

# 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, ACCEPTING DONATIONS TOTALING \$29,800 FROM EVENT PRODUCERS AS RESIDENT BENEFITS PURSUANT TO THE CITY'S SPECIAL EVENT GUIDELINES.

### **RECOMMENDATION**

The Administration recommends approval of the Resolution, accepting the resident benefit donations from event producers, pursuant to the City's Special Event Guidelines.

### **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 via Resolution No. 2024-33112, the City has the authority to approve, approve with conditions, deny or revoke a Special Event Application, considering factors which include the type of event, resident benefit, economic impact to the City, and demands on City services.

All 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 Public Benefit Fund; and
- 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. Five (5) recent special events, identified below, chose a monetary donation as a resident benefit.

Special Event Resident Benefit Donations			
Event Name	Entity	Amount	Fund
Adobe Inc	Adobe Max	\$ 4,000.00	\$800 - Education Compact Fund
			\$800 - Art in Public Places Fund
			\$800 - Tree Preservation Fund
			\$800 - Biscayne Bay Protection Fund
			\$800 - Resiliency Fund
Untitled Art	Informa Markets Art LLC	\$ 10,000.00	\$2,000 - Education Compact Fund
			\$2,000 - Art in Public Places Fund
			\$2,000 - Tree Preservation Fund
			\$2,000 - Biscayne Bay Protection Fund
Faena Beach Dinner	Faena Hotels Miami Beach	\$ 500.00	\$500 - Art in Public Places Fund
Faena NYE Fireworks	Faena Hotels Miami Beach	\$ 300.00	\$300 - Art in Public Places Fund
JP Morgan Summit 2025	Creative Edge Parties of South Florida LLC	\$ 15,000.00	\$15,000 - Education Compact Fund
		<b>Total \$</b>	<b>29,800.00</b>

### **Adobe MAX – The Creativity Conference**

Event Date(s): 10/11/24 – 10/16/24 (Including load in and load out)

Event Location(s): Collins Canal Park, Run Room Plaza, Convention Center Drive and 19<sup>th</sup> Street

Estimated Attendance: 7,000

### **Untitled Art Fair**

Event Date(s): 11/12/24-12/20/24 (Including load in and load out)

Event Location(s): Lummus Park Beachfront, 10<sup>th</sup> – 13<sup>th</sup> Street, and Lummus Park Spoil, 11<sup>th</sup> to 12<sup>th</sup> Street

Estimated Attendance: 40,000

### **Faena Beach Dinner**

Event Date(s): 11/28/24 – 11/29/24 (Including load in and load out)

Event Location (s): 32<sup>nd</sup> – 33<sup>rd</sup> Street Beachfront

Estimated Attendance: 150

### **Faena NYE Fireworks**

Event Date(s): 12/31/24 (Including load in and load out)

Event Location: Faena Hotel Beachfront

Estimated Attendance: Hotel guests

### **JP Morgan Summit 2025**

Event Date(s): 1/9/25 – 2/16/25 (Including load in and load out)

Event Location: 21<sup>st</sup> – 22<sup>nd</sup> Streets, Beachfront and Spoil

Estimated Attendance: 500

### **FISCAL IMPACT STATEMENT**

N/A

### **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**

**CONCLUSION**

The Administration recommends approval of the Resolution, accepting donations from event producers as resident benefits, pursuant to the City’s Special Event Guidelines.

**Applicable Area**

Citywide

**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**

Tourism and Culture

**Sponsor(s)**

**Co-sponsor(s)**

**Condensed Title**

Accept Public Benefit Donations from Event Producers, Per Special Event Permit Requirements. TC

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