

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, APPROVING AND AUTHORIZING THE CITY OF MIAMI BEACH TO ACCEPT DONATIONS TOTALING \$53,350 FROM EVENT PRODUCERS AS RESIDENT BENEFITS PURSUANT TO CITY'S SPECIAL EVENT PERMIT REQUIREMENTS.

RECOMMENDATION

The Administration recommends the acceptance of the donations totaling \$55,350 from four (4) event producers as resident benefits, pursuant to City's special event permit requirements.

BACKGROUND/HISTORY

The City of Miami Beach hosts a wide variety of special events that enrich the community for both visitors and residents. To mitigate the demands made upon City resources and infrastructure, applicants are required to present proposed special event activities to potentially impacted neighborhood associations and appropriate City Departments to ensure that these events are compatible with the surrounding neighborhoods. This process assists in evaluating and assessing the City's resources, both in terms of personnel and use of public property and rights-of-way to adequately protect the public safety, health, and welfare of the community.

ANALYSIS

According to the City's Special Events Guidelines, most recently revised by Resolution No. 2023-32701, special events on public property require a resident benefit, defined as a quantitative, tangible benefit to the residents and local community. Examples of Resident Benefits may include, but is not limited to:

- Discounted tickets (Miami Beach residents, seniors, youth, military, veterans, disabled and special needs)
- Special programming or standalone public performance
- Educational and/or cultural component/ programming
- Senior benefit or food drive - in partnership with Housing and Community Services
- Monetary Donation to a City's Public Benefit Fund
- Beach cleanup or dune restoration - monetary equivalent based on footprint and impact of event

The Tourism and Culture Department is responsible for the verification of a resident benefit inclusion as part of a special event application. Four (4) special events, identified below, chose a monetary donation as a resident benefit.

Special Event Resident Benefit Donations

Event Name	Entity	Amount	Fund
Ferrari Cavalcade	Canossa Events North America	\$ 5,000.00	Tree Preservation Fund
Ferrari World Premier	Faena Hotels Miami Beach	\$ 30,000.00	Sustainability & Resiliency Fund
Wilf Firestone Wedding	Faena Hotels Miami Beach	\$ 20,000.00	Sustainability & Resiliency Fund
Sun Bum Pop-Up	Factory 360, Inc.	\$ 350.00	Art in Public Places Fund
Total		\$ 55,350.00	

Ferrari Cavalcade

Event Date(s): 5/1/24

Event Location(s): Ocean Drive Promenade; Between 13th Street – 14th Place,
32nd Street; Between Collins Avenue – Miami Beach boardwalk

Estimated Attendance: 150

Ferrari World Premier

Event Date(s): 4/15/24 – 5/20/24 Inclusive of Load In/Out

Event Location(s): 33 - 36 Street beachfront (Main Event)
36 Street; Between Collins Avenue - Miami Beach boardwalk
Municipal Lot 57; 3501 Collins Avenue (Production Staging)

Estimated Attendance: 600

Wilf Firestone Wedding

Event Date(s): 3/23/24 – 4/13/24 Inclusive of Load In/Out

Event Location (s): 34- 36 Street beachfront (Main Event)
Municipal Lot 57; 3501 Collins Avenue (Production Staging)

Estimated Attendance: 600

Sun Bum Pop-Up

Event Date(s): 6/1/24

Event Location: 21st Beachfront

Estimated Attendance: 500

FISCAL IMPACT STATEMENT

N/A

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

Revenue Only

CONCLUSION

The Administration recommends the acceptance of the donations totaling \$55,350 from four (4) event producers as resident benefits, pursuant to City's special event permit requirements.

Applicable Area

Citywide

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

**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)