

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Eric Carpenter, City Manager

DATE: April 23, 2025

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE RECOMMENDATION OF THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE, MADE AT ITS MARCH 25, 2025 MEETING, AND RETROACTIVELY WAIVING THE SPECIAL EVENT FEES, TOTALING \$25,298.75, FOR THE MODEL VOLLEYBALL EVENT, WHICH TOOK PLACE ON MARCH 29-30, 2025 AT THE LUMMUS PARK BEACHFRONT, BY REIMBURSING THE EVENT ORGANIZER THE FEES PAID, EXCEPT FOR THE SECURITY DEPOSIT.

RECOMMENDATION

The Administration recommends that the Mayor and City Commission adopt the Resolution accepting the recommendation of the Finance and Economic Resiliency Committee to waive the special event fees, totaling \$25,298.75 for the Model Volleyball event, which took place on March 29-30, 2025 at the Lummus Park beachfront, by reimbursing the event organizer the fees paid, except for the security deposit.

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 ever-increasing 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.

At the February 3, 2025, City Commission meeting, the Commission approved a referral by Commissioner Joseph Magazine (C4 AU) to the Finance and Economic Resiliency Committee (FERC) to discuss the request for City sponsorship and waiver of City special event permit fees, pursuant to section 12-7 of the City Code, for the Model Volleyball event, scheduled to take place March 29- 30, 2025.

At the March 26, 2025, FERC meeting, staff presented the approximate fees due by Model Volleyball for the 2025 event. After discussion, committee members voted with a favorable recommendation to the City Commission to approve the waiver of special event fees in a retroactive manner.

ANALYSIS

The Model Volleyball tournament has taken place in Miami Beach since 2010 and has become a globally renowned event. This free event is open to the public and features top model agencies competing in a co-ed beach volleyball tournament. These top agencies include Next, CGM, Elite,

Ford, and Select. After completing its 14th consecutive year, Model Volleyball has grown to see nearly 15,000 attendees, over 300 participating models and over 500 million media impressions per tournament. Media partners have included iHeartMedia, Snapchat & Shape Magazine. On September 13, 2023, the Mayor and City Commission approved Resolution No. 2023-32751 to waive special event fees in the total amount not to exceed \$21,748 for the annual Model Volleyball tournament which took place March 15-17, 2024. The 2025 Model Volleyball event is scheduled to take place on March 29-30, 2025, at Lummus Park Beachfront on 12th street.

Below is the estimate of special event fees, based on their application:

Application Fee \$333
Permit Fee \$663
Vehicle Beach Access Passes \$1,515
Square Footage \$20,825
Tax \$1,962.75
Total \$25,298.75

FISCAL IMPACT STATEMENT

The fiscal impact for waiving the special event fees in a total amount of \$25,298.75 is uncollected revenue.

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

The Administration recommends that the Mayor and City Commission adopt the Resolution accepting the recommendation of the Finance and Economic resiliency Committee to waive the special event fees, totaling \$25,298.75 for the Model Volleyball event, which took place on March 29-30, 2025, at the Lummus Park beachfront, by reimbursing the event organizer the fees paid, except for the security deposit.

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 Joseph Magazine

Co-sponsor(s)

Condensed Title

Accept Recomm/Waive Special Event Fees for Model Volleyball Event. (Magazine) TC

Previous Action (For City Clerk Use Only)