RESOLUTION No. 2009-102-1047

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MIAMI GARDENS, FLORIDA, APPROVING A 2010 JAZZ IN THE GARDENS EVENT; AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND EXECUTE ALL CONTRACTS AS MAY BE NECESSARY AND APPROPRIATE FOR THE PRODUCTION OF THE FIFTH ANNUAL JAZZ IN THE GARDENS EVENT TO BE HELD IN MARCH 2010; PROVIDING FOR A WAIVER OF BID PROCEDURES FOR PURCHASES MADE IN CONNECTION WITH THE EVENT; AUTHORIZING THE CITY MANAGER TO EXCEED HIS PURCHASING AUTHORITY AS MAY BE NECESSARY FOR THE EVENT; PROVIDING FOR THE ADOPTION OF REPRESENTATIONS; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City of Miami Gardens recently celebrated its Fourth Annual Jazz in the Gardens event on March 28th and 29th at Dolphin Stadium, and

WHEREAS, the event attracted over 36,000 attendees over a two-day weekend, signifying a large increase from the 16,000 who attended the event in 2008, and

WHEREAS, Jazz in the Gardens has become a premier Spring event in the Southeast region of the United States, and

WHEREAS, it has brought national attention to the City of Miami Gardens, and

WHEREAS, it is anticipated that the City will host a Fifth Annual Jazz in the Gardens event in 2010, and as such it is necessary to immediately commence preparing for the event, and

WHEREAS, as in past years, City staff is requesting that the City Council provide any and all necessary authority to the City Manager to commence preparing for the Fifth Annual Jazz in the Gardens event,

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MIAMI GARDENS, FLORIDA, AS FOLLOWS:

Section 1. ADOPTION OF REPRESENTATIONS: The foregoing Whereas paragraphs are hereby ratified and confirmed as being true, and the same are hereby made a specific part of this Resolution.

Section 2. AUTHORIZATION: The City Council of the City of Miami Gardens hereby authorizes the City Manager to negotiate and execute all contracts as may be necessary and appropriate for the production of the Fifth Annual Jazz in the Gardens event; providing for the waiver of bid procedures for purchases made in connection with the event; and authorizing the City Manager to exceed his purchasing authority as may be necessary for the event.

Section 3. EFFECTIVE DATE: This Resolution shall take effect immediately upon its final passage.

PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF MIAMI GARDENS AT ITS REGULAR MEETING HELD ON MAY 27, 2009.

ATTEST:

SHIRLEY GIBSON, MAYOR

RONETTA TAYLOR, MMC, CITY CLERK

PREPARED BY: SONJA KNIGHTON DICKENS, ESQ.
City Attorney

SPONSORED BY: SHIRLEY GIBSON, MAYOR

MOVED BY: Councilwoman Pritchett
SECONDED BY: Councilman Bratton

VOTE: 6-1

Mayor Shirley Gibson	x (Yes)	___(No)
Vice Mayor Barbara Watson	x (Yes)	___(No)

Councilman Melvin L. Bratton	x (Yes)	___(No)
Councilman Aaron Campbell	x (Yes)	___(No)
Councilman Oliver Gilbert, III	x (Yes)	___(No)
Councilwoman Sharon Pritchett	x (Yes)	___(No)
Councilman André Williams	____(Yes)	x (No)

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1515 NW 167 Street, Building 5 Suite 200
Miami Gardens, Florida 33169

City of Miami Gardens
Agenda Cover Memo

Council Meeting Date:	**May 27, 2009**		**Item Type:** *(Enter X in box)*	**Resolution**	**Ordinance**		**Other**	
				X				
Fiscal Impact: *(Enter X in box)*	Yes	No	**Ordinance Reading:** *(Enter X in box)*		**1st Reading**		**2nd Reading**	
	X		**Public Hearing:** *(Enter X in box)*		**Yes**	**No**	**Yes**	**No**
Funding Source:	**General Fund-Media & Events**		**Advertising Requirement:** *(Enter X in box)*		**Yes**		**No**	
Contract/P.O. Required: *(Enter X in box)*	Yes	No	**RFP/RFQ/Bid #:**		**NA**			
	X							
Sponsor Name	**Mayor Shirley Gibson**		**Department:**		**Media & Special Events**			

Short Title:

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Staff Summary:

The City conducted its Fourth Annual *Jazz in the Gardens* event on March 28th and 29th at Dolphin Stadium. This event is not just a concert; it is a high-class event that showcases Miami Gardens, its people, cultures, and businesses. This year there were approximately 36,000 attendees over this two-day weekend event, a significant increase from the 16,000 in 2008.

In the last two years *Jazz in the Gardens* has become the primer Spring event in the southeastern region and based on the overwhelming response received this year, we believe *Jazz in the Gardens* is poised to

ITEM J-2) CONSENT AGENDA
RESOLUTION
2010 Jazz in the Gardens Event

become a primer national event. To capitalize on this momentum staff has begun planning for the 2010 event. Negotiations are underway to host the Fifth Annual *Jazz in the Gardens* event at Dolphin Stadium on March 20-21, 2010.

Early planning is essential to securing national sponsorship and premier talent. To that end, three firms were researched and have been requested to submit proposals for consideration to provide production services for the Fifth Annual *Jazz in the Gardens*. Their written proposals are due on May 29th and oral presentations are scheduled for June 5th. It is staff's goal to have a production contract executed by June 19th. Selected contractor(s) would be responsible for coordinating all the necessary services (stage, light, sound, talent, printing, etc) on the City's behalf. We anticipate that performing artists, advertising, marketing and expenditures in several areas will exceed the City Manager's authority as prescribed under the city's Purchasing Ordinance. If staff is required to bring each of these matters back to Council for approval, we would have difficulty negotiating the various agreements for these services in a timely manner. As such, we request authorization to allow the City Manager to exceed his purchasing authority, as it relates to the expenditures for the 2010 *Jazz in the Gardens* event.

Proposed Action:

We recommended that City Council authorizes the City Manager to negotiate and execute contracts as may be necessary and appropriate for the production of the Fifth Annual *Jazz in the Gardens* in March 2010; allowing a waiver of bid procedures, for purchases made in connection with the event, and authorizes the City Manger to exceed his purchasing authority, as may be necessary.

Attachment:

Attachment A – 2009 *Jazz in the Gardens* Budget

Festival Budget

EXPENSES

Talent & Production	**$**	**1,241,053.90**
Stadium Operations (Net)	**$**	**117,000.00**
Diamonette	**$**	**73,964.42**
Marketing & Media	**$**	**197,715.00**
Total Expenses	**$**	**1,629,733.32**

REVENUES

Sponsorships	**$**	**206,507.00**
Cultural Affairs Grants	**$**	**13,500.00**
Ticket Sales	**$**	**1,038,786.44**
VendorBooths	**$**	**20,250.00**
Food Vendor Booths	**$**	**46,300.00**
Merchandise Sales	**$**	**5,619.64**
Total Revenues	**$**	**1,330,963.08**
	$	**(298,770.24)**