

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Finance and Economic Resiliency Committee Members

FROM: Interim City Manager Rickelle Williams

DATE: June 28, 2024

TITLE: DISCUSS SPECIAL EVENT GUIDELINES AND CITY SPONSORSHIPS, FEE WAIVERS AND OTHER SUBSIDIES FOR SPECIAL EVENTS

BACKGROUND/HISTORY

At the request of Commissioner Tanya K. Bhatt, on January 31, 2024, a discussion item (C4 T) was referred by the Mayor and City Commission to the Finance and Economic Resiliency Committee (FERC) to discuss further refining the Special Event Guidelines and a review of City sponsorships, fee waivers and other subsidies for special events.

- The referral requested City staff and/or members of the Administration responsible for implementing the Special Event Guidelines and administering City sponsorships for special events to:
- Provide feedback on the current Guidelines and identify opportunities to improve the process, including community outreach;
- Outline the current approved list of events for 2024 (and beyond if applicable) and their economic/branding impact to the City;
- Present the sponsorship budget for Fiscal Year 2024 to the FERC; and
- Review the strategic vision for how events are vetted/screened, and how it is determined whether or not to allow a new event to take place.

This item was included on the May 24, 2024 FERC agenda but was not reached.

ANALYSIS

The City of Miami Beach hosts various special events that enrich the community for visitors and residents. To mitigate the ever-increasing demands made on City resources and infrastructure, special event permit applicants must present proposed special event activities to potentially impacted neighborhood associations and appropriate City departments. 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 health, safety, and welfare of the community.

The City has the authority to approve, approve with conditions, deny, or revoke a Special Event Application. The review includes, but is not limited to, the type of event, resident benefit, and quality of life and city services impact. After an initial vetting, if approved to move through the special event permitting process, applications are reviewed internally by city departments and externally by the community.

Special Event Guidelines and Community Outreach

All proposed events with projected attendance of more than 150 persons on public or private property, where such event would not be incidental generally or without restriction throughout a

particular zoning district, will be reviewed, internally, by the City's relevant departments. Representatives from City departments, including, but not limited to, Police, Fire, Tourism and Culture, Public Works, Parking, Planning, Code Compliance, Environment and Sustainability and Parks and Recreation take part in a monthly Special Events Internal Review meeting. The various departments review and provide feedback on the proposed site, run of show, security, parking, transportation, and all other necessary plans for the proposed event. Based on feedback received from City departments, Tourism and Culture Department (TCD) staff advise the special event applicants of specific requirements they will need to satisfy and the timeframe for completing these requirements. Each City Department will take note of announced events and potential events of significance and initiate customized action plans to address the requisite levels of service and outline their efforts and responsibilities associated with any upcoming major event planned within the City. All comments received during the internal review process are incorporated with feedback received through the subsequent community review process.

Special events in the City of Miami Beach are also subject to review and recommendation by the corresponding neighborhood or business association(s) and/ or as part of a monthly Special Events Community Review.

Currently, TCD hosts the virtual Special Events Community Review meeting on the third Thursday of every month. The invitation for the monthly meeting is sent to City personnel, event producers and community stakeholders. Although the Guidelines currently only state events in public property, TCD includes all events, whether on public or private property, in the monthly Community Review Meetings. Additionally, TCD staff publicly notices the monthly meeting through the City Clerk's Office, as seen in Exhibit A.

Part of the external review procedure includes notification to affected neighborhoods and associations, such as the Art Deco Neighborhood Association, Ocean Drive Association, and Collins Park Neighborhood Association, for example. TCD routinely connects event producers with affected neighborhoods to allow for event proposals, including a site plan and run of show, to be shared and discussed. This allows for dialogue between the parties, and questions and concerns are shared directly with the producers. In addition, TCD has coordinated meetings between producers and community stakeholders when more discussion is deemed necessary.

On July 26, 2023, the City Commission approved Resolution No. 2023-32701, authorizing a revision to the Special Event Guidelines, which included the following language in reference to the enhanced mail notice for a trial period of six (6) months:

In addition, for large events with an attendance exceeding 1,000 applicants shall provide:

- mail notice to any registered neighborhood association where the proposed event will be located;
- mail notice to all property owners within a 500-foot radius if the special event is being activated west of the dunes;
- mail notice to all properties within 1000-foot radius if the special event is activating beachfront, east of the dunes; and
- with the mail notice to specify the date and time that the proposed event will be considered at a scheduled Special Events Community Review meeting, and include the Tourism and Culture Department on copy, for verification purposes.

On September 13, 2023, the City Commission voted to reconsider the July 26, 2023 Resolution authorizing a revision to the Special Event Guidelines, and remove the above-referenced enhanced mail notice from the guidelines. The Administration was asked to provide an update at a PSNQLC meeting on efforts to provide other forms of enhanced notice to residents for applications being reviewed at monthly Special Event Community Review meetings.

TCD staff has continued to take various steps to enhance notifications to City residents and

neighborhood associations of upcoming special event application reviews by implementing the following:

- Monthly Special Event Community Review virtual meetings publicly noticed through the City Clerk's office, providing residents with dates, time, and meeting login information in advance.
- An electronic email blast was restarted in November 2023 with more than 2,000 subscribers. An email is sent with the agenda of the upcoming Community Review meeting, making residents aware of events proposed in their area, as seen in Exhibit B.
- The Administration has worked with the Information Technology Department to create a link to subscribe to the "Special Event" newsletter, as seen in Exhibit C.
- For events that are expected to have a high impact on the community and City services, a separate community meeting is scheduled. TCD has worked with the Neighborhood Affairs Division to schedule and promote community meetings, as seen in Exhibit D.

Since the additional notification strategies were implemented, TCD staff has witnessed increased participation of residents at monthly meetings. Through participation, residents have been able to share concerns, ask, and at times, receive feedback and real-time solutions to address concerns. All comments received during the external review process are incorporated with feedback received through the internal review process.

Since March 2024, TCD has taken steps to continue enhancing notification to residents, making residents aware of special event permits being reviewed at the public Community Review meetings. TCD has collaborated with the City's Marketing and Communications Department and the Neighborhood Affairs Division to distribute sign up information to residents for the established special events electronic newsletter, and was shared to the following:

- City's Marketing and Communications database of more than 36,000 residents
- City's Facebook page with more than 56,000 followers
- TCD's Arts and Culture Distribution List with more than 18,000 subscribers

In addition, TCD will continue working with the Marketing and Communications Department and the Neighborhood Affairs Division to disseminate information about the electronic newsletter sent by TCD, which includes special event applications being reviewed at monthly Community Review Meetings, the agendas and meeting login information. Steps may include:

- Sending newsletter sign up information to a database of residents in Miami Beach zip codes.
- Sending newsletter sign up information to a database of Miami Beach Homeowners Associations.

List of City-Sponsored Events for 2024

FY 2024					
Special Event Name	Event Beginning Date	Event End Date	Total Cash only Funded Amount	Resolution #	Notes
South Beach Seafood Festival	10/20/2023	10/21/2023	\$5,000	2023-32699	Multi-Year Agreement through 2024 Event
Ocean Drive Promenade Music Series	10/1/2023	9/30/2024	\$100,450	2023-32815	Year-Round Programming
Normandy Fountain Business Association	10/1/2023	9/30/2024	\$60,000	2023-32785	Year-Round Programming
Collins Park Neighborhood Association	10/1/2023	9/30/2024	\$75,000	2023-32785	New Year's Eve and Artscape Music Series
Miami International Piano Festival	1/2/2024	1/10/2024	\$75,000	2023-32785	
South Beach Jazz Festival	1/4/2024	1/7/2024	\$50,000	2023-32785	
Art Deco Weekend	1/12/2024	1/14/2024	\$150,000	2023-32850	
South Beach Wine and Food Festival	2/22/2024	2/25/2024	\$175,000	2023-32464	Multi-Year Agreement through 2028 Event
Miami Beach Air and Sea Show	5/25/2024	5/26/2024	\$350,000	2020-31231	Multi-Year Agreement through 2024 Event
Lincoln Road BID	11/1/2024	4/1/2024	\$38,000	2023-32785	
Lincoln Road BID - Zorro Premier	1/18/2024	1/18/2024	\$10,000	2023-32859	
Miami Music Festival	12/2/2023	1/1/2024	\$55,000	2023-32785	
Miami Beach Pride	4/12/2024	4/14/2024	\$250,000	2024-32885	
Washington Avenue BID - Muhammad Ali Tribute	2/23/2024	4/1/2024	\$25,000	2024-32924	
American Black Film Festival	6/12/2024	6/16/2024	\$200,000	2023-32744 2023-32755 2023-32822	Multi-Year Agreement through 2026 Event Special Event Sponsorship Program
Miami Swim Week: The Shows	5/29/2024	6/3/2024	\$28,000	2023-32744	Special Event Sponsorship Program
King and Queen of the Court Volleyball Tournament	September 2024	September 2024	\$258,000	2023-32744	Special Event Sponsorship Program

Sponsorships for Fiscal Year 2024

Amount	Description
\$606,000.00	Large Scale Events (quality, transformative, family-friendly programming)
\$400,000.00	Special Events Sponsorship Program
\$350,000.00	Miami Beach Air & Sea Show
\$250,000.00	Miami Beach Pride Contribution
\$175,000.00	SOBE Wine and Food Festival
\$150,000.00	MDPL Art Deco Weekend
\$101,000.00	Ocean Drive Promenade Programming
\$97,000.00	Additional Sponsorship for American Black Film Festival
\$75,000.00	Miami International Piano Festival Academy
\$50,000.00	Collins Park Fireworks
\$38,000.00	Lincoln Road Programming
\$25,000.00	Collins Park Programming
\$10,000.00	Seafood Festival Sponsorship Agreement (Year 4 of 5)
\$2,327,000.00	Total

Internal Criteria to Review Special Event Application

The City has the authority to approve, approve with conditions, deny or revoke a Special Event Application, and the review includes, but is not limited to, the items listed below.

- **Type of Event:** The review of the special event permit application includes a review of the type of event, and the possible demands on City services Community profile, estimated attendance, reoccurrence, and nature of the venue.
- **Resident Benefit:** All special events on public property will require a resident benefit, defined as a quantitative, tangible benefit to the residents and local community.
- **Economic Impact to the City:** The City will consider the event's long-term, short-term, and indirect effects on profit/costs to local economic industries, including but not limited to hotels, restaurants, entertainment establishments, retail, and the City. The City will also consider events undertaken by not-for-profit organizations that demonstrate direct assistance to a charitable cause.
- **Frequency Chart:** To ensure that the City's beaches, parks, and public right-of-ways are protected and conserved, the City limits the number and scope of the events held in these areas. The City has in place a Frequency Chart, which outlines the maximum number of days in a fiscal year that can be used within the designated area listed. Once

a designated area reaches its maximum allowance, no other event can take place. This allows for the natural restoration and maintenance of our beaches, parks, and public right-of-ways.

- **Infrastructure and Service Demands (Quality of Life):** The City will consider whether the event is compatible with the surrounding neighborhoods and complements the ambience and aesthetics of the area in which it is presented.
- **Issuance of Special Event Permits during High Impact Periods:** During periods of enhanced or unavailable staffing of City resources (Police, Fire, Code, Sanitation, etc.), the City does not accept applications for new events on public property. Such periods include the month of March and first two weeks of the month of April, which coincides with college and high school spring break and existing events.

The value of ancillary events and conferences that may surround the event is also reviewed. These may or may not be ancillary events directly managed, or a part of, the event under review. The venues for these other ancillary shows could be local hotels, arenas and parks, in support of the large event. Ancillary events of this type may be considered a positive, from the additional economic impact they may provide, or they may be considered a detriment, depending on the nature and history of these side events including their direct and indirect impacts.

FISCAL IMPACT STATEMENT

Existing sponsorship amounts are included above.

Does this Ordinance require a Business Impact Estimate? (FOR ORDINANCES ONLY)

The Business Impact Estimate (BIE) was published on . See BIE at:
<https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notices/>

FINANCIAL INFORMATION

CONCLUSION

As reviewed and updated periodically, the Administration is committed to enhancing the Special Event Permit and event sponsorship process. It is recommended that the FERC discuss the item and provide a recommendation to the Mayor and City Commission, as applicable.

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)

Commissioner Tanya K. Bhatt

Co-sponsor(s)

Commissioner Joseph Magazine