

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: April 23, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING A REQUEST FOR A WAIVER OF MIAMI BEACH CONVENTION CENTER RENTAL FEES FOR STYLE SAVES INC., IN AN AMOUNT NOT TO EXCEED \$42,022 FOR USE OF EXHIBIT HALL D, FOR THE STYLE SAVES INC. BACK TO SCHOOL PROGRAM 2025, TO BE HELD ON AUGUST 6-11, 2025, AND AUTHORIZE THE CITY MANAGER AND CITY CLERK TO EXECUTE A GRANT AGREEMENT WITH STYLE SAVES INC. FOR THE BACK-TO-SCHOOL PROGRAM, THE TERMS OF WHICH SHALL INCLUDE GRANT FUNDING, IN AN AMOUNT NOT TO EXCEED \$100,000 FOR THE 2025 EVENT; AND FURTHER, WAIVING, BY 5/7TH VOTE, THE REQUIREMENTS IN THE CITY CODE TO REFER SPONSORSHIP AGREEMENTS TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE.

### **RECOMMENDATION**

The Administration recommends the approval and authorization of Miami Beach Convention Center rental fee waiver and grant for the Style Saves Inc. Back-To-School Program 2024.

### **BACKGROUND/HISTORY**

In November 2018, the City of Miami Beach established Miami Beach Convention Center ("MBCC") Rental Waiver Guidelines including an application, review and approval process. The waiver is administered by the Administration, with a recommendation to the Mayor and City Commission.

The rental discount/waiver is specific to room and space rental fees only. The event producer/organizer is solely responsible for any and all other associated MBCC fees as assessed for the event, including but not limited to, audio, visual, utilities, furniture rentals, equipment, security, food and beverage, corkage fees, parking, room set-up and cleaning.

The City received an application for a rental fee waiver for the use of the MBCC. The application has a resident community impact and/or a civic or social benefit to the residents of Miami Beach.

The Style Saves Inc. is a community of creatives who are committed to engaging with the next generation of leaders through the basic principles that fashion can uplift and be a catalyst for good. Style saves directly aids thousands of students and their families with school essentials, brand new clothing and school uniforms, food assistance, maternity needs, and more, all at no cost. Their efforts have reached more than 150,000 students and their families, and the global impact has provided relief efforts in Colombia, Guatemala, Haiti, and Honduras.

### **ANALYSIS**

The Style Saves Inc. mission is to provide youth and their families with the essential goods to increase academic achievement. Knowing families are dealing with the difficulty of consistency, Style Saves has a private label line and currently manufacture backpacks, school supplies, pants, polos, belts and sneakers to provide high quality product for students and ultimately reaching more children.

Through purpose driven, experiential moments, including the Back-to-School event, mentorship programs and fundraising partnerships, they have formed an alliance of dedicated thought-leaders who stand firm in the powerful connection that can be made when fashion meets philanthropy.

The Back-to-School program, in its 15th year, sends 15,000 students throughout South Florida back to school in August with necessities for the upcoming school year. The annual event extends its support to various beneficiaries, including children living in migrant camps, homeless shelters, organizations, and foster care across South Florida.

The Back-to-School program will be held in Exhibition Hall D of the MBCC on August 6-11, 2025, including event load-in and load-out. Style Saves has requested that the City waive MBCC room rental fees in an amount not to exceed \$42,022 with a grant in an amount not to exceed \$100,000 for services such as audio, visual, utilities, furniture rentals, security, food and beverage, room set-up, parking and cleaning. Style Saves has satisfied the MBCC rental waiver application criteria by providing a resident community impact through its delivery of services to the residents of Miami Beach.

MBCC rental waiver application documents and requirements include, but are not limited to, proof of not-for-profit status, recent tax returns, and sponsors. Additionally, the event must be either a major countywide special event, demonstrate priority 1 room night generation in Miami Beach hotels, be produced by an organization based in Miami Beach or provide most services to the residents of Miami Beach. If ticketed, the event provides free entry or a discounted rate to Miami Beach residents, students and/or seniors and the City receives grant recognition.

### **FISCAL IMPACT STATEMENT**

According to the 2022 Community Satisfaction Survey, only 3.9% of Miami Beach residents polled listed the Convention Center among the City's facilities or landmarks that they visit frequently. 39% of polled residents never visit the Convention Center.

### **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**

The MBCC room rental waiver, if approved, is valued at \$42,022, and reflects a loss of MBCC revenue. The grant is valued at up to, but not exceeding, \$57,978.

### **CONCLUSION**

The Administration recommends the approval and authorization of the MBCC rental fee waiver and grant for the Style Saves Back-to-School Program 2024.

**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?** No

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

**Department**

Economic Development

**Sponsor(s)**

Commissioner Alex Fernandez

**Co-sponsor(s)**

**Condensed Title**

Waive MBCC Rental Fee, Style Saves Back-to-School Program 2025. (Fernandez) ED 5/7

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