



COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Commissioner Joseph Magazine

DATE: February 26, 2025

TITLE: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO EXPAND MIAMI BEACH'S PARTNERSHIP WITH MIAMI SWIM WEEK.

RECOMMENDATION

BACKGROUND/HISTORY

Miami Swim Week has established itself as the premier global event for swimwear fashion, drawing over 30,000 attendees and representing more than 60 countries. With an estimated annual economic impact of \$75 million, the event significantly boosts Miami Beach's hospitality, retail, and tourism sectors. Reports indicate that the influx of visitors translates into thousands of hotel room bookings, increased restaurant and club patronage, and heightened consumer spending across the city. The event's international appeal and strong industry presence ensure that Miami Beach remains at the forefront of global swimwear trends.

Beyond its direct economic benefits, Miami Swim Week generates massive media exposure, accumulating over 14 billion impressions across various platforms, according to a Burrelles audit. The event showcases Miami Beach as a luxury lifestyle destination, reinforcing its reputation as a fashion capital. Coverage from major outlets such as Forbes, Elle, and CBS News, amongst many others on social media platforms, amplifies Miami Beach's global visibility, attracting more high-profile partnerships and corporate sponsorships. This ongoing media presence contributes to the city's brand identity and strengthens its positioning as a hub for fashion, tourism, and cultural events.

The alignment between Miami Swim Week and Miami Beach's brand is undeniable. The event not only supports multiple industry sectors—including design, retail, manufacturing, and logistics—but also fuels innovation and creative expression within the swimwear industry. Miami Beach provides the perfect setting, leveraging its climate, coastal allure, and luxury infrastructure to attract leading designers, buyers, and influencers. As a result, the event has continued to evolve, expanding its reach and reinforcing its role as a key driver of economic activity and industry growth.

We consider it appropriate to refer to the Finance and Economic Resiliency Committee a pathway for Miami Swim Week and the City of Miami Beach to have an expanded partnership in the coming years.

ANALYSIS

Given Miami Swim Week's proven track record of economic impact, media exposure, and industry relevance, Miami Beach should seek to expand its partnership with the event. Increased municipal support—whether through infrastructure enhancements, marketing collaborations, or incentives for participating businesses—would further cement the city's status as the global leader in

swimwear fashion. Additionally, fostering a stronger relationship with Miami Swim Week could encourage year-round fashion activations, sustaining visitor engagement beyond the event itself. By deepening its investment, Miami Beach can maximize the long-term economic and cultural benefits of this world-renowned fashion spectacle.

FISCAL IMPACT STATEMENT

TBD

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

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): N/A

Department

Office of Commissioner Joseph Magazine

Sponsor(s)

Commissioner Joseph Magazine

Co-sponsor(s)

Commissioner David Suarez

Condensed Title

Ref: FERC - Expand Partnership with Swim Week. (Magazine/Suarez)

Previous Action (For City Clerk Use Only)