

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Eric Carpenter, City Manager

DATE: May 7, 2025

TITLE: DISCUSS EXPANDING MIAMI BEACH'S PARTNERSHIP WITH MIAMI SWIM WEEK

RECOMMENDATION

The Administration recommends the Finance and Economic Resiliency Committee members discuss the potential of establishing a partnership with the organizers of Miami Swim Week. As part of the potential partnership, the event organizers are seeking special event funding for the inaugural Swimwear Icons Hall of Fame event. Currently, the City does not provide special event sponsorship to Paraiso Miami Swim Week, which takes place annually. Funding for the proposed event has not been identified, budgeted, or allocated. It is recommended that should the Committee recommend, and the City Commission approve, that funding be prioritized through the FY 2026 budget development process.

BACKGROUND/HISTORY

On February 26, 2025, the Mayor and City Commission approved a referral item sponsored by Commissioner Joseph Magazine and co-sponsored by Commissioner David Suarez to discuss expanding Miami Beach's partnership with Miami Swim Week.

ANALYSIS

Miami Swim Week will be celebrating its 21st edition in 2025. The weeklong activation features multiple events, exclusive product launches, and runway presentations by top brands in swimwear and the resort wear industry.

Based on Miami Swim Week's proven track record of economic impact, media exposure, and industry relevance, the referral asks Miami Beach to seek to expand its partnership with the event. The expansion could be through increased municipal support—whether through infrastructure enhancements, marketing collaborations, or incentives for participating businesses— which would further cement the city's status as the global leader in swimwear fashion. Additionally, fostering a stronger relationship with Miami Swim Week could encourage year-round fashion activations, sustaining visitor engagement beyond the event itself. By deepening its investment, Miami Beach can maximize the long-term economic and cultural benefits of this world-renowned fashion spectacle.

Paraiso Miami Swim Week, the anchor event during Miami Swim Week, is scheduled to take place May 29-June 1, 2025, in the City of Miami Beach's municipal lot P49 with an estimated attendance of 10,000 over the course of the activation days.

The organizers of Miami Swim Week and Paraiso Swim Week will be launching the inaugural event Swimwear Icons Hall of Fame Inaugural Induction Gala (the Event), during the 2025 Miami Swim Week. The Event will celebrate individuals who have made a significant contribution to the swimwear industry. The Event is scheduled to take place in Miami Beach on May 30, 2025.

In addition to the inaugural Event, the organizers have shared the intent to establish a permanent exhibition honoring the swimwear industry in Miami Beach in 2027.

Special Event Sponsorship

Paraiso Swim Week did not apply for funding through the Special Event Sponsorship Program for the 2025 activation. However, the event was awarded a grant from the Miami Beach Visitors and Convention Authority in an amount of \$57,000 for the 2025 activation.

FISCAL IMPACT STATEMENT

As part of the potential partnership, the event organizers are seeking special event funding for the inaugural Swimwear Icons Hall of Fame event. Funding for the proposed event has not been identified, budgeted, or allocated. It is recommended that should the Committee recommend, and the City Commission approve, that funding be prioritized through the FY 2026 budget development process.

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-notice/>

FINANCIAL INFORMATION

Currently, the City does not provide special event sponsorship to Paraiso Miami Swim Week, which takes place annually.

CONCLUSION

The Administration recommends the Finance and Economic Resiliency Committee members discuss the potential of establishing a partnership with the organizers of Miami Swim Week. As part of the potential partnership, the event organizers are seeking special event funding for the inaugural Swimwear Icons Hall of Fame event. Currently, the City does not provide special event sponsorship to Paraiso Miami Swim Week, which takes place annually. Funding for the proposed event has not been identified, budgeted, or allocated. It is recommended that should the Committee recommend, and the City Commission approve, that funding be prioritized through the FY 2026 budget development process.

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?

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

Department

Tourism and Culture

Sponsor(s)

Commissioner Joseph Magazine

Co-sponsor(s)

Commissioner David Suarez

Condensed Title

Discuss Expanding Miami Beach's Partnership with Miami Swim Week