

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Interim City Manager Rickelle Williams

DATE: June 26, 2024

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATIONS OF THE TOURISM AND CULTURE DEPARTMENT, AND APPROVING THE SPECIAL EVENT SPONSORSHIP FUNDING FOR THE FISCAL YEAR 2024/2025 FOR EIGHT (8) SPECIAL EVENT ORGANIZERS, IN THE TOTAL AMOUNT OF \$324,157, TO PROVIDE FINANCIAL ASSISTANCE TO MIAMI BEACH-BASED SPECIAL EVENTS; AND FURTHER AUTHORIZING THE INTERIM CITY MANAGER AND THE CITY CLERK TO EXECUTE THE SPONSORSHIP AGREEMENTS WITH THE EIGHT (8) SPECIAL EVENT ORGANIZERS.

### **RECOMMENDATION**

The Administration recommends the approval of the Special Event Sponsorship Program recommendations for fiscal year 2024/2025 for eight (8) special event organizers in the total amount of \$324,157.

### **BACKGROUND/HISTORY**

The Miami Beach Special Event Sponsorship Program (the "Program") was created on June 23, 2021, via Resolution No. 2021-31742 to assist the City in the review of event sponsorship and fee waiver requests. The Program process is formalized and allows the Administration to properly analyze and budget special event sponsorship requests.

The Program is available for events held in Miami Beach. The purpose is to provide financial assistance and in-kind support to high-quality local festivals, special events, community events, or programming that promote community engagement and elevates Miami Beach as a world-class tourist destination.

The City of Miami Beach considers special events that:

- provide unique and engaging experiences that increase resident quality of life;
- increase tourism by hotel rooms block contract(s) and targeted tourist attendance;
- promote Miami Beach as a national and international tourist destination;
- accessible to the general public; and
- strengthens Miami Beach by enhancing the City's Cultural Events.

The City's current sponsorship process is within the City Code:

Section 12-6 of the City Code defines a sponsorship as any contract, grant, or other commitment by the City to fund an event, either through:

- A cash or in-kind contribution, in any amount; or
- A reimbursement for City special event-related costs (police, fire, sanitation); or
- A waiver of special event permit fees (including user fees, admin fees, and square footage fees), in excess of \$25,000.

Section 12-7(c) of the City Code provides that "in considering approval of a Sponsorship for an event, the City Commission may consider:

- whether the event organizer has exercised good-faith, diligent efforts to apply for grant funding that may be available from the City's Visitor and Convention Authority ("VCA") or Cultural Arts Council ("CAC");
- the Event organizer's history and performance in delivering quality Events;
- any benefits being directly provided to the general public with respect to the Event, such as free or discounted tickets to persons residing in the City of Miami Beach, seniors, veterans, or members of disadvantaged groups;
- whether the event is accessible to the general public (either as a ticketed event or otherwise); the demonstrable economic impacts associated with the Event;
- the demonstrable media commitments secured by the Event organizer for the Event; or the efforts undertaken by the Event organizer to mitigate any quality-of-life impacts associated with the Event, including noise, littering, traffic, or parking impacts associated with an Event.

In Section 12-7 of the City Code, sponsorship requests are generally to be reviewed well in advance of the date of each event, either as part of the City Commission's annual budget process, or through applications to the VCA or CAC. Any sponsorship request that falls outside of the standard review process is subject to Finance and Economic Resiliency Committee ("FERC") advisory review, as well as a heightened 5/7ths approval requirement by the City Commission.

The Special Event Sponsorship Process addresses these elements and provides a platform for event organizers to apply for city sponsorship in advance and allows the Administration time to do proper due diligence and budget planning for the fiscal year, while also allowing for opportunities to curate a fiscal year of engaging, unique, entertaining, educational, and fun community events to benefit Miami Beach residents, businesses, visitors and culture.

## **ANALYSIS**

Since its inception, the Administration has witnessed an increased interest in the Program, both from producers of large-scale events and community event organizers. To date, the Tourism and Culture Department (TCD) has managed three cycles of the Program. At the July 26, 2023, City Commission meeting the Mayor and City Commissioners voted to approve the revisions to the Special Event Guidelines via Resolution No. 2023-32701. The approved revisions included the bifurcation of the Special Event Sponsorship Program, to allow the Program to be independent from the guidelines.

At the September 12, 2023 City Commission meeting, the Mayor and City Commission voted via Resolution No. 2023-32745 to amend and restate the City's Special Event Sponsorship Program requirements by (1) creating two distinct event sponsorship categories, including minimum requirements and evaluation criteria, for "Major Special Events" and "Community Engagement events," and an evaluation process to review and score sponsorship requests based upon weighted criteria, and (2) establishing maximum sponsorship funding amounts per event.

The Program reviews non-profit status, length of event, history of event, hotel room block, number of attendees, resident/community benefit, marketing, and public relations exposure, and more. Applicants are required to have a mandatory dollar for dollar (\$1 to \$1) match and demonstrate this match through cash, other matching sponsorships, and/or in-kind contributions.

Accordingly, in its third year, the program applications opened on January 1, 2024, and closed February 29, 2024. The program is hosted at: [MBEventSponsorship.gosmart.org](http://MBEventSponsorship.gosmart.org). For each cycle, applicants who meet the requirements are scored by a review panel and subsequently approved by the Mayor and City Commission.

For the category of Major Special Event, eleven (11) event organizers opened the application, six

(6) event organizers completed the application, and five (5) event organizers were qualified for review. For the category of Community Engagement Event, nine (9) event organizers opened the application, and five (5) event organizers completed the application and qualified for review. During the months of February and March the ten (10) applicants who met all requirements, including deadlines, were reviewed, and scored by a panel consisting of City staff, and members of the Greater Miami Convention and Visitors Bureau and the Miami Beach Visitor and Convention Authority. Incomplete applications were disqualified, and applicants were invited to apply during the next session, which launches on January 1, 2025, and will close on February 28, 2025.

The application scoring process included an extensive review of non-profit status, length of event, history of event, hotel room block (when applicable), whether attendees are regional, national and/or international, resident/community benefit, marketing, and public relations exposure, utilization of local venues, tax documentation, and more. Applicants were required to have a mandatory dollar for dollar (\$1 to \$1) match and demonstrate this match through cash, other matching sponsorships, and/or in-kind contributions.

According to the Special Events Sponsorship Program, an application must score at least 65% on the Sponsorship Score Card for the administration to recommend that the sponsorship be awarded. Only nine (9) met the threshold. However, one event, Miami Beach Sail Grand Prix, advised they would not move forward with a 2025 event.

Based on the aforementioned, the administration is making the following funding recommendations for eight (8) special events for Fiscal Year 2025:

Special Event Category	Applicant Name	Event Name	Event Date	Requested Funding	Average Score	Recommended Award
Major Special Event	The Fashion Shows LLC dba "Miami Fashion Week"	Miami Fashion Week	Nov. 23, 2024	\$100,000	74	\$70,300
Major Special Event	Miami Music Festival	Miami Beach Holiday Festival of Lights	Dec. 18-22, 2024	\$100,000	87.25	\$82,888
Major Special Event	Sportworx International	Queen & King of the Court Miami Beach	April 10-13, 2025	\$100,000	78.5	\$74,575
Major Special Event	Miami Takeover LLC	Miami Takeover	July 26-29, 2025	\$50,000	71.3333	\$33,883
Community Engagement Event	Bais Menachem	Simchas Bais Hashoeiva (SBH)	Oct. 21, 2024	\$20,000	81.5	\$15,485
Community Engagement Event	Pro Footvolley Tour	2024 Miami Beach World Open	Dec. 5-8, 2024	\$20,000	75	\$14,250
Community Engagement Event	Miami Dade College Foundation	MUNDO Miami Beach	Jan. 25, 2025	\$20,000	85.75	\$16,293
Community Engagement Event	Hued Songs	The Juneteenth Experience	June 18-19, 2025	\$20,000	86.75	\$16,483

**Event Descriptions provided in applications:**

**Miami Music Festival** - Miami Beach Holiday Festival of Lights will turn an entire block on Ocean Drive into interactive displays with vibrant projections accompanied by live musical performances. Miami Beach Holiday Festival of Lights uses state-of-the-art projection mapping, a technological innovation that overlaps video onto all surfaces, turning ordinary buildings into interactive displays. Holiday-themed graphics will be projected across five consecutive buildings highlighting the unique Art Deco architecture to create a delightful light and music experience. MMF will present three performances each day, featuring MMF’s talented singers and orchestra alongside beloved holiday characters. The visual elements projected onto the building will be holiday-themed and customized to the rhythm of each song, allowing the performers to interact with the graphics behind them. This event is designed with families in mind and is freely accessible to the public.

**Sportworx International** - Queen & King of the Court is a beach volleyball concept where each round five teams compete in a timed elimination race. One match consists of three rounds of 15 minutes. After each round, the team with the least number of points is eliminated. If there is more than one team with the lowest number of points, the team with longest stay advances to the next round. If the longest stay is also equal, the team that reached that longest stay first continues to the next round. The Queen & King of the Court Beach Volleyball Event stands as a pinnacle of athletic excellence, bringing together the world's foremost beach volleyball players, including esteemed World and Olympic champions.

**The Fashion Shows LCC dba "Miami Fashion Week"** - The culmination to Miami Fashion Week, this event is a grand finale event that will encapsulate the essence of style, creativity, and cultural celebration. The event's vision entails a fashion show, headlined by a renowned designer, serving as the crowning jewel of this illustrious week-long event. Following the captivating runway presentation, attendees will be treated to a mesmerizing music concert by an international performing artist, further elevating the ambiance, and offering an unforgettable experience for all who attend. This closing extravaganza aims to not only showcase the pinnacle of fashion excellence but also to foster community engagement and appreciation for the arts within Miami Beach. Their goal is to leave a lasting impression on both attendees and participants alike, contributing to the cultural vibrancy and economic prosperity of our beloved city.

**Miami Takeover LLC** - In its 16th year, the Miami Takeover Weekend has become a signature yearly travel event for the mature urban traveler (30-52). This year the weekend event is scheduled to take place July 26th through July 29th and its purpose is to bring together like minded mature urban travelers and provide them with a stress-free travel getaway in Miami Beach, one of the world's ideal vacation destinations, centered around entertainment, peer networking, and community service. The weekend festivities kick-off with an afternoon networking meet and greet for weekend travelers. Three additional social and community service events are planned during the remainder of the weekend highlighted by a cultural exchange music and arts festival that features live performances of Go-Go which is the adopted official music of the city of Washington, DC.

**Pro Footvolley Tour** – Pro Footvolley Tour presents 2024 Miami Beach World Open. This is an international footvolley competition with the top national teams competing including Brazil, Israel, Argentina, and Team USA.

**Hued Songs** – Hued Songs presents the 4th annual multidisciplinary, inclusive performance and production of The Juneteenth Experience. Bringing Black joy and artistry to citizens across Miami-Dade County. The June 19, 2025, performance of the Juneteenth Experience at Miami Beach's iconic Colony Theatre culminates a month-long celebration of community activations and performances across Miami-Dade County.

**Bais Menachem** – Simchas Bais Hashoeiva (SBH) is a joyous Jewish holiday celebration It is an annual event that has become a beloved tradition in Miami Beach. Rooted in cultural significance, Simchas Bais Hashoeiva began in ancient times and was celebrated in the temple in Jerusalem. This event is a time for community members to come together in unity and celebration, embodying the spirit of shared joy and cultural vibrancy. In its 5th year, the Simchas Bais Hashoeiva of Miami Beach transforms 40th street between Royal Palm and Prairie into a lively cultural hub. The focal point of the celebration is a dynamic main stage featuring energetic live music acts that captivate and engage attendees. The event offers a unique and immersive experience with seating arrangements, spaces for mingling, and dancing spread throughout the blocked-off section of 40th street.

**Miami Dade College Foundation** - MUNDO Miami Beach aims to ignite the city's cultural scene with an electrifying one-day event at the iconic Miami Beach Bandshell. Inspired by the renowned Globalfest New York, this festival promises to immerse attendees in a vibrant tapestry of sounds, rhythms, and traditions from around the world. With a diverse group of artists and interactive

workshops, the festival invites both locals and tourists to experience the richness of global music right in the heart of North Beach. The festival boasts a carefully curated lineup of artists representing a myriad of musical genres and cultural backgrounds, with an emphasis on those from Latin America. Beyond the music, this Festival serves as a platform for community engagement and cultural exchange through in school workshops by visiting artists that invite students to connect with diverse expressions and foster cross-cultural understanding and appreciation.

### **FISCAL IMPACT STATEMENT**

The amount awarded for eight (8) special events for FY 2024/2025 is \$324,157 from the Special Event Sponsorship Program.

### **Does this Ordinance require a Business Impact Estimate?** (FOR ORDINANCES ONLY)

The Business Impact Estimate (BIE) was published on . See BIE at:  
<https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notices/>

### **FINANCIAL INFORMATION**

Funding is allocated in the Resort Tax Fund 160-0380-000349-25-406-548-00-00-00-

### **CONCLUSION**

The Administration recommends the approval of the Special Event Sponsorship Program recommendations for Fiscal Year 2025 for eight (8) special event organizers in the total amount of \$324,157.

### **Applicable Area**

Citywide

**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):

### **Department**

Tourism and Culture

### **Sponsor(s)**

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

