

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, APPROVING THE SPECIAL EVENT SPONSORSHIP OF THE 2025 MIAMI BEACH PRIDE FESTIVAL, TAKING PLACE FROM APRIL 4, 2025 THROUGH APRIL 6, 2025, WHICH INCLUDES (1) A MAXIMUM CASH SPONSORSHIP CONTRIBUTION OF \$250,000, AS PREVIOUSLY APPROVED BY THE CITY COMMISSION IN THE FY 2025 OPERATING BUDGET, AND (2) WAIVER OF SPECIAL EVENT AND CITY SERVICES FEES, IN AN ESTIMATED AMOUNT OF \$53,425; AND FURTHER, AUTHORIZING THE CITY MANAGER TO EXECUTE A SPONSORSHIP AGREEMENT WITH THE EVENT ORGANIZER, MIAMI BEACH PRIDE, INC.

RECOMMENDATION

The Administration recommends that the Mayor and City Commission adopt the Resolution, approving (1) the special event sponsorship in an amount not to exceed \$250,000 and (2) the waiver of special event and city services fees in an estimated amount of \$53,425, for the 2025 Miami Beach Pride Festival.

BACKGROUND/HISTORY

The Miami Beach Pride Festival & Parade (Miami Beach Pride) brings people together to recognize and celebrate members of the lesbian, gay, bisexual, and transgender ("LGBTQ") community, as well as their friends, allies, and supporters in celebration of the LGBTQ community.

Miami Beach Pride celebrates Miami-Dade County's LGBTQ community with week-long festivities along Ocean Drive and draws large crowds. In 2024, Miami Beach Pride drew over 185,000 attendees. Since 2009, Miami Beach Pride has taken place in the Lummus Park spoil area, between 11th and 14th Streets with the Parade on Ocean Drive from 5th to 15th Streets on the last day of the Festival.

On September 25, 2024, the Mayor and City Commission adopted the FY 2025 budget that included the requested funding for the 2025 event in the Resort Tax Fund.

ANALYSIS

The 2025 Miami Beach Pride event is presented by Miami Beach Gay Pride Inc. in partnership with the City of Miami Beach. The Event is scheduled to take place primarily in Lummus Park from 9th to 14th streets and the Parade on Ocean Drive from 5th to 15th streets on April 4-6, 2025.

On January 31, 2024, the City Commission adopted Resolution No. 2024-32885 authorizing a cash sponsorship in an amount not to exceed \$250,000 and a waiver of special event and City Service fees for the 2024 event.

For the upcoming 2025 Miami Beach Gay Pride event, the Mayor and City Commission wish to authorize a reimbursable special event sponsorship in an amount not to exceed \$250,000, as previously approved by the City Commission in the FY 2025 Operating Budget.

For the 2025 event, a waiver of special event and City services fees would be approximately \$53,425, which includes a special event application fee of \$333, special event permit fee in the amount of \$663, Lummus Park user fees in the approximate amount of \$13,246, Vehicle Beach Access passes in the approximate amount of \$4,040, square footage fees in the approximate amount of \$24,201, Police Department Administrative fees in the approximate amount of \$6,048, Fire Department Administrative fees in the approximate amount of \$2,548, and sanitation fees in the amount of \$616.

Special Event Sponsorship Benefits:

Entertainment Stage

- Rotating Logo on LED screen.
- Opportunity for one city official to speak (non-campaigning) during the opening ceremonies on Sunday, April 6, 2025, after the Parade.

Dance Stage

- Rotating Logo on LED screen.

Marketing

- Main Entertainment Stage, Dance Stage, Community Stage, opportunity to provide approved crowd giveaways.
- Name recognition / logo on promoted materials including advertisements, printed materials, website, Facebook, X (Twitter) and Instagram.
- 1 rotating website banner.
- Opportunity to speak (non-campaigning) at the Flag Ceremony.
- Opportunity to speak (non-campaigning) at the Pride Lights the Night on Lincoln Rd.
- Opportunity to speak (non-campaigning) at the Post Pride Appreciation Events.
- Opportunity to speak (non-campaigning) at the VIP Media Meet & Greet Reception.
- Opportunity to speak (non-campaigning) at the Opening Ceremonies.
- Opportunity to provide pre-approved gift bag items for 800 VIP Bags.
- Recognition on all press releases.
- 1 dedicated non-sales specific spotlight press release.
- 4 dedicated non-sales specific email blasts to our subscribers, individuals, and corporations.
- 4 dedicated non-sales specific Facebook, Instagram, and X (Twitter) post/tweets.
- City of Miami Beach listed as a presenting sponsor on our sponsor page.

Parade Participation (New Sponsorship Benefit)

- 1 preferred placement parade entry.
 - Mode of transportation for the parade not included.
- Formal grandstand recognition: special recognition by the emcee, who will personally market the City's participation from the grandstand stage when the entry passes by.

Festival

- Signage / Marketing.

- Opportunity to place up to 15 barricade covers throughout the festival (must be provided no later than the Friday before the festival opens). Must be provided by the City.
- City of Miami Beach logo on our information stations.
- 1 10x10 tented area plus 1 6-foot table and two chairs.
 - Must be manned both festival dates for the entire festival (noon to 11pm).
 - Must notify Miami Beach Pride in writing of intended use, no later than March 14, 2025.

VIP Passes & Tickets

- 8 invites to the VIP Media Meet & Greet Reception.
 - 1 each Mayor, Commissioners, City Manager.
 - RSVP required.
- Non-transferable ticket (this event is invitation only due to limited space).
 - 32 tickets to the VIP Beach Affair, Friday, April 4, 2025.
 - 4 each Mayor, Commissioners, City Manager.
 - 16 tickets to the VIP Lounge on Saturday, April 5, 2025.
 - 2 each Mayor, Commissioners, City Manager.
 - 16 tickets to the VIP Lounge on Sunday, April 6, 2026.
 - 2 each Mayor, Commissioners, City Manager.

For the first time in the partnership between the City and Miami Beach Pride, as part of the special event sponsorship, the Administration will be participating in the Parade, providing an opportunity for city staff to participate in the event. The mode of transportation/float for the Parade is not included.

FISCAL IMPACT STATEMENT

The special event sponsorship for the 2025 Miami Beach Pride Festival in the amount not to exceed \$250,000, as previously approved by the City Commission in the FY 2025 Operating Budget.

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

\$250,000.00 for 2025 Miami Beach Gay Pride is funded from the Resort Tax Fund.

CONCLUSION

The Administration recommends adopting the resolution to authorize the City Manager and City Clerk to execute a sponsorship agreement with Miami Beach Gay Pride, Inc., in an amount not to exceed \$250,000 as a reimbursable cash sponsorship in addition to the special event fee waivers and City Services for the 2025 Event.

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

Tourism and Culture

Sponsor(s)

Commissioner Alex Fernandez

Co-sponsor(s)

Commissioner Laura Dominguez
Commissioner Tanya K. Bhatt

Condensed Title

Execute Sponsorship with Miami Beach Pride, Inc., 2025 MB Pride Festival.
(Fernandez/Dominguez/Bhatt) TC

Previous Action (For City Clerk Use Only)