

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: November 20, 2024

TITLE: 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, AT ITS NOVEMBER 8, 2024, MEETING, DIRECTING ADMINISTRATION TO NEGOTIATE A SPONSORSHIP AGREEMENT FOR THE MCKENNIE'S MAGICAL YOUTH MISSION FOUNDATION FOR YOUTH SOCCER CAMPS WITH RESIDENT SCHOLARSHIPS UP TO \$50,000 WAIVER OF FACILITY FEES, OTHER IN-KIND EXPENSES WITH THE BALANCE OF A CASH SPONSORSHIP, SUBJECT TO A FUTURE BUDGET AMENDMENT.

RECOMMENDATION

Accept the recommendation of the Finance and Economic Resiliency Committee, at its November 8, 2024 meeting, directing Administration to negotiate a sponsorship agreement for the McKennie's Magical Youth Mission Foundation for youth soccer camps with resident scholarships up to \$50,000 waiver of facility fees, other in-kind expenses with the balance of a cash sponsorship, subject to a future budget amendment.

BACKGROUND/HISTORY

During the October 30, 2024 City Commission meeting, at the request of Commissioner Joseph Magazine, the Mayor and City Commission referred a discussion to the Finance and Economic Resiliency Committee ("FERC"), to discuss potential financing for McKennie's Magical Youth Mission Foundation Youth Soccer Camps with the participation of the U.S. Men's National Team Players (Exhibit A).

During the November 8, 2024 FERC meeting, the Committee discussed the item and Commissioner Magazine motioned to have this item return to Commission with a favorable recommendation to direct the Administration to negotiate a sponsorship agreement for the McKennie's Magical Youth Mission Foundation for youth soccer camps with resident scholarships up to \$50,000. waiver of facility fees, other in-kind expenses with the balance of a cash sponsorship. Commissioner Bhatt seconded the motion and all present members were in favor. This recommendation is subject to a future budget amendment.

ANALYSIS

McKennie's Magical Youth Mission (the "Foundation") is dedicated to learning, impacting, and inspiring the underserved community. Established by Weston McKennie, a professional soccer player for Juventus and the United States Men's National Team. The Foundation is dedicated to enriching the lives of orphans and underprivileged children. By harnessing the power of community and compassion, the Foundation aims to open doors to new opportunities and brighter futures for the youth they serve. Through targeted programs and collaborative efforts, they provide essential resources, education and support, empowering children to achieve their full potential and dream big.

FISCAL IMPACT STATEMENT

Administration will negotiate a sponsorship agreement for youth soccer camp with resident scholarships for up to \$50,000.00 inclusive of all waiver of fees, with the remainder being a cash donation to the Foundation. This is subject to a future budget amendment.

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

\$50,000.00

CONCLUSION

The Parks and Recreation Department will work with the Foundation on establishing a sponsorship agreement for the youth soccer camp program as per the direction of FERC. Subject to a future budget amendment.

Applicable Area

Citywide

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

Yes

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

Parks and Recreation

Sponsor(s)

Commissioner Joseph Magazine

Co-sponsor(s)

Condensed Title

Accept Recom/Sponsorship Agreement w/ McKennie's Soccer Camps. (Magazine) PKS

