

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE, AND APPROVING RETROACTIVE SPECIAL EVENT SPONSORSHIP FUNDING FOR THE 2025 SWIMWEAR ICONS HALL OF FAME GALA, WHICH OCCURRED ON MAY 28, 2025, IN AN AMOUNT NOT TO EXCEED \$75,000 TO BE CONSIDERED AS PART OF THE FY 2026 BUDGET PROCESS; AND FURTHER AUTHORIZING THE CITY MANAGER TO EXECUTE THE SPONSORSHIP AGREEMENT WITH THE EVENT ORGANIZER.

WHEREAS, on February 26, 2025, the Mayor and City Commission approved a referral item to consider expanding the City's strategic partnership with Miami Swim Week, acknowledging the event's evolving cultural, tourism, and industry influence; and

WHEREAS, Miami Swim Week, a cornerstone fashion activation now in its 21st year, continues to generate significant returns in the form of international media exposure, hospitality industry demand, and economic impact, reinforcing Miami Beach's reputation as the global epicenter for swimwear and resort fashion; and

WHEREAS, during its 2025 edition, Paraiso Miami Swim Week hosted numerous high-profile activations across the city, including in Collins Park, where over 10,000 attendees were recorded across multiple days of programming featuring top designers and exclusive product launches; and

WHEREAS, the inaugural Swimwear Icons Hall of Fame Gala was held on May 28, 2025, serving as a historic milestone for the industry by formally recognizing legacy designers, creatives, and brand visionaries who have contributed to the global prominence of the swimwear sector; and

WHEREAS, the event's high-profile guest list included fashion media, influencers, and key figures from the business and entertainment worlds, all of which contributed to significant digital and press coverage and further amplified the City's cultural and economic visibility on a global scale; and

WHEREAS, the event included an educational component as a public benefit, resulting in event organizers partnering with the Office of Education and Performance Initiatives to involve youth representation from the Miami Beach community, including participation by a student member of the Miami Beach Youth Commission; and

WHEREAS, the organizers of the Gala were awarded a \$57,000 grant from the Miami Beach Visitors and Convention Authority in recognition of the event's value and alignment with cultural tourism goals; and

WHEREAS, following the successful execution of the event, the event organizer submitted a request for \$75,000 in retroactive special event sponsorship funding to help support the production and programming of the Gala; and

WHEREAS, the event organizer further indicated its vision to establish a permanent exhibition in 2027 dedicated to celebrating the swimwear industry and its heritage, which would be housed in Miami Beach and further institutionalize the City's connection to this globally recognized design sector; and

WHEREAS, at its the May 7, 2025 meeting, the Finance and Economic Resiliency Committee reviewed the event and the funding request and unanimously recommended the sponsorship be considered by the City Commission during the FY 2026 budget development process.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby accept the recommendation of the Finance and Economic Resiliency Committee, and approve retroactive special event sponsorship funding for the 2025 Swimwear Icons Hall Of Fame Gala, which occurred on May 28, 2025, in an amount not to exceed \$75,000 to be considered as part of the FY 2026 budget process; and further authorizing the City Manager to execute the sponsorship agreement with the event organizer.

PASSED and **ADOPTED** this _____ day of _____, 2025.

Steven Meiner, Mayor

ATTEST:

Rafael E. Granado, City Clerk

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

for Nickallegis 6/24/25
City Attorney *CR* Date