

MEMORANDUM

Agenda Item No. 11(A)(6)

TO: Honorable Chairman Bruno A. Barreiro
and Members, Board of County Commissioners

DATE: January 10, 2008

FROM: R. A. Cuevas, Jr.
County Attorney

SUBJECT: Resolution Retroactively
Authorizing In-Kind
Services for the Art Basel
Miami Beach Sponsored by
MCH Swiss Exhibition
(Basel) Ltd.

The accompanying resolution was prepared and placed on the agenda at the request of
Chairman Bruno A. Barreiro.



R. A. Cuevas, Jr.
County Attorney

RAC/dcp




MEMORANDUM

(Revised)

TO: Honorable Chairman Bruno A. Barreiro
and Members, Board of County Commissioners

DATE: January 10, 2008

FROM: 
R. A. Cuevas, Jr.
County Attorney

SUBJECT: Agenda Item No. 11(A)(6)

Please note any items checked.

- "4-Day Rule" ("3-Day Rule" for committees) applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Bid waiver requiring County Manager's written recommendation
- Ordinance creating a new board requires detailed County Manager's report for public hearing
- Housekeeping item (no policy decision required)
- No committee review

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 11(A)(6)
01-10-08

RESOLUTION NO. _____

RESOLUTION RETROACTIVELY AUTHORIZING IN-KIND SERVICES FROM THE MIAMI-DADE TRANSIT AGENCY FOR THE DECEMBER 6-9, 2007 ART BASEL MIAMI BEACH SPONSORED BY MCH SWISS EXHIBITION (BASEL) LTD., A FOR-PROFIT ORGANIZATION, IN AN AMOUNT NOT TO EXCEED \$24,188.00 TO BE FUNDED FROM THE COUNTYWIDE IN-KIND RESERVE FUND

WHEREAS, MCH Swiss Exhibition (Basel) Ltd. has requested in-kind services from the Miami-Dade Transit Agency for the December 6–9, 2007 Art Basel Miami Beach event in an amount not to exceed \$24,188.00 (see attached Fee Waiver/In-kind Service Application); and

WHEREAS, the purpose of the Art Basel Miami Beach is to provide a platform for sales of contemporary and modern art and to expand the horizons of various cultural and entertainment fields including architecture, design, music and film industries by creating unique and innovative cross-over events in partnership with local institutions and organizations in Miami Dade County; and

WHEREAS, the MCH Swiss Exhibition (Basel) Ltd. is a for-profit organization; and

WHEREAS, the Art Basel Miami Beach is a major event, as defined in the attached Fee Waiver/In-kind Service Application, and the in-kind services shall be funded from the Countywide In-kind Reserve Fund,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board retroactively authorizes in-kind services from the Miami-Dade Transit Agency for the December 6-9, 2007

Art Basel Miami Beach in an amount not to exceed \$24,188.00 to be funded from the Countywide In-kind Reserve Fund.

The foregoing resolution was sponsored by Chairman Bruno A. Barreiro and offered by Commissioner _____, who moved its adoption. The motion was seconded by Commissioner _____ and upon being put to a vote, the vote was as follows:

- | | |
|------------------------------------|--------------------|
| Bruno A. Barreiro, Chairman | |
| Barbara J. Jordan, Vice-Chairwoman | |
| Jose "Pepe" Diaz | Audrey M. Edmonson |
| Carlos A. Gimenez | Sally A. Heyman |
| Joe A. Martinez | Dennis C. Moss |
| Dorin D. Rolle | Natacha Seijas |
| Katy Sorenson | Rebeca Sosa |
| Sen. Javier D. Souto | |

The Chairperson thereupon declared the resolution duly passed and adopted this 10th day of January, 2008. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: _____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

MR

Monica Rizo

15,870-

MIAMI-DADE COUNTY
FEE WAIVER/IN-KIND SERVICES APPLICATION

COUNTY FEE WAIVERS OR IN-KIND SERVICES REQUESTED THROUGH THIS PROCESS ARE NOT EFFECTIVE UNTIL APPROVED BY ACTION OF THE BOARD OF COUNTY COMMISSIONERS PURSUANT TO THE MIAMI-DADE COUNTY HOME RULE CHARTER

Please complete the following form and submit completed form along with requested materials, if applicable, to:

Delores Green
Office of Strategic Business Management
111 N.W. 1st Street, Suite 2200
Miami, FL 33128

Phone: (305) 375-5143
Fax: (305) 375-5168

Type of Event/Application (select one of the following):

- District Event - Event of minimal impact related to specific commission district (Complete questions 1-7, sign and date; copy will be submitted to the appropriate District Commissioner within two days of receipt of application.)
- Small Event - Event of minimal impact not necessarily related to a specific commission district. (Complete questions 1-7, sign and date.)
- Special Event - Event with expected attendance of less than 5,000 with localized impact limited to an individual community or municipality (Complete questions 1-12, sign, date and submit form no later than 60 days prior to event date.)
- Major Event - Large Event with expected attendance of over 5,000 or significant probability of protests, controversy, violence or vandalism (Complete questions 1-12, sign, date and submit form no later than 120 days prior to event date.)

Note: Event budget must be included for "Special" and "Major" event types.

1. Full legal name of the requesting organization: MCH Swiss Exhibition (Basel) Ltd.

2. Applicant Status: (Select one of the choices below)

- Not-For-Profit or Tax Exempt
- For-Profit
- Local Government or Public Entity
- Other (specify): _____

3. Name and contact information for single point of contact (address, phone, fax, e-mail address, etc.): Annette Schönböcker, ^{Stall} Manag.
One Messeplatz, 2nd floor/Art., CH-4005 Basel, Switzerland
Tel: 011-41-58-206-2758
Fax: 011-41-58-206-3132 Annette.schoenbocker@artbasel.com

4. Specify fee waiver or in-kind service requested (quantify, if applicable): Metro bus service to
and from various locations, as well as taxi
stands at various locations. Similar to 2006.

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Barreiro ✓

MIAMI-DADE COUNTY
FEE WAIVER/IN-KIND SERVICES APPLICATION
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5. Name, date of event, description, and purpose of the event (if event is a fund-raiser, define the beneficiaries):
Art Basel Miami Beach, December 6-9, 2007
(see attached)

6. Please select ALL that apply to event:

- Economic Development: Event supports vitality or growth of the local economy
- Youth/Education: Event benefits youth of any age and/or offers educational benefits
- Health and Social Services: Event supports health-related causes and/or social programs or institutions that improve quality of life within the community
- Arts and Culture: Event supports music, theatre, literature, art or culture
- Environmental: Event benefits environmental concerns or promotes conservation
- Sports and Athletics: Event supports/promotes organized sports or recreational participation

7. Physical address of event venue (please specify Commission District(s)):
District 5 - primarily at the Miami Beach Convention Center, 1901 Convention Center Drive, Miami Beach, as well as various locations on Miami Beach and Miami.

8. Description of regional or local impact:
(See Attached)

9. Daily/hourly event schedule, including set-up and breakdown schedule (attach event calendar, if applicable):
December 5-8 (Noon-8pm), December 9 (Noon-6pm)
Move-in November 23 thru December 4
Move-out December 10 thru 13

MIAMI-DADE COUNTY
FEE WAIVER/KIND SERVICES APPLICATION
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10. Detailed description of event venues (map or schematic of event venues, access points, surrounding roadways and traffic flow diagrams, if applicable): (See Attached)

11. Expected number of participants and estimated attendance (per day, if applicable): 55,000

12. Itemized budget, including total event budget, total budget of host organization, if applicable, and total commitment of resources (attach additional pages as needed): (See Attached)

I hereby certify that all the statements made in this application are true and correct.



Signature of Authorized Representative

7/31/07
Date

Bob Goodman
Florida Representative
Art Basel Miami Beach

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Question #5

Funds are requested to support the international art fair Art Basel Miami Beach presented by MCH Swiss Exhibition (Basel) Ltd. The main venues are the Miami Beach Convention Center (Halls A & D) and the beachfront at Collins Park where shipping containers are turned into contemporary gallery spaces. The show anticipates attracting an audience of up to 55,000 visitors (collectors, museum directors, curators, media representatives, general public), generating thousands of hotel nights and media attention all over the globe. Art Basel Miami Beach does not only create a platform for sales of contemporary and modern art but reaches out to other cultural and entertainment fields such as architecture, design, music, film, etc. by creating unique and innovative cross-over events in partnership with local institutions and organizers in Miami Beach and Miami Dade County. The first edition took place in December 2002. It is the sister event of the internationally recognized art fair Art Basel, which took place for the 36th edition in June 2007 in Basel, Switzerland.

Question #8

Art Basel Miami Beach is an annual event with a growing stream of visitors from all over the country and abroad. The fair promotes Miami Beach throughout the year with its extensive regional, national and international advertising, news releases and media partnerships and brings Miami Beach to the attention of the culturally interested public worldwide. In its fifth year, 2006, the fair attracted over 50,000 visitors and has been granted A-priority status by the City of Miami Beach. Based upon the positive response after five first editions (2002, 2003, 2004, 2005 and 2006), we anticipate a substantial increase of visitors; regionally, nationally and internationally. Locally, the fair creates a heightened awareness towards the visual and fine arts by collaborating closely with a wide range of cultural institutions and private persons.

Question #10

A wide range of crossover events, museum openings and special events are co-produced with local collectors, gallery owners, museums, private and cultural institutions, hotel partners, etc. Art Basel Miami Beach is organized and presented by the MCH Swiss Exhibition (Basel) Ltd. in Basel, Switzerland. What makes Art Basel Miami Beach truly a South Florida attraction is that many events take place at other venues throughout Miami Beach, locations in Miami-Dade County, Broward, and Palm Beach Counties. The list of events and participants include:

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- The main art show ("Art Galleries", "Art Statements", "Art Nova") taking place at the Miami Beach Convention Center (Halls A & D) including 197 galleries from all over the world.
- The exhibition section "Art Positions", a container village of 20 containers converted into temporary gallery spaces on the beachfront at Collins Park.
- "Art Basel Conversations", series of panel discussions showcasing renowned lecturers from the fields of architecture, art collecting, etc.
- The "Art Video Lounge" at the Garden Conservancy (Botanical Gardens), daily programs of video art.
- "Art Positions Happy Hour", Daily program with open-air bar and DJs at container village at Collins Park.
- The Welcome Party at the Delano Hotel.
- The Goodbye Party – location to be determined
- The Opening Night event on the Beachfront at "Art Positions".
- "Art Loves Film" crossover event featuring a film and director (open to the public) – location to be determined
- "Art Loves Design" at the Design District.
- Two further "Art Loves..." events to be defined
- "Art Lounge" at the Shore Club Hotel
- "Art Sound Lounge" and "Art Bar" at the Garden Conservancy (Botanical Gardens).
- "Art Club" at Crobar.
- Museums Openings, receptions (including Bass Museum, Wolfsonian, MAM, MOCA, PBICA)
- Collector's tours to private collections and exhibitions (including the Rubell Family Collection, Margulies Warehouse, Moore Space, Dennis & Debra Scholl Private Collection, Rosa de la Cruz Private Collection, Ruth & Richard Shack Private Collection and a personalized tour of Miami & Miami Beach by Mickey Wolfson, Founder of The Wolfsonian.

- Cartier event to be determined *(new of 2007)*
- Further events to be defined.

Project Budget

List all expenses related to the project requesting funding. Round amounts to the nearest dollar (do not show cents). In-kind contributions are the documented fair market value of non-cash contributions provided to the grantee by third parties, which consist of real property or the value of goods and services.

CASH EXPENSES		ACTUAL	IN KIND	CASH REVENUE		SECURED	ANTICIPATED
PERSONNEL TOTAL (ADMINISTRATIVE + ARTISTIC + TECHNICAL)		1'168'557		ADMISSIONS			269'874
ADMINISTRATIVE	1'111'553			VENDORS		6'052'564	610'566
ARTISTIC	57'934			CONTRACTED SERVICES			
TECHNICAL				PRIVATE CONTRIBUTIONS			
OTHER ARTISTIC FEES				CORPORATE SUPPORT		1'582'515	50'000
MARKETING TOTAL (FEES + PRINT + DESIGN)		913'543		FEDERAL GRANTS			
FEES	913'543			1.			
PRINT				2.			
DESIGN				STATE GRANTS			
ADVERTISING TOTAL (PRINT + DESIGN)		665'086		1.			
PRINT	551'659			2.			
DESIGN	113'427			LOCAL GRANTS			
PUBLIC RELATIONS (FEES + PRINT MATERIALS)		227'068		1. TDC			
FEES	181'868			2. GMVCB			50'000
PRINT MATERIALS	45'200			3.			
POSTAGE/COURIER				FOUNDATION GRANTS			
TRAVEL				1.			
EQUIPMENT RENTAL				2.			
SPACE RENTAL		397'266		OTHER REVENUES			
CITY SERVICES				1. Catalog Sales			49'500
INSURANCE				2. Advertising			42'000
SUPPLIES/MATERIALS		3'639'908		3. Various			122'351
OTHER EXPENSES (ITEMIZE BELOW):				CASH ON HAND			100'000
Management Fee (NDS&I)		791'609		AMOUNT REQUESTED			
Operations		556'029					
Special Events		569'254					

Total Expenses:

8'929'370

Total Revenues:

7'635'079 1'294'291

Total Secured + Anticipated Revenues

8'929'370

Please note: Total Actual Cash Expenses must equal Total Secured & Anticipated Revenues. Do not include In-Kind Dollars in these Totals. Outdoor events should get an estimate for City Services from the City of Miami Beach Special Events Office at 305-673-7577. All breakdowns for Personnel, Marketing, Advertising, and Public Relations should be in dollars.

MIAMI-DADE TRANSIT
ART BASEL 2007

BUS SCHEDULE

LOCATON PICKUP	DEPARTURE TIME	LOCATION DROPOFF	BUSES	PASSENGERS
TUESDAY Dec.4				
VIP Welcome Party at Delano Hotel MB, 1685 Collins Ave., Miami Beach, 5-7pm				
MOCA, Museum of Contemporary Art, 770 NE 125 Street, North Miami				
DELANO HOTEL	6:45PM	MOCA		
DELANO HOTEL	7:00PM	MOCA		
DELANO HOTEL	7:15PM	MOCA		
Moore Space, 4040 NE 2nd Avenue, Design District, 9pm to Midnight or Return				
MOCA	9:00PM	DELANO HOTEL OR MOORE		
MOCA	9:15PM	DELANO HOTEL OR MOORE		
MOCA	9:30PM	DELANO HOTEL OR MOORE		
Return				
MOORE	11:30PM	DELANO HOTEL		
MOORE	11:45PM	DELANO HOTEL		
MOORE	MIDNIGHT	DELANO HOTEL		



MIAMI-DADE TRANSIT
ART BASEL 2007

BUS SCHEDULE

WEDNESDAY Dec. 5				
LOCATON PICKUP	DEPARTURE TIME	LOCATION DROPOFF	BUSES	PASSENGERS
VIP Art Collector's Coffee, Margulies Collection at the Warehouse, 591 NW 29 Street, Miami				
Rubell Family Collection, 95 NW 29 Street, Miami				
Breakfast at CIFO, Cisneros Fontanals Art Foundation, 1018 N. Miami Avenue, Miami				
MBCC	8:45AM	MARGULIES COLL. TO RUBELL COLL. TO CIFO		
MBCC	9:00AM	MARGULIES COLL. TO RUBELL COLL. TO CIFO		
MBCC	10:45AM	MARGULIES COLL. TO RUBELL COLL. TO CIFO		
Return				
RUBELL / MARGULIES	11:30AM		MBCC	
RUBELL / MARGULIES	NOON		MBCC	
Breakfast at CIFO, 1018 N. Miami Avenue, Miami				
MBCC	8:45AM		CIFO	
MBCC	10:00AM		CIFO	
Return				
CIFO	10:30AM		MBCC	
CIFO	11:30AM		MBCC	



MIAMI-DADE TRANSIT
ART BASEL 2007

BUS SCHEDULE

THURSDAY DEC. 6

LOCATON PICKUP	DEPARTURE TIME	LOCATION DROPOFF	BUSES	PASSENGERS
Margulies Collection at the Warehouse, 591 NW 27 Street, Miami				
VIP Art Collector's Coffee, Rubell Family Collection, 95 NW 29 Street, Miami				
Breakfast at CIFO, 1018 N. Miami Avenue, Miami				
MBCC	8:45AM	MARGULIES COLL. TO RUBELL COLL. TO CIFO		
MBCC	9:00AM	MARGULIES COLL. TO RUBELL COLL. TO CIFO		
MBCC	10:45AM	MARGULIES COLL. TO RUBELL COLL. TO CIFO		
Return				
RUBELL / MARGULIES	11:30AM		MBCC	
RUBELL / MARGULIES	NOON		MBCC	
Breakfast at CIFO, 1018 N. Miami Avenue, Miami				
MBCC	8:45AM		CIFO	
MBCC	10:00AM		CIFO	
Return				
CIFO	10:30AM		MBCC	
CIFO	11:30AM		MBCC	
VIP Opening at MAM, Miami Art Museum, 101 West Flagler Street, Miami, 8-10pm				
MBCC	7:45PM		MAM	
MBCC	8:00PM		MAM	
MBCC	8:30PM		MAM	
MBCC	7:45PM	DESIGN DISTRICT		
MBCC	8:00PM	DESIGN DISTRICT		
MAM	9:00PM	DESIGN DISTRICT		
MAM	9:15PM	DESIGN DISTRICT		
MAM	9:45PM	DESIGN DISTRICT		
Return				
DESIGN DISTRICT	11:30PM		MBCC	
DESIGN DISTRICT	MIDNIGHT		MBCC	
	12:30AM		MBCC	
seum & Gardens, 3251 South Miami Avenue, Miami				
MBCC	8:30 PM			Vizcaya
MBCC	9:00 PM			Vizcaya
MBCC	9:30 PM			Vizcaya
MBCC	10:00 PM			Vizcaya

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Vizcaya	11:00 PM	MBCC
Vizcaya	11:30 PM	MBCC
Vizcaya	midnight	MBCC
Vizcaya	1:00 AM	MBCC

MIAMI-DADE TRANSIT
ART BASEL 2007

BUS SCHEDULE

LOCATON PICKUP	DEPARTURE TIME	FRIDAY DEC. 7	LOCATION DROPOFF	BUSES	PASSENGERS
Margulies Collection at the Warehouse, 591 NW 29 Street, Miami Rubell Family Collection, 95 NW 29 Street, Miami	8:45AM 9:45AM 10:45AM		MARGULIES COLL. TO RUBELL COLL. MARGULIES COLL. TO RUBELL COLL. MARGULIES COLL. TO RUBELL COLL.		
Return RUBELL / MARGULIES RUBELL / MARGULIES	11:30AM NOON		MBCC MBCC		
hour of Miami & Miami Beach WOLFSONIAN	8:45 AM to 1:00 PM		One bus to transport VIP's as directed by	Micky Wolfson	
the Miami Design District MBCC	9:00 AM		Moore Space, 4040 NE 2nd Avenue		
MBCC Moore Space Moore Space	10:00 AM 11:00 AM 11:30 AM		Moore Space, 4040 NE 2nd Avenue MBCC MBCC		
VIP reception at Wolfsonian-FIU, 1001 Washington Avenue, Miami Beach (8 to 11 pm)	8:00PM 20:30 9:00 PM		WOLFSONIAN WOLFSONIAN WOLFSONIAN		
WOLFSONIAN WOLFSONIAN WOLFSONIAN	9:00 PM 10:00 PM 11:00 PM		MBCC MBCC MBCC		

MIAMI-DADE TRANSIT
ART BASEL 2007

BUS SCHEDULE

SATURDAY DEC. 8		LOCATION PICKUP	DEPARTURE TIME	LOCATION DROPOFF	BUSES	PASSENGERS
Margulies Collection at the Warehouse, 591 NW 29 Street, Miami						
Rubell Family Collection, 95 NW 29 Street, Miami						
Breakfast at CIFO, 1018 N. Miami Avenue, Miami						
	MBCC	8:45AM	MARGULIES COLL. TO RUBELL COLL. TO CIFO			
	MBCC	9:00AM	MARGULIES COLL. TO RUBELL COLL. TO CIFO			
	MBCC	10:45AM	MARGULIES COLL. TO RUBELL COLL. TO CIFO			
Return						
	RUBELL / MARGULIES	11:30AM	MBCC			
	RUBELL / MARGULIES	NOON	MBCC			
Breakfast at CIFO, 1018 N. Miami Avenue, Miami						
	MBCC	8:45AM	CIFO			
	MBCC	10:00AM	CIFO			
	CIFO	10:30AM	MBCC			
	CIFO	11:30AM	MBCC			

MIAMI-DADE TRANSIT
ART BASEL 2007

BUS SCHEDULE

LOCATON PICKUP	DEPARTURE TIME	Sunday	DEC. 9	LOCATION DROPOFF	BUSES	PASSENGERS
Margulies Collection at the Warehouse, 591 NW 27 Street, Miami						
VIP Art Collector's Coffee, Rubell Family Collection, 95 NW 29 Street, Miami						
Breakfast at CIFO, 1018 N. Miami Avenue, Miami						
MBCC	8:45AM			MARGULIES COLL. TO RUBELL COLL. TO CIFO		
MBCC	9:45AM			MARGULIES COLL. TO RUBELL COLL. TO CIFO		
MBCC	10:45AM			MARGULIES COLL. TO RUBELL COLL. TO CIFO		
Return						
JBELL / MARGULIES/CIF	11:30AM				MBCC	
JBELL / MARGULIES/CIF	NOON				MBCC	
VIP Breakfast at Lowe Art Museum, Univ. of Miami, 1301 Stanford Drive, Coral Gables						
MBCC	9:00AM			LOWE		
MBCC	10:00AM			LOWE		
LOWE	10:30AM			MBCC		
LOWE	11:30AM			MBCC		
Breakfast at Frost-FIU Art Museum, University Park, Miami						
MBCC	9:00AM			FROST-FIU ART MUSEUM		
MBCC	10:00AM			FROST-FIU ART MUSEUM		
FROST-FIU ART MUSEUM	10:30AM			MBCC		
FROST-FIU ART MUSEUM	11:30M			MBCC		



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Agenda Item # : Art Basel 2007			
Legislative Timeline			
Transit Committee		CITT Project/Finance Committee	N/A
BCC		CITT Full Trust	N/A

WHAT: Bus transportation

WHEN: December 6 through 9, 2007

WHERE: Various locations (hotel, Miami Beach Convention Center, Vizcaya, local art museums)

COMMISSIONER SPONSOR: Bruno a. Barreiro

DETAILS: Provide bus transportation for various locations during the convention.

Cost:

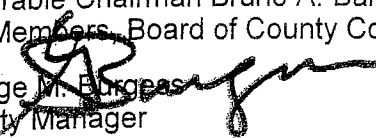
Thursday, December 6, 2007	\$4,380.16
Friday, December 7, 2007	\$ 3,284.00
Saturday, December 8, 2007	\$1,645.76
Sunday, December 10, 2007	\$3,358.80
Manpower	<u>\$3,200.00</u>
	\$15,870.00

FUNDING: In-Kind

MISC:

Date: January 10, 2008

To: Honorable Chairman Bruno A. Barreiro
and Members, Board of County Commissioners

From: George M. Burgess
County Manager 

Subject: Countywide In-Kind Request Recommendation

The Office of Strategic Business Management (OSBM) has reviewed the attached in-kind request and recommends for the item to move forward to the Board of County Commissioners for consideration. The countywide in-kind reserve balance allows for the funding of this request.

Background

A retroactive waiver for in-kind services has been requested by a for-profit organization the MCH Swiss (Basel) Ltd. for the "Art Basel Miami Beach" held on December 6-9, 2007.

In-kind services have been requested in an amount not to exceed \$24,188 from the Miami-Dade Transit Agency for transportation services (42 shuttle buses). This event will be funded from the Countywide in-kind reserve fund.

In FY 2007-08, the MCH Swiss Ltd. has received no County funding for this event.

Inkind2208