

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner Joseph Magazine

DATE: February 3, 2025

TITLE: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE – CONSIDER REQUEST FOR CITY SPONSORSHIP AND WAIVER OF CITY SPECIAL EVENT PERMIT FEES, PURSUANT TO SECTION 12-7 OF THE CITY CODE, FOR THE MODEL VOLLEYBALL EVENT, SCHEDULED TO TAKE PLACE FROM MARCH 29, 2025 TO MARCH 30, 2025.

### **RECOMMENDATION**

Please place the above item on the City Commission agenda as a referral to the Finance and Economic Resiliency Committee. A copy of the event producer's request is attached to this Memorandum.

### **BACKGROUND/HISTORY**

The Model Volleyball tournament has lived on the sand of Miami Beach since 2010 and has become a globally renowned event. This free event is open to the public & features top model agencies competing in a co-ed beach volleyball tournament. These top agencies include Next, CGM, Elite, Ford, Select, Front, Source, Runways & Dorothy Combs.

After completing its 14th consecutive year, Model Volleyball has grown to see nearly 15,000 attendees, over 300 participating models & over 500 million in media impressions per tournament alone. Media partners have included iHeartMedia, Snapchat & Shape Magazine.

### **ANALYSIS**

### **FISCAL IMPACT STATEMENT**

TBD based on location decided upon with City Staff

### **Does this Ordinance require a Business Impact Estimate?**

(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

### **FINANCIAL INFORMATION**

## **CONCLUSION**

### **Applicable Area**

South Beach

**Is this a "Residents Right to Know" item,  
pursuant to City Code Section 2-17?**

No

**Is this item related to a G.O. Bond  
Project?**

No

**Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481,  
includes a principal engaged in lobbying?** No

If so, specify the name of lobbyist(s) and principal(s): N/A

### **Department**

Office of Commissioner Joseph Magazine

### **Sponsor(s)**

Commissioner Joseph Magazine

### **Co-sponsor(s)**

### **Condensed Title**

Ref: FERC - Sponsorship/Waiver of Special Event Permit Fees, The Model Volleyball Event.  
(Magazine)

### **Previous Action (For City Clerk Use Only)**