



COMMISSION MEMORANDUM

TO:	Honorable Mayor and Members of the City Commission
FROM:	Rickelle Williams, Interim City Manager
DATE:	June 26, 2024
TITLE:	A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING (1) THE REQUEST FOR A WAIVER OF MIAMI BEACH CONVENTION CENTER RENTAL FEES FOR THE STYLE SAVES INC., IN AN AMOUNT NOT TO EXCEED \$19,123 FOR USE OF EXHIBIT HALL A, FOR THE STYLE SAVES INC. BACK-TO-SCHOOL PROGRAM 2024, TO BE HELD ON AUGUST 7-12, 2024 AND (2) A SPONSORSHIP OF THE 2024 BACK-TO-SCHOOL PROGRAM IN AN AMOUNT NOT TO EXCEED \$60,000; AND FURTHER, AUTHORIZING THE INTERIM CITY MANAGER AND CITY CLERK TO EXECUTE A SPONSORSHIP AGREEMENT WITH STYLE SAVES INC. FOR THE BACK-TO-SCHOOL PROGRAM, THE TERMS OF WHICH SHALL INCLUDE SPONSORSHIP FUNDING IN AN AMOUNT NOT TO EXCEED \$60,000 FOR THE 2024 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 of the resolution and authorization of Miami Beach Convention Center rental fee waiver for the Style Saves Inc. Back-to-School Program 2024 and sponsorship of the 2024 Back-to-School program.

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, room set-up and cleaning.

MBCC rental waiver application documents and requirements include, but are not limited to, proof of not-for-profit status, recent tax returns, and additional 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 sponsorship recognition. The City received an application for a rental fee waiver, from Style Saves, Inc., 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 to students. 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 manufactures backpacks, school supplies, pants, polo shirts, 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 partnership, 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 14th 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.

As proposed, the Back-to-School program will be held in Exhibition Hall A of the MBCC on August 7-12, 2024, including event load-in and load-out. Style Saves has requested that the City waive MBCC rental fees in an amount not to exceed \$19,123 and sponsor the event in an additional amount not to exceed \$60,000 for services such as audio, visual, utilities, furniture rentals, security, parking, food and beverage, room set-up 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.

SUPPORTING SURVEY DATA

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

FISCAL INFORMATION

The waiver, if approved, is valued at \$19,123, and reflects a loss of MBCC revenue. The sponsorship is valued at \$60,000.

Amounts(s)/Accounts(s):

\$79,123

CONCLUSION

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

Applicable Area

South 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

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

Strategic Connection

Prosperity – Balance resident' quality of life with tourism and special events.

Legislative Tracking

Economic Development

Sponsor(s)

Commissioner Alex Fernandez

Mayor Steven Meiner

Commissioner Tanya K. Bhatt

Commissioner Laura Dominguez

Commissioner Joseph Magazine

Commissioner Kristen Rosen Gonzalez

Commissioner David Suarez