \$16,298,000, \$33,909,000, and \$1,396,000, respectively; and

WHEREAS, the proposed FY 2025 budgets for the Enterprise Funds, as amended, total \$304,770,000; and

WHEREAS, the proposed FY 2025 budgets for the Special Revenue Funds, as amended, total \$147,081,000; and

WHEREAS, the proposed FY 2025 budgets for the Internal Service Funds, which are primarily supported by transfers from the General Fund, Enterprise Funds, the City Center and North Beach Community Redevelopment Areas, and Special Revenue Funds, total \$136,208,000, as amended; and

WHEREAS, in order to utilize prior year fund balance/reserves to fund recurring costs for the Sanitation Fund in accordance with the budgets proposed for FY 2025, the Mayor and City Commission would need to waive the City's established policy of not utilizing one-time, non-recurring revenue to fund recurring personnel, operating, and maintenance costs; and

WHEREAS, Section 932.7055 of the Florida Statutes sets forth the purpose and procedures to be utilized for the appropriation and expenditures of the Police Confiscated Trust Fund; and

WHEREAS, the proceeds and interest earned from the Police Confiscated Trust Fund are authorized to be used for crime prevention, safe neighborhoods, drug abuse education and prevention programs, or for other law enforcement purposes; and

WHEREAS, the Chief of Police is authorized to expend these funds following a request to the City of Miami Beach Commission, and only upon appropriation to the Miami Beach Police Department by the City of Miami Beach Commission; and

WHEREAS, the Chief of Police of the City of Miami Beach has submitted a written certification (attached as Exhibit "B") which states that this request complies with the provisions of Section 932.7055 of the Florida Statutes and the Guide to Equitable Sharing of Federally Forfeited Property for Local Law Enforcement Agencies; and

WHEREAS, the Police Confiscation Trust Fund budgets for FY 2025 in the amount of \$586,000 shall be funded from State Confiscation Funds in the amount of \$71,000 and Federal Treasury and Justice Confiscation Funds in the amount of \$515,000, as reflected in the attached Exhibit "B"; and

WHEREAS, funds in the amount of \$586,000 are available in the Police Confiscation Trust Funds; and

WHEREAS, the City of Miami Beach is authorized to assess \$2.00 from court costs for criminal proceedings for expenditures for Criminal Justice Education degree programs and training courses for officers and support personnel of the Miami Beach Police Department pursuant to Section 938.15 of the Florida Statutes; and

WHEREAS, the Police Training and School Resources Fund is currently funded with the assessed criminal justice education expenditures for the City of Miami Beach pursuant to Section 938.15 of the Florida Statutes, in the amount of \$29,000, as reflected in the attached Exhibit "C"; and

WHEREAS, the Chief of Police of the City of Miami Beach has submitted a written certification (attached as Exhibit "C") which states that this request complies with the provisions of Sections 938.15 and 943.25 of the Florida Statutes and the guidelines established by the Division of Criminal Justice Standards and Training; and

WHEREAS, the City of Miami Beach Police Department intends to utilize the \$29,000 for those purposes as authorized pursuant to Section 938.15 of the Florida for education degree programs and training courses for officers and support personnel of the Miami Beach Police Department; and

WHEREAS, the Miami Beach Cultural Arts Council (CAC) was established by the Mayor and City Commission on March 5, 1997; and

WHEREAS, the mission of the CAC is to develop, coordinate, and promote the visual and performing arts in the City of Miami Beach for the enjoyment, education, cultural enrichment, and benefit of the residents of, and visitors to, the City of Miami Beach; and

WHEREAS, the Mayor and City Commission adopted the Cultural Arts Master Plan on June 3, 1998, identifying the following program areas for the CAC: cultural arts grants, marketing, facilities, advocacy and planning, and revenue development; and

WHEREAS, pursuant to its enabling legislation, the CAC's budget for each fiscal year shall be adopted by the Mayor and City Commission; and

WHEREAS, accordingly, the CAC recommends a \$1,853,000 budget allocation, as amended, for FY 2025 to continue implementation of its programs; and

WHEREAS, from January 11, 2024 through June 6, 2024, the Cultural Affairs staff and the CAC conducted its application and review process for its FY 2025 Cultural Arts Grant Programs; and

WHEREAS, grants panelists, comprised of the CAC members, yielded 62 viable applications; and

WHEREAS, the CAC, at its regular meeting on July 11, 2024, reviewed the grant panelists' recommendations and unanimously supported the recommended Cultural Arts awards totaling \$1,040,545 for FY 2025, as more specifically identified in the "Recommended FY 2025 Funding" column in Exhibit "D," attached hereto; and

WHEREAS, the City Manager has reviewed the recommended Cultural Arts awards and concurs with same; and

WHEREAS, the Miami Beach Visitor and Convention Authority (MBVCA) was created pursuant to Chapter 67-930 of the Laws of Florida, and Sections 102-246 through 102-254 of the Code of the City of Miami Beach; and

WHEREAS, pursuant to its enabling legislation, the MBVCA's budget for each fiscal year shall be presented to the Mayor and Commission; and

WHEREAS, the MBVCA has recommended approval of the proposed work plan and budget for FY 2025, in the amount of \$3,936,000, to continue implementation of its programs as shown in Exhibit "E."

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND THE CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission of the City of Miami Beach, Florida, hereby adopts the tentative budgets, as amended at the first public hearing on September 16, 2024, for the General, G.O. Debt Service, City Center RDA Ad Valorem Taxes, North Beach CRA Ad Valorem Taxes, Enterprise, Internal Service, and Special Revenue Funds for FY 2025 as reflected in Composite Exhibit "A" (Total Revenues by Fund and Major Category, and Expenditures by Fund and Department), Exhibit "B" (Confiscation Trust Funds), Exhibit "C" (Police Training & School Resources Fund), Exhibit "D" (Cultural Arts Council Grants), and Exhibit "E" (MBVCA), subject to a second and final public hearing scheduled on Wednesday, September 25, 2024, at 5:01 p.m., in the City Commission Chambers at 1700 Convention Center Drive, 3rd Floor, Miami Beach, Florida 33139; and further, waives the City's established policy of not utilizing one-time, non-recurring revenue to fund recurring personnel, operating, and maintenance costs for the Sanitation Fund.

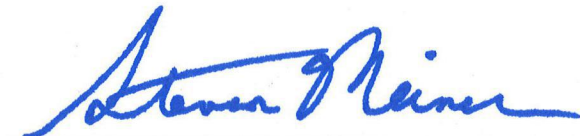
PASSED AND ADOPTED this 16 day of September, 2024.

ATTEST:



Rafael E. Granado, Secretary

SEP 19 2024



Steven Meiner, Chairperson



APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

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City Attorney

9/18/2024
Date

COMPOSITE EXHIBIT A
TOTAL REVENUE SUMMARY BY FUND AND MAJOR CATEGORY
Fiscal Year 2025

FUNCTION/DEPARTMENT	GENERAL	G.O. DEBT SERVICE	CITY CENTER RDA	NORTH BEACH CRA	ENTERPRISE	SPECIAL REVENUES	TOTALS	INTERNAL SERVICES
GENERAL OPERATING REVENUES								
Ad Valorem Taxes	\$ 269,271,000							
Ad Valorem Taxes - Capital Renewal & Repl.	4,118,000							
Ad Valorem Taxes - Pay-As-You-Go Capital	4,850,000							
Other Taxes	31,124,000							
Licenses & Permits	22,931,000							
Intergovernmental	14,129,000							
Charges for Services	17,160,000							
Fines & Forfeits	1,955,000							
Interest Earnings	8,172,000							
Rents & Leases	8,118,000							
Miscellaneous	17,294,000							
Resort Tax Contribution	42,117,000							
Other Non-Operating Revenue	14,925,000							
FUND TOTAL	\$ 456,164,000						\$ 456,164,000	
G.O. DEBT SERVICE FUND								
Ad Valorem Taxes		16,298,000						
FUND TOTAL		\$ 16,298,000					\$ 16,298,000	
CITY CENTER RDA FUND-CITY TIF Only								
AD VALOREM TAXES								
Property Taxes - RDA City Center (net)			33,909,000					
FUND TOTAL			\$ 33,909,000				\$ 33,909,000	
NORTH BEACH CRA FUND-CITY TIF Only								
AD VALOREM TAXES								
Property Taxes - North Beach CRA (net)				1,396,000				
FUND TOTAL				\$ 1,396,000			\$ 1,396,000	
ENTERPRISE FUNDS								
Building					19,366,000			
Convention Center					48,570,000			
Parking					59,105,000			
Sanitation					27,305,000			
Sewer Operations					64,025,000			
Storm Water Operations					40,259,000			
Water Operations					46,140,000			
FUND TOTAL					\$ 304,770,000		\$ 304,770,000	
INTERNAL SERVICES FUNDS								
Central Services								1,152,000
Fleet Management								19,121,000
Information Technology								20,351,000
Medical & Dental Insurance								52,354,000
Office of Inspector General								1,947,000
Facilities Management								13,322,000
Risk Management								27,961,000
FUND TOTAL								\$ 136,208,000
SPECIAL REVENUE FUNDS								
Education Compact						2,636,000		
Resort Tax						111,829,000		
Tourism & Hospitality Scholarships						53,000		
Cultural Arts Council						1,853,000		
Sustainability						1,137,000		
Waste Haulers						124,000		
Normandy Shores						336,000		
Biscayne Point						354,000		
Allison Island						676,000		
Biscayne Beach						256,000		
Miami City Ballet						108,000		
5 th & Alton Garage						1,033,000		
7 th Street Garage						3,035,000		
Transportation & Mobility						12,373,000		
Tree Preservation						458,000		
Commemorative Tree Trust Fund						3,000		
People's Transportation Plan (PTP)						6,166,000		
Police Confiscations - Federal						515,000		
Police Confiscations - State						71,000		
Police Training						29,000		
Red Light Camera						919,000		
Residential Housing						883,000		
E-911						874,000		
Information & Technology Tech						300,000		
Art in Public Places						121,000		
Beachfront Concession Initiatives						30,000		
Resiliency Fund						666,000		
Sustainability & Resiliency Fund						28,000		
Biscayne Bay Protection Trust Fund						52,000		
Adapt-A-Bench						20,000		
Brick Paver						10,000		
Relocation Services Fund						133,000		
FUND TOTAL						\$ 147,081,000	\$ 147,081,000	
TOTAL ALL FUNDS	\$ 456,164,000	\$ 16,298,000	\$ 33,909,000	\$ 1,396,000	\$ 304,770,000	\$ 147,081,000	\$ 959,618,000	\$ 136,208,000
Less Transfers							(81,917,000)	
GRAND TOTAL - ALL FUNDS							\$ 877,701,000	

COMPOSITE EXHIBIT A
TOTAL EXPENDITURES BY FUND AND DEPARTMENT
Fiscal Year 2025

FUNCTION/DEPARTMENT	GENERAL	G.O. DEBT SERVICE	CITY CENTER RDA	NORTH BEACH CRA	ENTERPRISE	SPECIAL REVENUES	TOTALS	INTERNAL SERVICES
MAYOR & COMMISSION							\$ 3,895,000	
MAYOR & COMMISSION	\$ 3,895,000							
ADMINISTRATIVE SUPPORT SERVICES							\$ 39,048,000	
CITY ATTORNEY	7,625,000							
CITY CLERK	2,720,000							
Central Services								1,152,000
CITY MANAGER	4,640,000							
INSPECTOR GENERAL								1,947,000
FINANCE	9,134,000							
Education Compact						2,636,000		
HUMAN RESOURCES/LABOR RELATIONS	3,417,000							
Risk Management								27,961,000
Medical & Dental Insurance								52,354,000
INFORMATION TECHNOLOGY								20,351,000
Info & Comm Technology Fund						300,000		
MARKETING & COMMUNICATIONS	3,318,000							
OFFICE OF MANAGEMENT & BUDGET	1,849,000							
PROCUREMENT	3,409,000							
ECONOMIC DEV. & CULTURAL ARTS							\$ 208,922,000	
BUILDING					19,366,000			
CODE COMPLIANCE	7,636,000							
ECONOMIC DEVELOPMENT	2,540,000							
Convention Center					48,570,000			
Tourism & Hospitality Scholarships						53,000		
HOUSING & COMMUNITY SERVICES	5,622,000							
Residential Housing						883,000		
Relocation Services Fund						133,000		
PLANNING	6,043,000							
TOURISM & CULTURE	4,273,000							
Resort Tax						111,829,000		
Art in Public Places						121,000		
Cultural Arts Council						1,853,000		
OPERATIONS							\$ 343,176,000	
CAPITAL IMPROVEMENT PROJECTS	6,600,000							
ENVIRONMENT & SUSTAINABILITY	2,126,000							
Tree Preservation						458,000		
Commemorative Tree Trust Fund						3,000		
Sustainability						1,137,000		
Beachfront Concession Initiatives						30,000		
Sustainability & Resiliency Fund						28,000		
Biscayne Bay Protection Trust Fund						52,000		
Resiliency Fund						666,000		
FACILITIES & FLEET MANAGEMENT								
Facilities Management	4,448,000							13,322,000
Fleet Management								19,121,000
Normandy Shores						336,000		
Biscayne Point						354,000		
Allison Island						676,000		
Biscayne Beach						256,000		
Miami City Ballet						108,000		
PARKING					59,105,000			
5 th & Alton Garage						1,033,000		
7 th Street Garage						3,035,000		
PARKS & RECREATION	48,315,000							
Adopt-A-Bench						20,000		
Brick Paver						10,000		
PUBLIC WORKS	17,988,000							
Sanitation					27,305,000			
Sewer					64,025,000			
Storm Water					40,259,000			
Water					46,140,000			
Waste Haulers						124,000		
TRANSPORTATION & MOBILITY						12,373,000		
People's Transportation Plan (PTP)						6,166,000		

**COMPOSITE EXHIBIT A
TOTAL EXPENDITURES BY FUND AND DEPARTMENT
Fiscal Year 2025**

FUNCTION/DEPARTMENT	GENERAL	G.O. DEBT SERVICE	CITY CENTER RDA	NORTH BEACH CRA	ENTERPRISE	SPECIAL REVENUES	TOTALS	INTERNAL SERVICES
PUBLIC SAFETY							\$ 276,106,000	
FIRE	121,772,000							
E-911						874,000		
POLICE	151,926,000							
Police Confiscations - Federal						515,000		
Police Confiscations - State						71,000		
Police Training						29,000		
Red Light Camera						919,000		
CITYWIDE ACCOUNTS							\$ 36,868,000	
CITYWIDE ACCTS	16,472,000							
CITYWIDE ACCTS-Operating Contingency	1,000,000							
CITYWIDE ACCTS-Transfers								
Capital Reserve	978,000							
Info & Comm Technology Fund	300,000							
Pay-As-You-Go Capital	8,382,000							
General Fund Reserve	3,128,000							
Capital Renewal & Replacement	4,368,000							
Education Compact Fund	2,240,000							
G.O. DEBT SERVICE							\$ 16,298,000	
G.O. DEBT SERVICE		16,298,000						
RDA-City TIF Transfer only							\$ 33,909,000	
CITY CENTER RDA			33,909,000					
NORTH BEACH CRA-City TIF Transfer only							\$ 1,396,000	
NORTH BEACH CRA				1,396,000				
TOTAL - ALL FUNDS	\$ 456,164,000	\$ 16,298,000	\$ 33,909,000	\$ 1,396,000	\$ 304,770,000	\$ 147,081,000	\$ 959,618,000	\$ 136,208,000
Less Transfers							(81,917,000)	
GRAND TOTAL - ALL FUNDS							\$ 877,701,000	

FY 2025 APPROPRIATION BY FUND TYPE

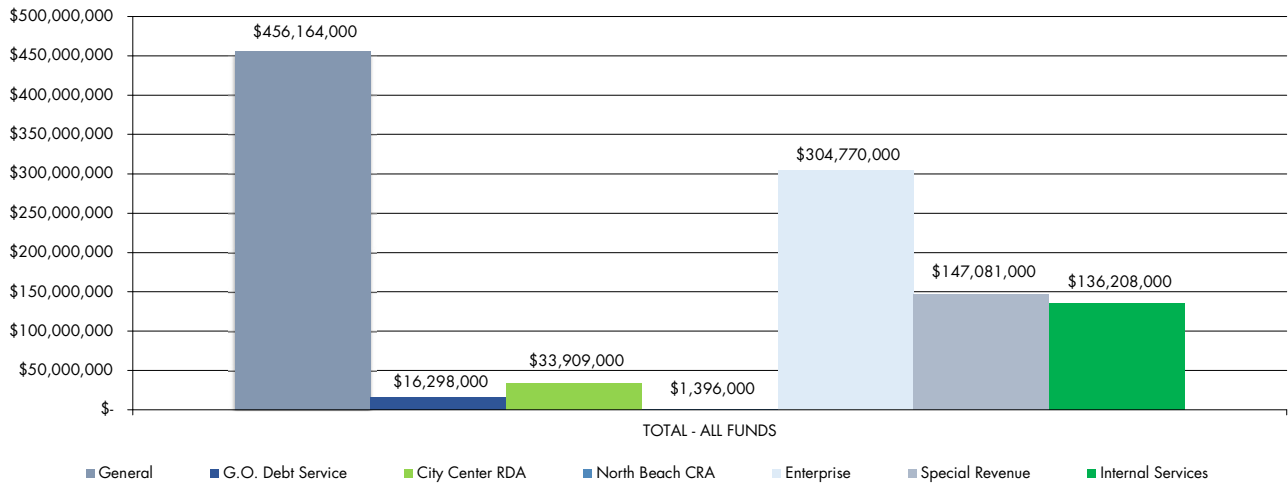
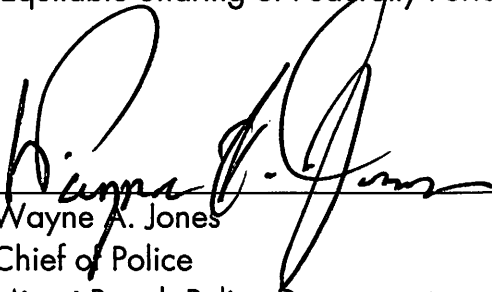


EXHIBIT B

CERTIFICATION

I, Wayne A. Jones, Chief of Police, City of Miami Beach, do hereby certify that the aforementioned proposed request for expenditures from the City of Miami Beach Police Confiscation Trust Funds, for the 2024/25 fiscal year providing funds for expenditures, complies with the provisions of Section 932.7055(4) (a), Florida Statutes, and the Guide to Equitable Sharing of Federally Forfeited Property for Law Enforcement Agencies.



Wayne A. Jones
Chief of Police
Miami Beach Police Department

8/6/2024
Date

EXHIBIT B

**Miami Beach Police Department
Confiscations - Federal & State Funds
FY 2025 Proposed Budget**

Federal Funds:

	FY 2025 Proposed Budget
Criminal Investigations, Crime Scene, and Bicycle Response Team Equipment	\$ 333,000
Organizational Development Training, Travel, and Off-Site Testing	122,000
Bulletproof Vest Partnership	60,000
Total Federal Funds	\$ 515,000

State Funds:

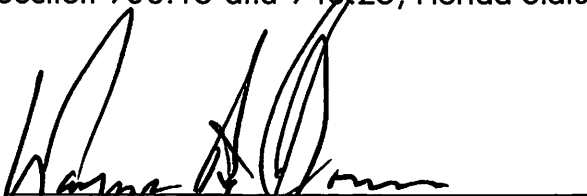
	FY 2025 Proposed Budget
Organizational Development Training, Travel, and Off-Site Testing	\$ 22,000
Costs connected with the Prosecution/Processing of Forfeitures	15,000
Drug Abuse Treatment, Crime Prevention Education, and Non-profit Community Programs	12,000
Crime Prevention Initiatives and School Liaison Projects	12,000
AR Rifle Program/Initiative	10,000
Total State Funds	\$ 71,000

Total Federal & State Funds	\$ 586,000
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EXHIBIT C

CERTIFICATION

I, Wayne A. Jones, Chief of Police, City of Miami Beach, do hereby certify that the aforementioned proposed request for expenditures from the City of Miami Beach Police Training & School Resources Fund, for the 2024/25 fiscal year, to provide funds for the education of police personnel at various schools, conferences, and workshops and for the purchase of training and operational supplies, is in accordance with the guidelines established by the Division of Criminal Justice Standards and Training, as provided by Section 938.15 and 943.25, Florida Statutes.



Wayne A. Jones
Chief of Police
Miami Beach Police Department

8/6/2024

Date

EXHIBIT C

**Miami Beach Police Department
Police Training and School Resources Fund
FY 2025 Proposed Budget**

Police Training and School Resources Funds:

	FY 2025 Proposed Budget
Education and Training of Police Personnel at Various Schools, Conferences, and Workshops	\$ 29,000
Total Funds	\$ 29,000

EXHIBIT D

CULTURAL ARTS COUNCIL GRANT RECOMMENDATIONS FY 24/25	
Miami Beach Cultural Anchors	Recommended FY 24/25 Funding
FIU - Jewish Museum of Florida (Florida International University Board of Trustees)	\$26,931.00
FIU - Miami Beach Urban Studios (Florida International University Board of Trustees)	\$24,910.00
FIU - Wolfsonian (Florida International University Board of Trustees)	\$32,023.00
Friends of the Bass Museum	\$31,321.00
Holocaust Memorial Committee	\$25,718.00
Living Arts Trust (O Cinema)	\$25,831.00
Miami Beach Garden Conservancy, Inc.	\$26,339.00
Miami Beach JCC	\$28,360.00
Miami City Ballet	\$31,749.00
Miami Design Preservation League	\$24,478.00
Miami New Drama	\$31,091.00
Moonlighter FabLab	\$21,526.00
New World Symphony	\$32,132.00
O, Miami	\$26,170.00
South Florida Arts Center, Inc. (Oolite Arts)	\$30,542.00
The Rhythm Foundation	\$27,354.00
<i>SUBTOTAL (Cultural Anchors)</i>	\$446,475.00
Miami Beach Cultural Presenters	Recommended FY 24/25 Funding
DANCE	
Armour Dance Theatre	\$13,702.00
Ballet Flamenco La Rosa, Inc.	\$14,654.00
Cuban Classical Ballet of Miami Corp.	\$15,555.00
Miami Hispanic Ballet Corp	\$15,470.00
Peter London Global Dance Company, Inc.	\$15,810.00
The Dance NOW! Ensemble, Inc.	\$15,952.00
<i>SUBTOTAL</i>	\$91,143.00
FILM	
Center for the Advancement of Jewish Education (Jewish Film Festival)	\$15,753.00
Indie Pasion Arts and Festivals	\$13,912.00
Italian Film Festival	\$14,280.00
Miami Dade College's Miami Film Festival	\$15,572.00
Miami Gay and Lesbian Film Festival, Inc.	\$15,583.00
Miami Short Film Festival	\$11,271.00
<i>SUBTOTAL</i>	\$86,371.00
VISUAL ARTS	
Bas Fisher Inviatational	\$15,243.00
Blue Lab Preservation Society	\$15,232.00
<i>SUBTOTAL</i>	\$30,475.00

EXHIBIT D

CULTURAL ARTS COUNCIL GRANT RECOMMENDATIONS FY 24/25	
MUSIC	
Afro Borinken Roots Performing Group	\$0.00
Community Arts and Culture, Inc.	\$14,178.00
Global Arts Project	\$14,648.00
IlluminArts	\$14,824.00
Miami Chamber Music Society	\$14,903.00
Miami Children's Chorus	\$14,949.00
Miami Music Project, Inc.	\$16,150.00
Nu Deco Ensemble	\$16,694.00
Orchestra Miami, Inc.	\$15,300.00
Patrons of Exceptional Artists	\$15,912.00
Power Access, Inc.	\$15,810.00
Seraphic Fire, Inc.	\$9,527.00
South Beach Chamber Ensemble , Inc.	\$15,028.00
South Florida Symphony Orchestra	\$15,810.00
The Last Hundred Inc	\$0.00
The Miami Symphony Orchestra	\$14,705.00
Young Musicians Unite	\$15,583.00
SUBTOTAL	\$224,021.00
OPERA	
Florida L'Opera Zarzuela Group	\$14,688.00
Florida Opera Prima	\$14,365.00
SUBTOTAL	\$29,053.00
THEATRE	
Area Performance Gallery/Area Stage	\$11,705.00
Fantasy Theater Factory, Inc.	\$15,187.00
Ruta Teatral	\$0.00
SUBTOTAL	\$26,892.00
MULTI-DISCIPLINARY	
Arts Accelerator Inc	\$0.00
Foundation Dimitri Nems for the Arts - DBA: Nems Foundation for the Arts	\$14,648.00
FUNDarte Inc	\$15,062.00
Infinito Art & Cultural Foundation Inc.(Brazilian Film Festival)	\$15,555.00
Miami Light Project	\$14,321.00
National Foundation for the Advancement in the Arts (Young Arts)	\$16,292.00
Siempre Flamenco	\$8,446.00
Sybarite Productions	\$7,953.00
The Opera Atelier	\$13,838.00
Yiddishkayt Initiative	\$0.00
SUBTOTAL	\$106,115.00
SUBTOTAL (Cultural Presenters)	\$594,070.00
TOTAL (Cultural Anchors and Cultural Presenters)	\$1,040,545.00

EXHIBIT E

MBVCA FY 2025 WORK PLAN AND BUDGET

ADMINISTRATION RECOMMENDATION

Adopt the Budget

ANALYSIS

BACKGROUND

The Miami Beach Visitor and Convention Authority (MBVCA) was created and exists pursuant to Chapter 67-930 of the Laws of Florida and Sections 102-246 through and including 102-254 of the Code of the City of Miami Beach (CMB).

According to Sec. 102-251, the MBVCA is to take “all necessary and proper action to promote the tourist industry for the city, including but not restricted to causing expert studies to be made, promotional programs, the recommendations and development of tourist attractions and facilities within the city, and to carry out programs of information, special events, convention sales and marketing, advertising designed to attract tourists, visitors and other interested persons.” The MBVCA also has the duty of making all necessary rules and regulations for the efficient operations of the authority.

The MBVCA is a seven-member authority. Each member is appointed by the City of Miami Beach Commission, with the goal of encouraging, developing, and promoting the image of Miami Beach locally, nationally, and internationally as a vibrant community and tourist destination. To this end, the MBVCA strategically focuses its funding investments in a balanced manner, fostering outstanding existing programs, stimulating new activities, and encouraging partnerships. The MBVCA is committed to a careful, long-term plan for allocation of resources to build the uniqueness of Miami Beach as one of the world’s greatest communities and tourism destinations.

A budget revenue projection is provided to the MBVCA by the City of Miami Beach Budget Office annually based on 5% of the 2% Resort Tax, less 4% for administrative allowance. On an annual basis the MBVCA must provide the City with a budget, on City forms, based on this projection as outlined in Sec. 102-252, before October 1st.

The MBVCA normally budgets funding below the City’s projection, as the collection of funds can differ substantially from projection, such as the result of unanticipated problems like an airline strike, terrorism, economic issues, or storms. In 2008, revenue collections came in \$48,000 under the estimated projection, and in 2001 the revenue collection was down approximately \$300,000 from projection. When and if there are unallocated funds remaining at the end of the budget year, those funds are either rolled over and allocated in the next budget year, or retained in MBVCA accounts for future reserves, to address any funding reductions in future years. In 2001, by statute, the MBVCA began investing in the creation of an endowment fund.

The MBVCA is required by law to maintain reserve bank accounts in approved public depositories, with sufficient reserves to cover one year of funding, which it does. Reserves are maintained to pay grant recipients (contracted) for the previous program funding cycle, and to ensure that sufficient funds can be invested to stimulate tourism in the future. The level of reserves was modified in 2011 to maximize the value and impact of tourism-directed funds.

The MBVCA submits an annual Program of Work to the CMB as required by Sec. 102-281.

EXHIBIT E

MBVCA FY 2025 WORK PLAN AND BUDGET

FY 2023/2024 REVIEW/TOURISM ADVANCEMENT PROGRAM (TAP)

The MBVCA Tourism Advancement Program (TAP) was established to promote Miami Beach as a sophisticated tourist destination by increasing the number of visitors; through the enhancement of visitors' experiences; through the allocation of funds granted to events or programs that bring visitors to the CMB and strengthen the CMB brand. In fiscal year 2023/2024, the MBVCA funded the TAP in seven categories, including: Development Opportunities, Film Incentive, Major One Time Special Event, Special Events Recurring, Special Projects, Special Projects Recurring, and Tourism Partnerships.

A total of \$1,379,000 was awarded in FY 2023/2024, compared to \$1,099,500 in FY 2022/2023. The increase is attributed to the return of many recurring events, some of which have qualified for larger grant categories, with 3 new events receiving funding from the MBVCA.

Grants funded in partnership with the CMB are critical, branded tourism-related programs, such as the Food Network & Cooking Channel South Beach Wine + Food Festival and UNTITLED, Art Miami Beach; both examples of events whose beginnings in Miami Beach stem from grants provided by the MBVCA; events that could easily be recruited by other destinations.

FY 2024/2025 TOURISM ADVANCEMENT PROGRAM

The MBVCA strategically focuses its funding to maximize tourism and brand; to improve Miami Beach by focusing on events and projects that generate significant publicity; strengthen brand and increase tourism (generating critical resort taxes for Miami Beach). The Board pays significant attention to marquee events.

Review process:

For over two decades, the MBVCA has used a multi-level review process for its grant program and the process is reviewed annually. The process includes a mandatory pre-proposal staff conference to discuss MBVCA policies, procedures, and the TAP. During the meeting, MBVCA administration advises each potential applicant regarding the eligibility and appropriateness of the proposed project and determines the grant category best suited to the potential applicant. Once it is determined that the project is eligible, the MBVCA administration provides further detail, including required attachments, relevant meeting dates, deadlines, and access to the online Application Portal. The applicant is provided with an overview of the application submission process. All applications are submitted through the online Application Portal in a multi-step format. All grant formats and policies are available on the MBVCA website. By Florida law, all MBVCA meetings are advertised and open to the public; all records are public records.

Annually, the MBVCA Board reviews and refines grant guidelines with respect to efficacy and effectiveness. In FY 2012/2013, the MBVCA implemented changes to its funding caps and declining scale. The new declining scale and funding caps allowed the MBVCA to diversify their funding into other areas and initiatives as requested by the City Administration and/or the Board. In FY 2023/2024 the MBVCA voted to maintain the Major One Time Special Event and Special Events Recurring minimum criteria at 200 hotel room nights and maintained the media impressions and viewership minimum requirements at 1,000,000 each. The Special Projects and Special Projects Recurring hotel room night requirements were also maintained at 1,000 hotel room nights, along with the media impressions at 100,000,000, with the viewership requirement at 10,000,000. The Board continued to accept hotel agreements in place of fully executed hotel contracts, to meet the hotel requirement, as long as they were entered into by the Applicant Organization. This allowed groups to assume less risk when entering agreements and to encourage new events to apply.

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In FY 2024/2025 the MBVCA voted to change the name of the Major One Time Special Event grant category to Major Events. This eliminates the confusion for first-time applicants whose events will in fact return for subsequent years. In addition, the MBVCA voted to increase the Major Event and Special Events Recurring minimum criteria from 200 hotel room nights to 250 hotel room nights and also increase the media impressions and viewership minimum requirements from 1,000,000 each to 1,500,000. The maximum request for said categories was also increased from \$45,000 to \$50,000 for Major Events and Year 1 of Special Events Recurring, from \$45,000 to \$40,000. The MBVCA also voted to increase the Special Projects and Special Projects Recurring minimum criteria from 1,000 hotel room nights to 1,500 hotel room nights and increase the media impressions from 100,000,000 to 150,000,000, with the viewership minimum requirements increasing from 10,000,000 to 15,000,000. The maximum request for said categories was also increased from \$90,000 to \$100,000 for Special Projects, with Year 1 of Special Projects Recurring, increasing from \$85,000 to \$95,000. Lastly, the Board voted to increase the minimum criteria for the Development Opportunities category, from 70 hotel room night to 75 hotel room nights; from 200,000 minimum media impressions to 400,000; with the minimum viewership remaining at 500,000, along with the maximum request at \$30,000. The Tourism Partnerships grant category criterion will remain the same for FY 2024/2025. This declining scale will also remain the same for FY 2024/2025.

The Board will also continue to allow applicants to submit their reviews and/or audits using Generally Accepted Accounting Principles (GAAP), as well as, prepared in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA, for tax basis financial statements, in FY 2024/2025.

The grant criteria guidelines were reviewed for clarity and accuracy, requiring fully executed agreements and contracts to be submitted prior to proceeding with the next step in the application process. The application requires hotel room block agreements and/or contracted blocks; fully executed media contracts or confirmed and generated media impressions, and/or broadcast/cable/TV contracts, in order to proceed with the grant submission. The criteria must be confirmed before and after funding is awarded and grant applicants must meet two of the three criteria in place for each of the MBVCA grant categories. MBVCA grants are paid upon performance; therefore, grantees are required to provide post-performance reports in the form of reservation or pick-up reports from Miami Beach hotels; impressions analytics garnered from the organization's PR Firm, or accompanied by third party confirmation from a media monitoring/press clipping service such as BurrellesLuce to prove media impressions, and/or a broadcast post-performance report from a third party reporting delivery of Adult 18+ and Households (HH) in Thousands (000) from Nielsen, Over The Top (OTT), or Comscore/Rentrak for viewership. In FY 2024/2025, the guidelines will continue to specify that third party hotel agreements will not be accepted. In addition, any changes to the original hotel agreements must be reported to the administration.

In FY 2023/2024, the MBVCA included specific language and messaging provided by the grantee within its social media accounts, such as Facebook, Instagram, and X. In turn, the grantee was required to proactively share information, photos, and details related to the promotion, tagging MBVCA's Experience Miami Beach social media handle throughout their platforms: Facebook (@ExperienceMiamiBeach), Instagram (@ExperienceMiamiBeach), and X (@EMiamiBeach). The Grantee also agreed to post a MINIMUM OF six (6) pieces of content, per channel to include: 3 pieces of content with tags during their live activation in-market and in real time (2 stories and 1 in-feed post) PLUS 3 pieces of post-event content with appropriate tags within 10 days of the activation dates. In addition, the Grantee provided a topline recap of reach, engagement and any other key metrics based on performance from their respective channels within 30 days of the last posting. Proof of engagement and other key metrics were to be generated from the grantees' social media platforms metrics/insights, with copies provided

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with the grantees' respective final report documentation, post-event. In 2024/2025, the MBVCA will continue to require the social media postings as outlined above.

The MBVCA guidelines and application process places emphasis on defining and measuring the economic impact of each event, as well as considering the impact and value of marketing, publicity, and television origination/viewership. Questions concerning the economic impact of the program, including requiring an explanation of various aspects of the marketing plan, and how the numbers of hotel room nights are calculated and where they are contracted, are also required as part of the application. Standardized recap sheets and point systems have been developed to give each applicant a score that rates potential success. In 2020/2021, specific point systems are in place and implemented for each of the grant categories. The redesign allowed for a better alignment with the minimum requirements in place within each grant category, focusing the scoring on the three grant criteria in place, of which an applicant must meet two. This point system will remain in place for FY 2024/2025.

Utilizing these tools, the MBVCA is better equipped to evaluate the applicant's long-term commitment to the community; commitment to brand enhancement; value to tourism, and overall economic impact. The MBVCA Board then votes on each specific and individual grant, and evaluates the grant request, funds available, and possible extenuating circumstances, after a formal presentation is made by the grant applicant. A question-and-answer period follows, with further discussion as needed.

RECURRING PROJECTS:

The MBVCA has a current policy in place to fund recurring projects on a declining scale. The declining scale encourages recurring events to recruit corporate and private sponsorship and therefore, not solely rely on MBVCA funds as a means of sustaining the event year after year. The award category establishes funding caps for recurring events, funding that can be reduced based on the maximum request for the specific grant category. Below is the current scale, implemented in FY 2012/2013, and applicable to both non- and for-profit agencies. The declining scale will remain in place for FY 2024/2025.

Year 1	Initial Grant Award
Year 2	No more than 80% of Eligible Request
Year 3	No more than 70% of Eligible Request
Year 4	No more than 60% of Eligible Request
Year 5	New Cycle Begins

CATEGORIES:

TAP funds are currently awarded in seven categories, including: Development Opportunities, Film Incentive, Major Events, Special Events Recurring, Special Projects, Special Projects Recurring, and Tourism Partnerships. The MBVCA has developed pre-eligibility criteria for grants within these categories. The criteria allow staff to determine eligibility and the appropriate grant category. Applicants must meet two of three of the criteria noted.

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Grant Category	Contracted Hotel Room Nights	Contracted Media Impressions	Contracted Television and/or Cable Broadcast
Development Opportunities	75	400,000	500,000
Film Incentive*	200	N/A	N/A
Major Events	250	1,500,000	1,500,000
Special Events Recurring	250	1,500,000	1,500,000
Special Projects	1,500	150,000,000	15,000,000
Special Projects Recurring	1,500	150,000,000	15,000,000
Tourism Partnerships	175	500,000	1,500 (Engagement)**

* Specific requirements are in place for the Film Incentive Grant Program.

** Engagement is determined through a combination of confirmed visitors/guests (walk-ins); Website Hits; Telephone Calls; Emails, App downloads; Webpage Engagement via Website through “Contact Us Form” or Live Chat, from prior fiscal year.

Budget

Budget (TAP) FY 2024/2025:

The MBVCA has budgeted \$1,814,500 for its Tourism Advancement Program in FY 2024/2025, which reflects 46% of the total budget. This grant funding reflects an increase of \$35,500 from FY 2023/2024. This increase is due to an increase in the grant category maximum requests.

- The Tourism Partnerships category is budgeted at \$90,000, reflecting 2% of the total budget for FY 2024/2025. The category currently includes applicants at the maximum request cap of \$30,000. Three applications are anticipated to be received.
- The Major Events category, representing 4% of the total budget, is budgeted at \$150,000 for FY 2024/2025. The MBVCA expects three to four new events to apply at a maximum request of \$50,000 each. The MBVCA works tirelessly to stimulate and recruit new events and is willing and prepared to fund valuable tourism and brand-related events. In fact, the MBVCA works with all partners, city leadership and media to solicit appropriate new projects. New applicants are expected to include the Future Proof, 2024 Salsa Cruise, and two additional projects.
- The Special Events Recurring category, reflecting 13% of the total budget, has been calculated at \$508,500 for FY 2024/2025 based on the established declining scale and the number of applicants anticipated to return.
- The Special Projects category is budgeted at \$200,000 with two applicants expected at the maximum request of \$100,000 representing 5% of the total budget in FY 2024/2025.
- The Special Projects Recurring category is budgeted at \$646,000 and represents 16% of the total budget. Anticipated return applicants include the Orange Bowl Marketing Campaign; the Food Network & Cooking Channel South Beach Wine + Food Festival; Paraiso Miami Beach/Miami Swim Week, Aspen Institute Climate Summit, the Miami Beach Classical Music Festival, and the Miami Beach Holiday Festival of Lights. These events, recruited and sustained by the MBVCA, are all marquee events and annually fill the City’s hotel rooms.
- The Film Incentive category is budgeted at \$100,000 for FY 2024/2025 representing 3% of the budget.

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- The Development Opportunities category is budgeted at \$120,000 for FY 2024/2025, representing 3% of the budget; in anticipation of four applicants at the maximum request of \$30,000 each.

Partnerships

Tourism Enrichment has been budgeted at \$220,000 for FY 2024/2025, representing 6% of the budget. This will allow for partnerships with the Miami Beach Cultural Arts Council, for the No Vacancy project and for additional citywide projects like Open House Miami.

In FY 2020/2021, the MBVCA partnered with the CMB to assist with the funding of the No Vacancy, Miami Beach project that was scheduled to take place May 7 – 17, 2020. The project is a contemporary art experience that celebrates artists, provokes critical discourse, and invites the public to experience Miami Beach's famed hotels as destination art spaces by turning hotels into temporary cultural institutions. The art was to have been exhibited throughout ten (10) hotels in Miami Beach - lobbies, restaurants, lounges, patio areas, rooms, balconies, and swimming pools were available to serve as the canvas. Due to the pandemic, the project was postponed and took place December 2 - 12, 2020. During its inaugural year, the project hosted 10 artists in 10 Miami Beach hotels. It is estimated that at least 10,000 people experienced at least one of the art projects in person, throughout its 10-day activation.

In 2021/2022, the second annual No Vacancy, Miami Beach was held November 18 – December 9, 2021. The project once again selected ten (10) artists through a Call To Artists issued by the Cultural Arts Council, and included Chris Friday (Miami, FL.); Amada Keeley (Miami, FL.); Lauren Shapiro (Miami, FL.); Monika Bravo (Bogota, Colombia and Miami, FL.); Brookhart Jonquijil (Miami, FL.); Gianna DiBartolomeo (Miami, FL.); Kx2 (Hollywood, FL.); Nick Mahshie (Miami, FL.); Edouard Duval Carrie (Port-au-Prince, Hair and Miami, FL.), and Christina Friday (Miami, FL.) The participating hotels included the Avalon Hotel, The Betsy South Beach Hotel, Catalina Hotel and Beach Club, Hotel Croydon, Faena Hotel Miami Beach, International Inn on the Bay, Lennox Miami Beach, Marseilles Hotel, Riviera Hotel South Beach, and the Royal Palm South Beach.

In 2022/2023, the third annual No Vacancy, Miami Beach was held November 17 – December 8, 2022, and exhibited art throughout twelve (12) hotels in Miami Beach, where lobbies, restaurants, lounges, patio areas, rooms, balconies, and swimming pools served as canvases. The selected hotels included the Avalon Hotel, The Betsy Hotel South Beach, Catalina Hotel & Beach Club, Hotel Croydon, Esme, Fontainebleau, The Faena, International Inn, Loews Hotel, Royal Palm Hotel, Cadillac Hotel, and Riviera South Beach.

The 12 selected artists included Maritza Caneca, Beatriz Chachamovits, Brookhart Jonquil, Justin Long, Claudio Marcotulli, Jessy Nlte, Charo Oquet, Sri Prabha, Magnus Sodamin, Michelle Weinberg, Antonia Wright, and Bas Fisher Invitational (BFI). It is estimated that over 50,000 persons experienced at least one of the art projects in person.

In FY 2023/2024, the MBVCA partnered with the City of Miami Beach to promote and expand No Vacancy, Miami Beach. This project took place from November 16 to December 14, 2023, and marked its fourth year. No Vacancy, Miami Beach, an open international art competition, selected twelve hotels and twelve artists, with hotels hosting art interventions in their public spaces. These hotels were within walking distance or easily accessible by the Miami Beach trolley transportation system. The City of Miami Beach Department of Tourism and Culture collaborated with the hotels and artists to assist in coordination and project management.

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Thirty-five thousand dollars in prizes were awarded, including a \$10,000 prize by public vote and a \$25,000 prize by a jury of art experts. The City of Miami Beach selected at least twelve applicants to participate, with each artist receiving a \$10,000 stipend to materialize their project.

No Vacancy, Miami Beach is committed to providing art experiences that are accessible to everyone, free and open to the public as well as reinventing Cultural Tourism on Miami Beach.

Additionally, the MBVCA partnered with the GMCVB, the Miami Center for Architecture & Design (MCAD), and other organizations to launch the inaugural Open House Miami. Part of the global Open House Worldwide network, this event took place from March 1-2, 2024, and featured participating buildings and venues throughout Miami Dade County and beyond, providing public access to areas typically restricted. This initiative aimed to make cities more open, accessible, and equitable by allowing patrons to explore buildings, learn about their architecture, and understand behind-the-scenes operations.

Initiatives

The MBVCA expects to support new initiatives in FY 2024/2025. Strategic plans, goals and initiatives are developed through consultation and are the result of ongoing communications with the Mayor, Commission, and City Administration.

Public Relations Initiative

In 2011/2022, the MBVCA issued a Request for Proposals (RFP) for a P.R. Agency of Record to enhance Miami Beach's image. The MBVCA selected Hill & Knowlton/SAMCOR (H+K) to support the MBVCA efforts by continuing to increase brand awareness through strategic media outreach to consumer and travel trades, major event recruitment, and business and corporate communications programs. Objectives included comprehensive destination marketing and communications consulting services to continue to expand public relations and marketing, increasing the overall social media footprint through all social media handles, both MBVCA and Experience Miami Beach, and marketing of Miami Beach to international and national visitors, complimenting the efforts of the GMCVB. H+K had an extensive presence in the US and internationally. The agency's ability to network and leverage its global relationships was crucial to the growth of the 'Miami Beach' brand.

H+K created and distributed a total of 15 press releases and pitches during their first year as agency of record, garnering 3,416,581,560 media impressions and 12 press releases during their second year, generating 3,913,341,910 media impressions. In their third year, H+K generated 2,783,369,818 media impressions through the issuance of 12 press releases and a Harris Poll Survey that was conducted to determine why people visit Miami Beach. During their fourth year, H+K developed and released a total of 12 press releases and 1 pitch, generating a total of 1,492,734,059 media impressions, valued at \$15,615,214.75. During its fifth year H+K wrote and released 12 press releases, generating 1,410,465,887 media impressions, valued at \$15,638,438.52. During its sixth year, a total of 15 press releases were written and distributed, generating 1,272,729,422 impressions valued at \$14,353,222.76. During their seventh year, a total of 15 press releases and 1 Audio News Release (ANR) were distributed generating 1,302,477,118 impressions valued at \$1,583,728.46. During their eighth year, a total of 13 press releases were distributed, generating a total of 1,042,610,221 impressions with a value of \$1,041,811.24. In their eighth year in working with the MBVCA, H+K collectively released a total of 16 press releases to date, generating a total of 1,042,610,221 media impressions, with a value of \$1,041,811.24. Through a contract extension for year 9, a total of 3 press releases were distributed that generated 195,661,377 media impressions, valued at \$195,661.37. During H+K's tenth year with the MBVCA, a total of 236,792,636 media impressions were

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generated through the distribution of 7 press releases, with a value of \$2,367,923.36. During H+K's eleventh and final year with the MBVCA, 13 press releases were distributed, generating 2,495,686,016 impressions, valued at \$3,904,285,476.81.

The contract with H+K ran through September 30, 2022, in FY 2021/2022.

In FY 2021/2022, the PR contract went out to bid via RFP with a cohesive scope of services developed in conjunction with the GMCVB, to avoid duplicating efforts and deliver a united message that Miami Beach is open and welcoming back its visitors, post-pandemic. As a result, Private Label Marketing, LLC was awarded a one-year contract for PR services. Within their first year (January through December 2022), a total of 2,736,064,485 impressions were generated as a result of 13 press releases. The impressions generated were valued at \$24,864,486.11.

In FY 2022/2023, the Board unanimously voted to renew the PR contract with Private Label Marketing, LLC for a one-year term, beginning January 2023. Throughout the year, a total of 2,541,016,393 impressions were generated, as a result of 11 press releases; valued at \$532,567,481.14.

In FY 2023/2024, the Board unanimously voted to once again renew the PR contract with Private Label Marketing, LLC for a one-year term. As of July 2024, a total of 9 press releases had been distributed generating 4,388,889,288 media impressions with a value of \$549,631,668.56.

There is an allotment of \$200,000, representing 5% of the total budget, towards this effort, in FY 2024/2025.

Destination Marketing

The Destination Marketing allocation reflects 13% of the total budget for FY 2024/2025. This allocation provides for the additional placement of stories and press releases on the PR Newswire as well as the continuation of our Blogger Program, FAM trips, online sweepstakes to promote increased activity on our social media channels, as well as ticket giveaway promotions/sweepstakes from MBVCA-funded events.

Projects will include the continuation of the Forbes Travel Guide Online Webinars, offering free hospitality training to Miami Beach-based employees. The webinars were incorporated during the pandemic when live trainings could not be conducted. Due to their popularity, they will again be offered during the upcoming fiscal year, for both Frontline and Leadership level employees, and available to all hospitality employees. A different topic will be introduced during each session.

App Marketing

The MBVCA wishes to continue to provide visitors with timely and relevant information about the City of Miami Beach; its public and private attractions, services, hotels, businesses, and events in order to enhance visitors' (and residents') experiences. Visitors to Miami Beach - all visitors worldwide – are increasingly using technology to navigate cities or make decisions about leisure experiences, dining, parking, entertainment, and travel in general. Worldwide, technology is king. Many visitors already use the free Miami Beach Wi-Fi service, CMBWi-Fi, to access the information they need at select public locations around town.

Since its latest version release, the Experience Miami Beach (EMB) App, formerly the Miami Beach Information (MBI) App, has added new and exciting features for the end-user that include a side-swipe feature; listing the

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information in an A-Z format; the addition of new categories that included Shopping, Nightlife, Art & Culture, and Restaurants, and the creation of the “My Miami Beach” section where users can add events, photos, and itineraries as they navigate the App. The App also features a “Deals” section that has special promotional rates or offers developed by MBVCA grantees that can be cross promoted through MBVCA grantees and social media pages such as Facebook, X, and Instagram.

During FY 2021/2022, the App’s name was changed to Experience Miami Beach, from Miami Beach Information, to be better aligned with the MBVCA’s social media accounts. In addition, the App was promoted through partnerships with the MBVCA grantees, featuring various events and upcoming grantee events.

In FY 2022/2023, a new app entitled EXPMiamiBeach.Tours was released through iOS, Android, and was made available to view on mobile web devices. The new app focused solely on the enhanced version of the existing tours and provided a platform to include new tours curated with the MBVCA’s various partners. Some of the tours created included “Art in Public Places”, “No Vacancy Miami Beach” (available during the project dates), both through a collaboration with the City of Miami Beach; “Art Outside” through a collaboration with The Bass Museum; a “Cultural Institutions” tour, developed in collaboration with Miami Beach’s museums and cultural spaces; “LGBTQ Sites Top Five” and “LGBTQ Nightlife” tour, both through a collaboration with the GMCVB and the Miami Dade Gay and Lesbian Chamber of Commerce; and the “Hidden Art”, “Public Art and Iconic History”, and “A Day Inside Miami Beach Architectural Wonders” tours, all developed through a collaboration with George Neary, Board Member and President of Tours “R” Us.

In FY 2023/2024, the MBVCA continued to promote both Apps through social media, the MBVCA website, specific ads, and grantee partnerships, allocating 1% of its total budget. Deals, promotions, and special notices were also posted and promoted through the Experience Miami Beach App. The App has now been downloaded 28,000 times (as of July 2024), across the Android and iOS platforms. Approximately half of all downloads come from European users seeking to learn about Miami Beach.

In FY 2024/2025, the MBVCA will be refreshing the Experience Miami Beach app to include making the “deals” more visual similar to Groupon; updating the events section to include a featured event option pinned at the top of the section; updating all libraries and security features for both Android and iPhone, and possibly integrating Apple Ads. The EXPMiamiBeach.Tours app will also integrate additional existing tour and also create new tours that appeal to Miami Beach visitors.

IT Development

The MBVCA’s preliminary review of opportunities and needs was initiated in spring 2011 in consultation with area experts, and after a public meeting sponsored by the MBVCA, as a situational analysis. The MBVCA released an RFP in January 2012 and awarded a one-year contract to Just Program LLC dba Solodev on May 22, 2012. The purpose of the RFP was to develop a Miami Beach-focused web-based digital content management system (CMS) and modifiable database to support third party mobile applications via an application programming interface (API).

Currently, the API is fully functional with forty-one (44) distinct categories of businesses, each averaging 90 different services and amenities.

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In FY 2020/2021, the API upgrades included the updating of various sections within the business categories. They also included adding whether a restaurant/bar/nightclub's event space is considered small, medium, or large; the changing of celebrity chef to executive chef, expanding the Cuisine type, adding services, and what the restaurant is "good for" within the restaurant category; adding services and amenities to the Bars category; changing form fields and services within the Nightclub category; adding "Dorm Style" to the type of hotel room within the hotel category, as well as, adding property and room amenities; adding additional services to the Beauty Parlors category, and adding Health & Safety Measures throughout all of the business categories.

In 2022/2023, the Experience Miami Beach App was updated with the revamped list of businesses. The categories available were reviewed and condensed to be more in line with what a tourist would search for when visiting our City. Web and App developers can use these attributes to create new and exciting experiences for their end-users. The App continued to promote the MBVCA grantee's deals and highlighted various promotions available.

In FY 2023/2024, the MBVCA continued to work with City personnel to ensure the business information within the API is the most up to date.

In FY 2024/2025, the MBVCA will continue to update the API through its partnership with the City of Miami Beach and other partners. A total of \$50,000, or 1% of the total budget, will be allocated towards IT development.

Research and Development

The MBVCA will develop a strategic list of major events worldwide as the result of ongoing communications and consulting with all partners. We expect to investigate some of these events with the goal of the development of a new major event for the destination. The MBVCA will continue to work with their PR firm of record, to compile a list of major events that could be attracted to the destination. The MBVCA will also continue to collaborate with local partners. A total of \$244,700 has been allotted for Research and Development in FY 2024/2025.

Projected Cash Flow Reserve

The MBVCA has budgeted \$5,000 of the total budget, for cash flow reserve in FY 2024/2025. The City of Miami Beach allots resort tax payments to the MBVCA a month after its collection; therefore, as a fiscal responsibility, the MBVCA has built in a projected cash flow reserve to its budget to ensure that all grants awarded will have the necessary funds to be reimbursed upon proper request and documentation.

Administration and Overhead

The MBVCA's administration and benefits costs are budgeted at \$569,800 for FY 2024/2025. This figure represents 14% of the total budget. The overhead allocation is budgeted at \$150,000, which reflects 4% of the overall budget, with \$5,000 allocated for capital expenses. The increase from FY 2024/2025 is attributed to the purchase of updated office equipment, technology, and the reconfiguration of the conference room utilized by the Board for their monthly meetings, along with a 2.7% COLA increase for all employees. The total administration and overhead costs are 18% of the total budget.

Reserves

A total of \$410,000 is being transferred from reserves to supplement the FY 2024/2025 budget.

Conclusion

During their July 17, 2024, meeting, the MBVCA Board recommended the Mayor and City Commission adopt the MBVCA Budget for FY 2024/2025 in the amount of \$3,936,000.

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	APPROVED FY 2023.2024	PROPOSED FY 2024.2025	\$ VARIANCE	% OF PROPOSED BUDGET
REVENUES				
Unrestricted				
Rollover	\$ -	\$ -	\$ -	
Reserves	\$ 200,000	\$ 410,000	\$ 210,000	10%
Projected Resort Tax	\$ 3,727,000	\$ 3,526,000	\$ (201,000)	90%
TOTAL REVENUES	\$ 3,927,000	\$ 3,936,000	\$ 9,000	100%
EXPENDITURES				
Administration & Benefits	\$ 518,000	\$ 569,800	\$ 51,800	14%
Operating Expenses	\$ 190,000	\$ 150,000	\$ (40,000)	4%
Capital	\$ 15,000	\$ 2,000	\$ (13,000)	0%
Total Administration	\$ 723,000	\$ 721,800	\$ (1,200)	18%
GRANTS - Tourism Advancement Program				
Tourism Partnerships	\$ 90,000	\$ 90,000	\$ -	2%
Major Events	\$ 225,000	\$ 150,000	\$ (75,000)	4%
Special Events Recurring	\$ 588,000	\$ 508,500	\$ (79,500)	13%
Special Projects	\$ 180,000	\$ 200,000	\$ 20,000	5%
Special Projects Recurring	\$ 476,000	\$ 646,000	\$ 170,000	16%
Film Incentive	\$ 100,000	\$ 100,000	\$ -	3%
Development Opportunities	\$ 120,000	\$ 120,000	\$ -	3%
Total Tourism Adv. Program	\$ 1,779,000	\$ 1,814,500	\$ 35,500	46%
PARTNERSHIPS				
Tourism Enrichment	\$ 220,000	\$ 220,000	\$ -	6%
Total Partnerships	\$ 220,000	\$ 220,000	\$ -	6%
MARKETING/PR/TECHNOLOGY				
Marketing/Communications & PR	\$ 200,000	\$ 200,000	\$ -	5%
Destination Marketing	\$ 500,000	\$ 500,000	\$ -	13%
APP Marketing	\$ 50,000	\$ 30,000	\$ (20,000)	1%
IT Development	\$ 100,000	\$ 50,000	\$ (50,000)	1%
Total Marketing/PR/Tech	\$ 850,000	\$ 780,000	\$ (70,000)	20%
OTHER				
Initiatives	\$ 150,000	\$ 150,000	\$ -	4%
R&D	\$ 200,000	\$ 244,700	\$ 44,700	6%
Projected Cash Flow Reserve	\$ 5,000	\$ 5,000	\$ -	0%
Total Other	\$ 355,000	\$ 399,700	\$ 44,700	10%
TOTAL EXPENDITURES	\$ 3,927,000	\$ 3,936,000	\$ 9,000	100%