

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: February 3, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AUTHORIZING THE ADMINISTRATION TO FINALIZE, IN ACCORDANCE WITH SUCH DIRECTION AS THE CITY COMMISSION MAY PROVIDE, A LONG-TERM LICENSE AGREEMENT WITH YACHTING PROMOTIONS, INC. (LICENSEE) FOR THE MIAMI INTERNATIONAL BOAT SHOW (MIBS) IN MIAMI BEACH TO RE-ESTABLISH A PORTION OF THE ANNUAL MIAMI INTERNATIONAL BOAT SHOW ON THE INDIAN CREEK WATERWAY WHICH AGREEMENT AUTHORIZES THE LICENSEE TO TEMPORARILY OCCUPY (1) A STRIP OF LAND ABUTTING THE INDIAN CREEK WATERWAY ACROSS COLLINS AVENUE FROM PARKING LOT P-71, (2) A PORTION OF PARKING LOT P-74 CONSISTING OF NO MORE THAN 150 PARKING SPACES AND (3) THE NORTHERN PORTION OF INDIAN BEACH PARK (EXCLUSIVE OF THE PLAYGROUND AREA) CONSISTING OF APPROXIMATELY 31,540 SQ FT FOR A FIVE-YEAR LICENSE PERIOD FOR THE 2026-2030 ANNUAL SHOWS SUBJECT TO PAYMENT OF AN ANNUAL LICENSE FEE OF \$154,800, AND SEPARATE AND APART FROM THE LICENSE FEE, AN ANNUAL RESIDENT BENEFIT CONTRIBUTION TO THE CITY IN THE AMOUNT OF \$250,000 FOR WATERWAY AND SPOIL ISLAND CLEAN UP, WATER QUALITY AND RESTORATION EFFORTS OR OTHER WATERWAY HEALTH AND SAFETY-RELATED PROJECTS; AND FURTHER, AUTHORIZING THE CITY MANAGER AND CITY CLERK TO EXECUTE THE LICENSE AGREEMENT.

### **RECOMMENDATION**

The Administration recommends the Mayor and City Commission adopt the Resolution, approving, in substantial form an agreement with Yachting Promotions, Inc. (Licensee or the Boat Show), for the Miami International Boat Show (MIBS) in Miami Beach to reestablish a portion of the annual MIBS show in addition to activities occurring at the Miami Beach Convention Center and (1) temporarily occupy a strip of land abutting the Indian Creek Waterway, (2) a portion of parking lot P-71 consisting of no more than 150 parking spaces and (3) the northern portion of Indian Beach Park (exclusive of the playground area) consisting of 41,420 square feet for a license period for the 2026-2030 Annual Shows for annual license fee of \$156,997 and separate and apart from the license fee, an annual Resident Benefit contribution to the City in an amount of \$250,000 for waterway and spoil island clean up, water quality and restoration efforts or any other initiatives to promote the health and safety of the City's waterways.

### **BACKGROUND/HISTORY**

The Miami International Boat Show (MIBS), operated by Informa Markets, has a fifty (50)-year history with the City of Miami Beach and is regarded as an event with positive impact on the City's brand and economy. Informa Markets is one of the world's largest exhibition producers and has demonstrated a commitment to the Miami Beach Convention Center (MBCC), producing multiple shows a year, including eight (8) years of MIBS at the MBCC.

The MIBS is the longest running boat show in South Florida and among the largest in-water boat shows in the world. It attracts over 100,000 visitors and more than 1,000 exhibitors, contributing to nearly \$1 billion in economic impact for the region.

Since the 1970s to 2018, the Miami International Boat Show had an ancillary activation, the Miami Yacht Show exhibition along the Indian Creek Waterway. For close to three decades, the Miami Yacht Show on Collins Avenue and Indian Creek Waterways between 41<sup>st</sup> and 51<sup>st</sup> streets and Indian Beach Park, showcased 500 of the world's most extraordinary yachts and superyachts from the world's foremost custom boat builders.

In 2018, MIBS announced that the Miami Yacht Show location would move in 2019 to a new venue on Biscayne Bay, between the Venetian and MacArthur causeways in the City of Miami. Since 2019, the MIBS has coordinated water taxi transportation to connect show attendees to the main show at the MBCC.

## **ANALYSIS**

In the Fall of 2024, the Yachting Promotions, Inc., leadership informed the City of the potential to reestablish a portion of the annual MIBS show outside the Miami Beach Convention Center and temporarily occupy a strip of land abutting the Indian Creek Waterway and a portion of parking lot P-71 consisting of no more than 150 parking spaces and the northern portion of Indian Beach Park

The City staff and the City Attorney's Office has participated in various meetings with representatives from Informa to discuss terms of an agreement. Discussions included footprint, event's timeline (inclusive of load-in and load-out), impact to community, license fee, public benefit and more.

The City has negotiated a license agreement with Yachting Promotions, Inc., for the Miami International Boat Show (MIBS) in Miami Beach to reestablish a portion of the annual MIBS show outside the Miami Beach Convention Center and (1) temporarily occupy a strip of land abutting the Indian Creek Waterway (2) and a portion of parking lot P-71 consisting of no more than 150 parking spaces and (3) the northern portion of Indian Beach Park (Exclusive of the playground area) consisting of 41,420 square feet for a license period for the 2026-2030 Annual Shows for annual license fee of \$156,997 and separate and apart from the license fee, an annual Resident Benefit contribution to the City in an amount of \$250,000 for waterway and spoil island clean up, water quality and restoration efforts or any other health and safety of the City's waterways.

## **Term**

The agreement provides for an initial five-year term, with Annual Shows occurring from 2026-2030. The parties have also negotiated a renewal option to hold the Annual Show for an additional five (5) consecutive years. The renewal option would allow the City to negotiate a License agreement for the 2031-2035 Annual Shows, on the same or similar financial terms and on same or similar dates as in the initial five-year term.

## **Branding**

The name of the Annual Show will include the name "Miami Beach" and the City of Miami Beach will be recognized as the highest level of sponsorship offered for a sponsor of each Annual Show. The City will also receive sponsorship recognition that, at a minimum, includes use of the name Miami Beach in association with the logo recognition in the annual catalog, and logo recognition on the show website (with a link to City's website) and in any and all other promotions, platforms and media in which any other sponsors are recognized.

## **Site Plan**

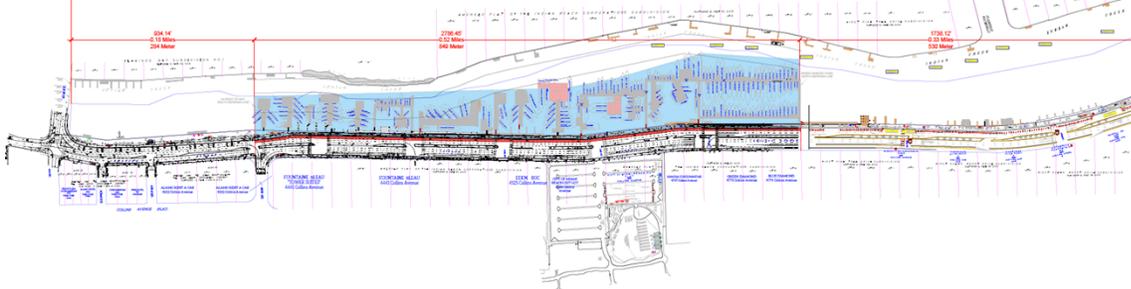
The MIBS Yacht show exhibition proposed for 2026 will have a significantly reduced footprint in the effort to be less disruptive than the previous iterations of the event. Based on previous event impacts in 2018, Yachting Promotions, Inc., has provided the following improvements on the event footprint and updates to the mobility plan as follows:

1. Show distance has reduced by approximately 50% (from 1.03 miles to .52 miles)
2. Number of boats has reduced from approximately 460 boats to 250 boats.

## 2018



## 2026



## Mobility Plan

Informa has commissioned an in-depth traffic and mobility study to guide the logistics plan for minimal disruption, Exhibit A.

- Importantly, Collins Avenue will not experience any lane closures throughout the show.
- The 63<sup>rd</sup> and 79<sup>th</sup> Street bridges will maintain current opening/closing schedules.
- Shuttle buses and rideshare offerings will optimize traffic flow and utilize parking lots strategically located throughout the site plan.
- Show load-in/load out activities will be restricted on Collins Avenue and 41<sup>st</sup> Street during peak hours to minimize traffic disruption.

As part of the negotiations, the Administration has communicated the importance of a mobility plan that includes the least amount of impact to the community. The agreement includes restrictions on load-in and load-out activities, not allowing such activities in connection with the annual show to take place on Collins Avenue or 41<sup>st</sup> street outside the hours of 9:30 a.m. to 3:00 p.m. and 7:00 p.m. to 11:00 p.m. Monday through Friday and between 9:00 a.m. to 11:00 p.m. on Saturdays and Sundays; provided that the foregoing restrictions may be amended from time to time by mutual agreement of the parties and reflected in the final, mutually approved mobility plan for each Annual Show.

## Sustainability

The show will not use or permit to be used on the Premises (a) any glass containers and plastics, which are prohibited on the Premises unless stated otherwise, (b) any Styrofoam and polystyrene products/items, including plastic stirrers and straws, which are strictly prohibited on the Premises, except for medical supplies and/or test kits and/or (c) any balloon, which includes but is not limited to, those made of latex, mylar or any other material, which are strictly prohibited on the Premises.

## **License Fee**

The base license fee to use and occupy the Premises for the 2026 Annual Show shall be a total of \$156,997 (One Hundred and Fifty-Six Thousand, Nine Hundred Ninety-Seven Dollars), plus all applicable taxes, including sales tax. This License Fee consists of (i) \$150 per linear foot utilized on the Waterfront Property (based on 550 linear feet, resulting in \$82,500); (ii) \$60,000 (Sixty Thousand Dollars) to utilize the Parking Lot portion of the Premises and (iii) \$14,997 (Fourteen Thousand Nine Hundred Ninety-Seven Dollars) to utilize the Indian Beach Park portion of the Premises.

For each subsequent year, commencing with the 2027 Annual Show, the License Fee will be adjusted by the greater of three percent (3%), or inflation measured by utilizing the United States Bureau of Labor Statistics, Consumer Price Index (CPI) for All Urban Consumers; Miami-Fort-Lauderdale (on an October 1 to September 30 fiscal year basis), subject to a cap of six percent (6%).

## **Public Benefits for 2026 – 2030 Annual Show**

Separate and apart from the License Fee, the Boat Show shall contribute to the City \$250,000.00 (Two Hundred and Fifty Thousand Dollars) annually for the City to utilize, in its sole discretion, for its waterway and spoil island cleanup, water quality and restoration efforts, and/or any other project, program or initiative with the purpose of improving or maintaining the quality, health and safety of the City's waterways ("**Public Benefit**").

Additional Miami Beach Public Benefit:

- Miami Beach Residents:
  - Miami Beach residents will be eligible for a 50% resident discount on general admission tickets to the annual boat show at all locations, including without limitation, all related uses at the Miami Beach Convention Center for Thursday, Friday, Saturday, and Sunday during which the annual boat show is open to the general public. The Resident Discount will be available to City residents during a seven-day window in January and promotions will be coordinated with the City.

## **Resident Notification**

On or before July 1<sup>st</sup> prior to the first two (2) License Periods, the Boat Show shall submit to the City the preliminary event details known at such time (e.g., CAD drawings showing the event footprint, proposed dates of Float Mobilization and de-mobilization, proposed dates of the License Period (including load-in dates, event dates, and load-out dates) and other general event details known at such time. Thereafter, during the month of July for such first two (2) License Periods, the Boat Show shall present such preliminary event details to the public at a community webinar led by the City's Neighborhood Affairs Division.

On or before November 1<sup>st</sup> prior to each License Period, the Boat Show shall notify the City in writing of the proposed final dates of Float Mobilization and de-mobilization, the License Period (including load-in dates, event dates and load-out dates), the event footprint and general event details.

In addition, on an annual basis, during November prior to each Annual Show, the Boat Show shall present the event details at the November special event monthly community review meeting led by the City's Tourism and Culture Department as part of the Special Events Permit application process.

## **FISCAL IMPACT STATEMENT**

The execution of the proposed agreement with Yachting Promotions, Inc. will not result in any direct cost to the City. The granting of the use of a portion Indian Creek Waterway and its adjacent land, the northern portion of Indian Beach Park, and a portion of parking lot P-71 will result in a multi-year license agreement between the City and Yachting Promotions, Inc, which includes an annual license fee paid to the City in the amount of \$156,997 and separate and apart, an annual Resident Benefit in amount of \$250,000 for waterway and spoil island clean up, water quality and restoration efforts or any other initiatives to promote the health and safety of the City's waterways.

**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-notices/>

**FINANCIAL INFORMATION**

**CONCLUSION**

The Administration recommends the Mayor and City Commission adopt the Resolution, approving, in substantial form an agreement with Yachting Promotions, Inc., for the Miami International Boat Show (MIBS) in Miami Beach to reestablish a portion of the annual MIBS show in addition activities occurring at the Miami Beach Convention Center and (1) temporarily occupy a strip of land abutting the Indian Creek Waterway and (2) a portion of parking lot P-71 consisting of no more than 150 parking spaces and (3) the northern portion of Indian Beach Park (Exclusive of the playground area) consisting of 41,420 square feet for a license period for the 2026-2030 Annual Shows for annual license fee of \$156,997 and separate and apart from the license fee, an annual Resident Benefit contribution to the City in an amount of \$250,000 for waterway and spoil island clean up, water quality and restoration efforts or any other health and safety of the City's waterways.

**Applicable Area**

Middle Beach

**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)**

Commissioner David Suarez

**Co-sponsor(s)**

**Condensed Title**

Re-establish Portion of Annual Miami International Boat Show on Indian Creek. (Suarez) TC

**Previous Action (For City Clerk Use Only)**